

FREE GUIDE

BRAND LAUNCH CHECKLIST

Thirty-two things to do before, during and after your first production order —
written from the questions new brands actually ask us.

PHASE 01

BEFORE YOU CONTACT A FACTORY

- ☐ Decide who you are selling to: fighters, gyms, retail shelves, or online.
- ☐ Pick a target retail price. Everything else follows from this.
- ☐ Choose two or three launch products. Not ten. Two or three.
- ☐ Register your brand name and secure the domain and social handles.
- ☐ Have your logo produced in vector format (.ai, .eps or .svg).
- ☐ Collect reference products and photographs of what you like — and what you don't.
- ☐ Set a realistic budget: product cost, shipping, duty, packaging, photography.
- ☐ Understand your import duty and any local certification requirements.

MOST COMMON MISTAKE

Launching with a wide catalogue. Ten products means ten MOQs, ten sample cycles, and inventory you cannot sell. Three products done well outsell ten done thinly.

PHASE 02 – CHOOSING A MANUFACTURER

- ☐ Ask whether they manufacture in-house or subcontract. Get a straight answer.
- ☐ Ask for photographs of the factory floor, not just the products.
- ☐ Ask for the exact material name and thickness, not marketing language.
- ☐ Confirm MOQ per model, not per order.
- ☐ Confirm what the sample costs and whether it is credited against production.
- ☐ Ask how quality is controlled during production, not just at the end.
- ☐ Check their communication speed before you pay anything. It will not improve later.
- ☐ Verify association membership and export experience to your country.

PHASE 03

SPECIFICATION & SAMPLING

- ☐ Write the specification down: product, material, padding, sizes, colours, branding, packaging.
- ☐ Request physical material swatches before approving anything.
- ☐ Supply Pantone references for colour, not screenshots.
- ☐ Decide logo placement and application method for each product.
- ☐ Approve artwork proofs digitally before the sample is made.
- ☐ Set a revision limit and a deadline for each sample round.
- ☐ When the sample arrives, use it. Hit it, wear it, wash it.
- ☐ Keep the approved sample. It is your reference if bulk differs.

PHASE 04 – PRODUCTION & SHIPPING

- ☐ Confirm the payment terms in writing before production begins.
- ☐ Ask for progress photographs at the cutting and stitching stages.
- ☐ Request the pre-shipment inspection report before the balance payment.
- ☐ Choose your shipping method: air (fast, expensive), sea (slow, economical), courier (small orders).
- ☐ Confirm who arranges export documentation and who is the importer of record.
- ☐ Budget for customs duty and clearance in your own country.
- ☐ Plan your product photography before the goods arrive, not after.
- ☐ Order 5–10% spare units for samples, returns and press.

START HERE

Build your first specification in minutes at rainwolfsports.com/build, or message us on WhatsApp at **+92 327 4022356**. Materials advice, sampling options and a quotation — free.