

MARTIGANE

Practical international B2B sourcing guide 2026-2027

How to structure supplier research, compare offers and prepare a secure international procurement decision

This Martigane guide provides an operational framework to define a requirement, approach the market, compare quotations and prepare a professional purchasing decision. It is intended for wholesalers, distributors, purchasing groups, importers, retailers and professional buyers.

B2B	SOURCING	IMPORT / EXPORT	LOGISTICS
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1. Start with an actionable specification

- Define the product or function required as precisely as possible.
- State format, packaging, target quantities and expected purchasing frequency.
- Specify destination country, expected timing and documentary constraints.
- Separate mandatory criteria from preferences so offers can be compared consistently.

2. Build a comparable request for quotation

- Use the same RFQ structure for every contact.
- Request sales unit, units per case, cases per pallet and minimum order quantity when available.
- Clarify currency, payment terms and proposed Incoterm.
- Request price validity and estimated preparation lead time.

3. Qualify before negotiating

- Verify the company's existence and the consistency of the information provided.
- Review the documents relevant to the product and destination market.
- Assess whether the proposed source can support the requested volume and schedule.
- Keep written records of quotation versions and documents received.

4. Compare total landed logic, not product price only

- Compare quotations on a common basis.
- Include transport, possible insurance, handling, formalities and financing implications where relevant.
- Identify logistical thresholds that materially change unit cost: case, pallet, lot, truck or container.
- Allow contingency for timing changes and operational uncertainty.

5. Organise compliance, quality and logistics

- Identify requirements applicable to the product and destination before ordering.
- Validate the required commercial and logistics documents.
- Define receiving checks and acceptance criteria.
- Clarify responsibility for transport booking, tracking and discrepancy management.

6. Secure the purchasing decision

- Compare several scenarios rather than a single headline price.
- Document all open points before commitment.
- Avoid undocumented last-minute changes.
- For a new supply flow, progress in controlled stages and capture lessons learned.

Pre-launch checklist

1	Product/specification confirmed
2	Format and packaging defined
3	Volume, frequency and destination known
4	Same RFQ sent to candidates
5	Currency, Incoterm and payment clarified
6	Required documents identified
7	Logistics cost estimated
8	Lead times compared
9	Quality criteria defined
10	Transport responsibilities clarified
11	Selected quotation archived
12	Receiving plan prepared

Have a sourcing requirement? Martigane can review your specification and structure a tailored B2B sourcing process. contact@martigane.com - +33 (0)9 70 50 86 66

Informational document. Regulatory, customs, contractual and product requirements must be verified for each transaction and destination.