

Jungle Scout

THE SUPPLIER DATABASE

Supplier Database is the latest Jungle Scout feature. This is a huge opportunity to create content, promote Jungle Scout, and earn commissions! We've gathered everything you need to best understand Supplier Database and promote it to your audience.

What is Supplier Database?

Supplier Database bridges the gap between finding a product and finding a legitimate supplier to manufacture it. No other Amazon selling tool allows sellers to see potential suppliers, their customer volume, and a confirmed history of shipments. Supplier Database ensures that your potential supplier has a strong track record with quality manufacturing - it does the vetting process for you.

Where to access it?

Supplier Database is now part of the Jungle Scout web-based software.

How to use it?

Users can navigate to the Supplier Database from within the Jungle Scout. They can search for suppliers manufacturing specific products, competitors' suppliers as well as general supplier options.

Then, the Supplier Database will populate with results like:

- **Relevancy Score.** Matching the supplier to the type of product users are looking to manufacture.
- **Total Shipments.** How many shipments the factory has made.
- **Total Customers.** How many customers they work with.
- **Manufactured Products.** A breakdown of what they manufacture.
- **Top Customers.** The main companies ordering from this supplier. Essentially you can search for a brand name & find the suppliers they are using!
- **Contact Information.** Sellers can access supplier contact information & save suppliers they want to work with.



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SELLER CHALLENGES

Hard to find legitimate factories	Not all suppliers are legitimate, requiring you to contact multiple factories before receiving a response.
Hard to vet factories	Supplier sourcing sites, like Alibaba, are riddled with scammers. As a customer, you have no way to vet them or have confidence that you are dealing with a reputable factory.
Identifying a trade company	A trade company acts as an intermediary for a factory and can be more expensive than working directly with a factory. Trade companies can be challenging to identify.
Hard to get the best pricing	Not knowing what a factory produces the most of limits a seller's ability to negotiate the best price. When sourcing you want a factory that produces the most of your product, as they will likely offer the best deal.
Hard to find the best quality	Source from suppliers that are known to produce good quality products. Find someone with a 5 star average on Amazon and use their factory.

FAQS

1. Why should I use Jungle Scout's Supplier Database over sites like Alibaba?

- We only list factories with a valid shipment history.
 - You'll know they are legitimate suppliers and not scammers or traders
 - You know the suppliers listed have experience with exporting goods internationally
 - You can see what products a factory commonly exports
- You gain insight about other companies that use a factory.
 - Identify what factories your competitors use
 - You will know a factory is legitimate if they also make jackets for a major brand like North Face
- Find factories from all over the world.
 - This is a database of all factories that have imported into the U.S. Alibaba's database is about 90% Chinese factories.



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- Verify factories claims.
 - You can verify claims made by a factory by confirming:
 - What they export (e.g. socks v. jackets)
 - How often they export (e.g. 10 containers a year to the U.S.)
 - Who they export to (e.g. Coleman or Walmart)
- Identify factories open and able to accept smaller orders.
 - A lot of Amazon sellers want smaller orders. Using this tool, you can check to see the order sizes from different factories
 - If they only do exports of multiple containers, it is less likely they're willing to work with you
- Adds to your own credibility.
 - Contacting a supplier through their website with knowledge about them makes you a serious prospect.
- Improves your chances of finding obscure niche suppliers.
 - There are a lot of high-quality suppliers who do not list themselves on sites like Alibaba.
- Search for suppliers like a professional.
 - The top Amazon sellers know how important it is to find the right supplier. It takes diligence to fact check. It is not about an easy solution, but about finding the highest quality supplier.
 - When Home Depot is looking for a factory, they use trade data to find the best factory and contact them directly.

2. Where does Jungle Scout get their data from & why should customers trust it?

- Jungle Scout uses import shipment data to identify what is being shipped to the United States (and Europe) and from which suppliers. We segment this vast amount of data with an in-house algorithm to qualify suppliers as reliable and accurate.
- We source using the same techniques as some of the most trusted industry specialists such as Panjiva, Import Genius, and Data Myne.
- The data is refreshed every month and dates back to 2014.

3. When would I search for a Product vs Competitor vs Supplier?

- The Supplier Database allows sellers to perform 3 types of supplier searches. They can search by:
 - A product keyword (e.g. socks)
 - A competitor (enter the entity's legal name)
 - A known supplier



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- When looking for a supplier, we recommend that you do a combination of searches to maximize your chances of identifying the right supplier for you.
- Product Search
 - When you search by the product name, you'll see the best-matched suppliers who manufacture that product.
- Competitor Search
 - Using a competitor's legal name you'll find suppliers used by existing sellers on Amazon.
 - If those sellers have good reviews you know the product will be of high quality. If the reviews are negative you might want to avoid that supplier.
 - This insight allows you to negotiate and create modifications to the same tried & tested product - reducing the time spent on ordering and working on product samples.
 - You can also see the frequency of suppliers' inventory shipments.
- Supplier Search
 - Fact check a known supplier to ensure they are reputable and ship the products and quantities they claim.

4. There are no product pictures. How do I know what a supplier's product will look like?

- The pictures on sites like Alibaba are 90%+ fake and borrowed from Amazon listings or elsewhere on the web. It's unlikely the listed factory produced that product.
- We recommend you contact a factory and ask to see pictures of the actual products they've manufactured. Alternatively, send them a picture of the product you want them to make.

5. Why are there no product prices?

- Prices vary wildly on sites like Alibaba, are used predominantly as a hook, and are almost always inaccurate.
- Customizing a product always changes the price of the product so the best way to obtain accurate prices is by contacting the factory directly and asking.

6. Why do I have to find the supplier's contact information?

- We are working to obtain contact information for all our featured suppliers. Stay tuned - this will come at a later date.
- Once you find contact information, you can store it with that supplier under the My Supplier section.



7. How is the Match Rating calculated and why is it important?

- A high Match Rating is given to a supplier that manufactures commodities that match the product keyword search term.
- We match a product's keyword with the HS Code description along with the product description laid out in the Bill of Lading, to ensure accuracy.
- A supplier's match rating will increase based on how well the search term matches with the HS Code and Bill of Lading.
- Suppliers will be given a higher rating when their top products exported match the search term.

8. What is a good number of shipments per year for a supplier?

- Frequent shipments gives you insight about a supplier's experience with international trade. The more they ship, the more experience they naturally have.
- It is not necessarily all about frequency of shipments, but how long the supplier has been exporting. The longer they have been in business the more established they are.

9. Does it matter how many customers a supplier has?

- New suppliers come and go. You want a supplier with an established record of customers.
- A supplier with one customer dealing in small shipments will be at higher risk of closing compared to a larger supplier with many customers and large shipments.

10. Why should I care about shipping history?

- Having access to supplier shipment history lets you know they are a legitimate supplier and not a scammer or trader.
- Shipping history helps Jungle Scout customers know how long a factory has been actively exporting. An established supplier with a record of longevity is less likely to be at risk of closing.
- You can see what products, how often, and to which companies a supplier exports to. If they mainly export your product, several times a year, you can have confidence they are a legitimate supplier.
- If a supplier deals with larger conglomerates, you can rest assured that the factory is experienced in international business and can deliver high quality, exceptional products.



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- Shipping volume data and frequency of shipments can help gauge how large a factory is and its production capacity.
- If a factory only ships large containers they may not be willing to accommodate small shipments.

11. What is the recommended process for selecting a good supplier using this tool? What data points should I really care about?

- Look at shipping history
 - If a supplier has been shipping/trading with the U.S. for a number of years it proves they have a reliable track record and are established (See Activity Rating)
- Look at shipping volume
 - Amazon sellers do not always want to ship large volumes to the Amazon warehouse. By looking at shipping data you can more easily identify suppliers willing to work with smaller orders.
- Look at customers
 - If a supplier ships to larger brands you can have confidence that the factory is legitimate, and has the proper certifications, standards or QA procedures to meet international product standards.
 - If a supplier ships the same product type (e.g. socks) to multiple customers you can have confidence they specialize in this product.
 - You can research a supplier's customer to independently review and verify their product's quality.

12. How do I find out an Amazon seller's legal company name?

- Go to your competitor's product on Amazon to find out the name of the company making the product: <https://www.screencast.com/t/ZUQ8aDyfa0>
- There are two names you to look for under "By" or "Sold By" but beware of buy box hijackers who may not be selling that listing's product specifically: <https://www.screencast.com/t/9GSWFyVhr>
- You can use the brand's name to run a trademark search to lead you to the legal name of the company that registered the trademark: <https://www.uspto.gov/trademarks-application-process/search-trademark-database>
- You can also perform a Google search to find the company's website. Sometimes their legal name will be shown in the footer, about me section, privacy policy, or terms of service.
- The supplier database will match on partial information if you don't get the name exactly right.



13. What is the benefit of the HS Code?

- The Harmonized System Code (HS Code) is a coding system to classify commodities imported and exported internationally.
- It is used to identify the Customs Tariffs applied to a product upon receipt at the destination port of entry.
- Budgeting for tariffs and duties can be a costly oversight by a lot of new sellers. Being aware of these fees ahead of time will help determine product opportunity and feasibility - you'll be able to consider these costs in your margins.

14. How is Activity Rating calculated and why is it important?

- The activity rating is a measure of a supplier's trade activity and how much goods they've shipped in the most recent 12 months.
- A higher activity score may indicate that a particular supplier has a larger pool of customers, higher production capacity, and has more orders from their customers.
- A lower activity score may indicate that a particular supplier's production capacity may not be as high. They may not have many orders from their customers.

15. I am a customer from outside the U.S. Can I use this import data to source a supplier to import to Europe?

- The U.S. is one of the largest importers of goods in the world so the list of suppliers from our database is quite substantial.
- Suppliers who import to the U.S. will also, for the most part, have a global presence so we do not see this as a limitation for our international customers.

16. How many suppliers should I contact?

- We recommend contacting between 10 and 15 suppliers. This will maximize your chances of finding the best quality product, the most reasonable price, and a supplier you feel confident working with. This means a supplier who is responsive, easy to work with, and reliable.

