



## **Five Key Benefits of Importing Goods and Materials from Overseas**

All competitive businesses should constantly be on the lookout for ways to improve supply chain management while cutting costs in the process. If your business wants to extend profit margins, importing goods or raw materials is one potential path towards achieving this goal. Importing from offshore sources provides a host of benefits, including lower prices, higher quality goods, and the advantages associated with international trade agreements. While importing is a great idea for many businesses, it's always important to perform careful research in order to avoid costly mistakes later on down the line.

Here are five key benefits associated with importing from foreign markets.

- **Comparative advantage means lower-priced goods.** Out of the many benefits of importing goods and raw materials, comparative advantage is the most common reason why companies choose to source products from overseas. Comparative advantage means that the conditions in a foreign market allow for much cheaper production costs, thanks to things like low labor costs, lower tax schemes, etc. If you can get the products or materials you need at a considerably cheaper rate, importing is a quick and easy way to cut costs and boost your profit margins.
- **Importing can mean higher-quality products.** It's no secret that each country has its own strengths and specialties. If the goods or materials you need have top-quality sources outside of your country's borders, it pays to have them imported. This way you're working with the best materials right from the start, ensuring the best quality and most marketable end products.
- **Many governments actively support trade relations and aim to make importing easy for your business.** In many developing countries, governments encourage importing by helping local suppliers do business with offshore importers like yourself. Depending on the country you are importing from, there may be a government agency available to assist you with any inquiries you might have and make the transaction easier for all parties involved. With official agency oversight, the risks involved in the transaction can be significantly reduced, providing you with peace of mind throughout the process.

- **Importing grants access to regionally exclusive resources.** Some of the resources you may need for your manufacturing process can only be found in certain parts of the world. This includes everything from raw materials to special technologies. If these ingredients are vital to your production process, importing grants you immediate access to primary sources.
- **Various benefits stemming from trade agreements.** The various trade agreements negotiated by a country can give you access to unique benefits that make importing easier and more cost-effective. The direct benefits vary by country and are worth researching to find the best possible arrangement for your business. Working with a knowledgeable customs broker is one way to determine which agreements might provide favorable conditions for your business' imports.

If you want to remain competitive in domestic markets, the answer is often found in developing close business relationships with offshore exporters. Importing certain goods or raw materials from a foreign market may give your company the ability to manufacture higher-quality products and make more money while doing so. By focusing on attaining the benefits outlined above, your company stays growth-oriented and competitive throughout even the most trying economic times.

#### Sources

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