

# SOURCE +



## EVALUATE

### COMPANY NAME



### E-MAIL ID



### CONTACT INFO

### AIRPODS





## EVALUATE

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# Core Project Objectives

- **ESTABLISH RELIABILITY:**  
Implement a multi-stage quality assurance process, including pre-shipment inspection at the factory, to maintain an return rate below 1%.
- **PRODUCT DIVERSIFICATION:**  
Leverage Airdopes Alpha's chipset to launch multiple SKUs, such as low-latency gaming and bass-heavy variants.
- **OEM SOURCING:**  
Shift from generic wholesale to OEM partnerships to control design, voice prompts, and packaging.
- **EXTIMATE LANDING COST & DUTY STRUCTURE**
  - HSN: 85183000
  - Duties: BCD 15% + SWS 10% of BCD + IGST 18%
  - Landed Cost: ~1.38x–1.42x of FOB (incl. freight, insurance, duties)

# Target Customer Segments & Product Fit

SEGMENT	PRIMARY REQUIREMENT	PRODUCT FIT STRATEGY
Retail / E-commerce (B2C)	Brand visibility & Price	ASAP charge and 35h battery.
Hospitality / B2B	Bulk durability & hygiene	Premium in-room amenity kits
Institutions	Volume discounts & Gifting	Laser-engraved logo
OEM Private Label	Unique IP & Software	App-based custom EQ
Target Customers	Gen Z & Students	50ms low-latency "Beast Mode"

# Risks and Mitigation Strategy

## RISK

## MITIGATION STRATEGY

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Geopolitical Dependency	maintaining final assembly/packaging options in India (SKD)
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Hardware/Software Integration	Periodic Over-the-Air (OTA) update support from the supplier to fix Bluetooth 5.3 bugs.
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Warranty & Service Need	Negotiate a 2% FOC (Free of Cost) unit buffer in every shipment to replace defective units instantly in India.
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MOQ Affecting Pricing	Negotiate favorable terms based on long-term volume commitments.
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# Supplier Verification Summary

## SUPPLIER 01

- **COMPANY STATUS:**

Verified manufacturing company

- **LOCATION:**

China

- **VERIFICATION SUMMARY:**

- The supplier has been successfully verified as a legitimate manufacturing unit.
- Initial assessments indicate stable operations, proper facility setup, and adherence to standard manufacturing practices.

- **SUPPORTING DOCUMENTS:**

- Product catalogue attached
- Product demonstration videos attached

# Supplier 01.

## CATALOGUE AND PRODUCT VIDEOS

### SUPPLIER 01

- **REFERENCE PRODUCT**

KV-Series Ultra-Alpha

- **DETAILED INFORMATION:**

- Images: (Conceptual: Matte finish case with LED battery percentage display)
- Core Specs: 13mm Titanium Drivers, Bluetooth 5.4, 40ms Latency.
- Specialty: Expertise in ENC (Environmental Noise Cancellation) for crystal-clear calls.



# Supplier Verification Summary

## SUPPLIER 02

- **COMPANY STATUS:**

Verified manufacturing company

- **LOCATION:**

China

- **VERIFICATION SUMMARY:**

- The supplier has been authenticated as a manufacturing entity with an operational facility in (City).
- Preliminary checks confirm their capability to handle product requirements and consistent production capacity.

- **SUPPORTING DOCUMENTS:**

- Product catalogue attached
- Factory and product demonstration videos attached

# Supplier 02.

## CATALOGUE AND PRODUCT VIDEOS

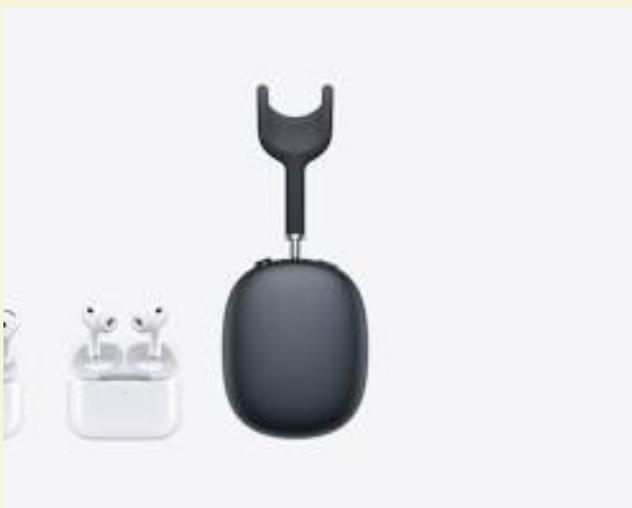
### SUPPLIER 01

- **REFERENCE PRODUCT**

W-Alpha Gaming Edition

- **DETAILED INFORMATION:**

- Images: (Conceptual: Angular, aggressive gaming design with RGB breathing lights)
- Core Specs: IPX6 Waterproofing, 45 Hours total playback, 50ms Beast Mode.
- Specialty: Low-latency chipsets (PixArt) ideal for the Indian gaming segment.



# Supplier Verification Summary

## SUPPLIER 03

- **COMPANY STATUS:**

Verified manufacturing company

- **LOCATION:**

China

- **VERIFICATION SUMMARY:**

- The supplier has been authenticated as a manufacturing entity with an operational facility in (City)
- Preliminary checks confirm their capability to handle product requirements and consistent production capacity.

- **SUPPORTING DOCUMENTS:**

- Product catalogue attached
- Factory and product demonstration videos attached

# Supplier 03.

## CATALOGUE AND PRODUCT VIDEOS

### SUPPLIER 03

- **REFERENCE PRODUCT**

B-Alpha Basic

- **DETAILED INFORMATION:**

- Images: (Conceptual: Sleek, pocket-friendly pebble design)
- Core Specs: 10mm Drivers, USB-C Fast Charge, 30h Playback.
- Specialty: Highest cost-to-performance ratio; optimized for deep bass (Signature Sound).

