

EAST BRIDGE / CLIENT DELIVERABLE

PRODUCT & SUPPLIER SOURCING REPORT

Supplier Research, Evaluation & Recommendation

PREPARED FOR
PROJECT
PROJECT ID
PREPARED BY
DATE

HappyChild.md
Romanian-English talking flash cards
EB-SRC-2026-002
East Bridge
01 July 2026

Executive Summary

Decision-ready overview of the sourcing project, research funnel and East Bridge recommendation.

Project Overview

Product	Romanian–English talking flash cards (educational toy)
Target quantity	~1,000 pcs
Target market	Moldova / Romania
Key specification	Romanian–English content, unit price, low MOQ, DAP delivery
Required compliance	CE / RoHS / FCC
Target price	USD 2.50–3.00 per unit; ~USD 6,000 total budget incl. logistics

Sourcing Funnel

40	5	3	1
Identified	Shortlisted	Quoted	Recommended

02 / PROJECT BRIEF

Client Requirements

The sourcing brief used as the basis for supplier research and evaluation. All candidates should be assessed against the same requirements.

Product	Romanian–English talking flash cards
Material	ABS plastic, paper cards
Dimensions / specification	Lightweight, handheld
Finish / color	Pink / Blue
Quantity	~1,000 pcs
Target price	USD 2.50–3.00 per unit
Packaging	Designed cardboard gift boxes
Certification / compliance	CE / RoHS / FCC
Destination	Moldova / Romania, retail sale
Customization	Card design, full Romanian adaptation, English + Romanian voiceover
Other mandatory requirements	Delivery (DAP) included in the quotation

Priority Weighting

Quality	Price	Lead Time	MOQ Flexibility	Customization
High	High	High	High	High

Sourcing Methodology

A concise view of the work performed between the initial client brief and final supplier recommendation.

01	Requirements	Confirm technical and commercial brief.
02	Market Search	Identify relevant manufacturers and sourcing channels.
03	Initial Screening	Remove suppliers that do not meet mandatory criteria.
04	Verification	Review company information, capability and available evidence.
05	RFQ	Collect comparable quotations and commercial terms.
06	Evaluation	Score shortlisted suppliers against weighted criteria.
07	Recommendation	Select preferred and backup supplier(s).

Supplier Shortlist

High-level comparison of the suppliers that passed initial screening and were considered relevant to the client brief.

Criteria	Supplier A	Supplier B	Supplier C	Supplier D	Supplier E
Supplier name	Shenzhen T-Heart Electronic Technology Co., Ltd.	Foshan Eletree Technology Co., Ltd.	HXS (Shenzhen) Electronics Technology Co., Limited	Shenzhen Jiexunda Tech Co., Ltd.	Shantou Qiaobai Toys Co., Ltd.
Platform rating	4.8/5	4.6/5	5/5	4.7/5	4.9/5
Location	Shenzhen	Foshan	Shenzhen	Shenzhen	Shantou
Established	2013	2017	2013	2009	2017
Employees	11–50	11–50	51–100	101–200	11–50
Main capability	Talking Pen, English audio books, flash card reader machine, educational busy books	Talking Flash Card, Sound Book, Learning Machine, Early Learning Book	Sound Book, Sound Book Module, Greeting Card Sound Module, Toy Sound Module, Baby Music Toys	Magnetic Building Block, Education Toys, Seasonal Toys For Kids, Outdoor Kids Toys, Kids Electronic Toys	Educational toys, pretend play, baby toys, building blocks, puzzles
Export experience	Yes	Yes	Yes	Yes	Yes
EU share of exports	35%	10%	20%	56%	35%
ISO 9001	No	No	No	No	No
Custom OEM	Yes	Yes	Yes	Yes	Yes

05 / QUOTATIONS

Commercial Comparison

Compare shortlisted quotations on the same basis. Note any exclusions or differences that prevent direct price comparison.

Commercial Item	Supplier A	Supplier E	Supplier D
Supplier Name	Shenzhen T-Heart Electronic Technology Co., Ltd.	Shantou Qiaobai Toys Co., Ltd.	Shenzhen Jiexunda Tech Co., Ltd.
Unit price, USD	1.80	2.70	2.49
Quantity quoted (MOQ)	540	1,000	1,000
Logistics, USD	1,169.30	2,175.00	2,291.00
Sample cost, USD	10	27	10
Lead time	2 weeks	2–3 weeks	2 weeks
Payment terms	30% / 70%	50% / 50%	50% / 50%
Packaging	OEM	OEM	OEM
Incoterm	DAP	DAP	DAP
Estimated order value, USD (incl. 3% platform fee)	2,205.54	5,021.25	4,924.43
Landed cost per unit, USD	4.08	5.02	4.92

Commercial Note

The lowest unit price should not automatically determine the recommendation. Supplier A quoted its 540-unit MOQ (270 pink, 270 blue) while D and E quoted 1,000 units, so compare landed cost per unit rather than order value. Suppliers B and C were not taken to the quotation stage.

06 / EVALUATION

Weighted Supplier Scorecard

Use a consistent scoring scale for every shortlisted supplier. Weights may be adjusted at project start to reflect client priorities.

Criteria	Weight	Supplier A	Supplier E	Supplier D
Supplier Name	-	Shenzhen T-Heart Electronic Technology Co., Ltd.	Shantou Qiaobai Toys Co., Ltd.	Shenzhen Jiexunda Tech Co., Ltd.
Technical Capability	25%	10	10	10
Quality System	20%	7	7	7
Commercial Terms	20%	10	9	9
Capacity & Lead Time	15%	10	8	10
Communication	10%	10	7	8
Compliance	5%	8	9	7
Risk	5%	8	9	9
TOTAL	100%	92/100	85/100	88/100

Score Interpretation

90–100 Excellent | 80–89 Strong | 70–79 Acceptable | 60–69 Conditional | <60 Not Recommended

Supplier A — Shenzhen T-Heart Electronic Technology Co., Ltd.

RECOMMENDED	Overall Score: 92/100
Location	Shenzhen
Established	2013
Employees	11–50
Business type	Manufacturer (some processes subcontracted)
Main products	Talking Pen, English audio books, flash card reader machine, educational busy books
Export markets	Worldwide

Manufacturing Capabilities

- Annual production capacity: 8,000,000 sets (supplier declared)

Commercial Terms

Unit Price, USD	MOQ	Lead Time	Payment
1.80	540	2 weeks	30% / 70%

Strengths

- Flexible MOQ: 540 units, split across two SKUs (270 pink, 270 blue)
- Fast response times
- High attention to detail
- Express delivery in 3–5 days, at a logistics cost per unit in line with the slower alternatives
- CE, RoHS and FCC documentation available for this product

Potential Risks / Open Points

- No in-house design department: any change to the product design may delay the order.
- No ISO 9001 certification: quality depends on inspection, so agree checks in the order. Sign an NDA before sending your own artwork and voice files.

08 / DUE DILIGENCE

Supplier Verification Status

Verified information must be separated from supplier declarations. Only mark an item as Verified when supporting evidence has actually been reviewed by East Bridge.

Verification Item	Status	Evidence / Source	Notes
Business License	Verified	Document	—
Company Registration	Verified	Database	—
ISO Certificate	Supplier declared	Call	No ISO 9001; common for small Chinese factories
Factory Address	Verified	Database	—
Bank Account Name	Verified	Document	Account held with a Hong Kong bank
Export Experience	Verified	Database	—
Factory Audit	Verified	Database	—

Status Definitions

VERIFIED	Evidence independently reviewed by East Bridge.
SUPPLIER DECLARED	Information provided by the supplier but not independently confirmed.
PENDING	Supporting information requested but not yet received.
NOT VERIFIED	Not included in the verification scope.

Risk Assessment

Summarize sourcing risks that may affect supplier selection, production execution or commercial exposure.

Risk Area	Supplier A	Supplier E	Supplier D
Legitimacy	Low	Low	Low
Quality	Medium	Low	Low
Capacity	Low	Low	Low
Lead Time	Low	Low	Low
Communication	Low	Medium	Medium
Compliance	Low	Low	Low

Key Risks Identified

- Shenzhen T-Heart Electronic Technology Co., Ltd. — Subcontracts some production steps. Before paying for the first order, agree extra control points: a photo and video report at each production phase.
- Shantou Qiaobai Toys Co., Ltd. — Much slower communication than the other suppliers. Do not place an order until every open question is answered in writing.
- Shenzhen Jiexunda Tech Co., Ltd. — Slower communication than Supplier A, and a few minor complaints in online reviews. Get open questions answered in writing and read its reviews on Alibaba, Made-in-China and Trustpilot before a first order.

Our Recommendation

PREFERRED SUPPLIER	Shenzhen T-Heart Electronic Technology Co., Ltd. (Supplier A)
OVERALL SCORE	92 / 100

Recommendation Rationale

Supplier A meets all of the client's requirements and scores highest on the weighted scorecard.

Its advantages over the other quoted suppliers:

- Unit price USD 1.80, below the USD 2.50–3.00 target; total order USD 2,205.54, within the ~USD 6,000 budget
- Lowest landed cost per unit (USD 4.08 against 4.92–5.02), with express delivery in 3–5 days
- Flexible MOQ: 540 units, split across two colours

Backup Supplier

Shenzhen Jiexunda Tech Co., Ltd. (Supplier D, 88/100) also meets the client's requirements. Its strengths:

- Largest production capacity on the shortlist (101–200 staff)
- Strong platform rating (4.7/5)
- Unit price USD 2.49, within the target

Its logistics quote is the highest per unit (USD 2.29). If it is used, book freight through an independent forwarder.

Recommended Next Steps

A practical route from supplier selection to controlled production and shipment.

01	Commercial Negotiation	Finalize pricing, tooling ownership, payment terms and delivery conditions.
02	Production Order	Confirm PO, specification and approved sample.
03	Quality Inspection	Inspect production before shipment according to agreed criteria.
04	Logistics & Import	Coordinate shipment and required import documentation.

Appendix

Supporting material should sit behind the decision-making pages so the core report remains concise and easy to review.

Appendix A	Supplier A quotation (provided to the client)
Appendix B	Certificates and company documents (client archive)
Appendix C	Product and factory images, production video (client archive)

Appendix A

Supplier quotation provided to the client.

Appendix B * Certification pack added to client's archive

Appendix C * Factory images and video from production process added to client's archive