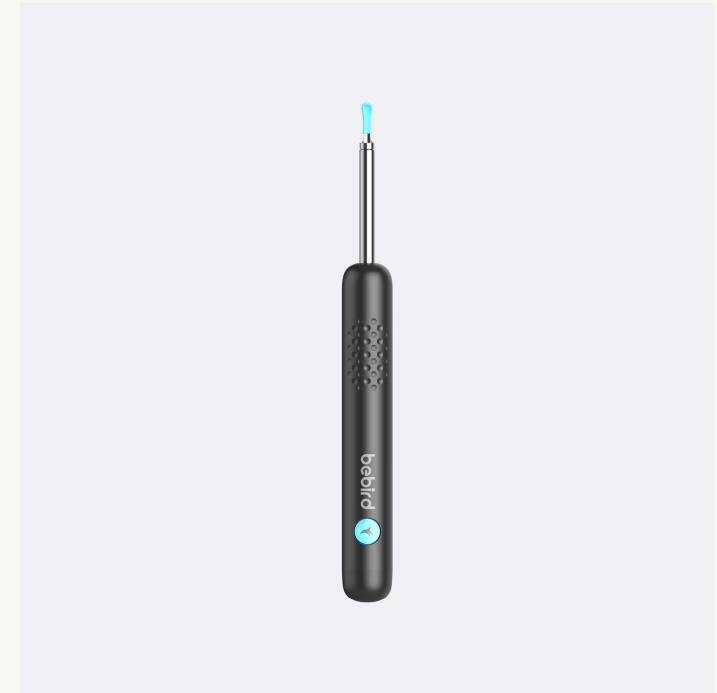


Camera ear cleaner: U.S. market entry

Know the price.
Count every cost.
Resolve before shipping.

Market and commercial decision report

Marketplace, import, private-label and retail research, with client comparisons, campaign tests, investor screening and procurement tools. A \$34.99 offer produces \$6.99 Base contribution before fixed costs, but branded Amazon deals are lower. Validate the offer and quoted costs before the \$30,179.97 importer cash commitment.



Bebird EarSight R1, official product image. Representative competitor, not the proposed OEM product, a supplier approval or proof of compliance. [\[S01\]](#)

READ FIRST: decision p2 / scenarios p3 / commercial routes p4 / audience tools p5

 DECISION IN 60 SECONDS

Go / No-Go: a conditional pilot

HOLD A BULK ORDER. PREPARE A CONTROLLED TEST.

HOLD the generic \$34.99 private-label offer. Amazon U.S. shows LEIPUT at \$13.99 and branded R1 at \$23.39; the Base cost case loses money at both prices. Investigate authorized resale or prove a distinct offer before inventory. Product, channel and supplier release conditions still apply. [\[S52\]](#)[\[S53\]](#)

Preferred starting route

Compare authorized resale of an existing, documented product against direct private-label importing. Domestic resale can change registration duties; it does not remove product, platform or claims obligations. [\[S10\]](#)

Proceed only when

The exact SKU and intended use have been reviewed; the channel has accepted the required documentation; supplier and battery evidence match that SKU; and quoted costs support a positive contribution after ads, returns and delivery.

Stop or redesign when

Documents cannot be verified, the app is unsupported, safety issues emerge, qualification is refused, or actual acquisition costs erase margin. Do not launch with pediatric, diagnostic or clinic-replacement claims based on this research.

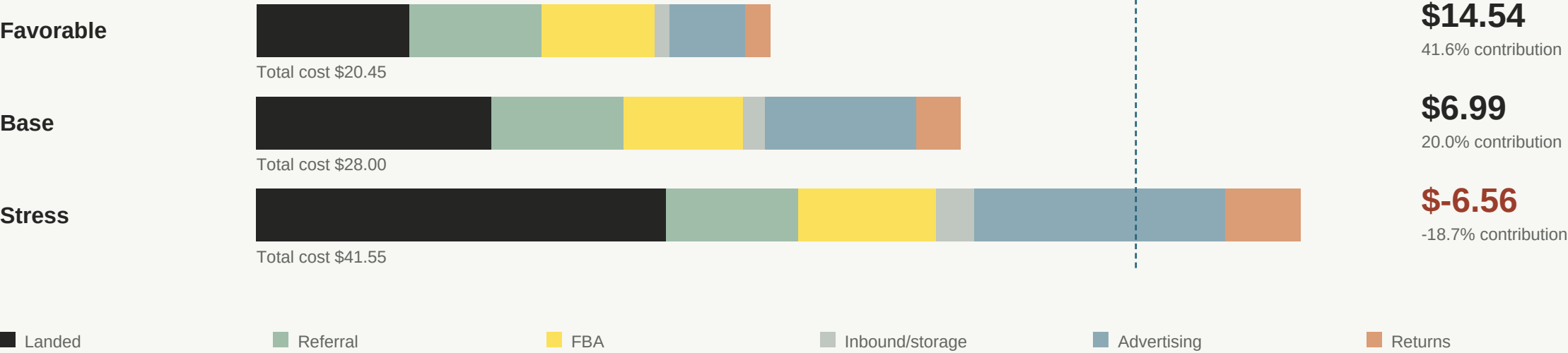
Commercial target to test

At \$34.99, the Amazon base model yields \$6.99 contribution per order before fixed costs and tax. This is a scenario. Supplier quotations, exact fees and a pilot must replace its assumptions.

PLANNING SCENARIOS / USD PER UNIT

What could one order earn?

AMAZON COST / CONTRIBUTION AT \$34.99



Same \$34.99 item price before sales tax. Includes landed product, channel fee, fulfilment, inbound/storage, advertising and return loss. Fixed costs are separate. Collected sales tax is a liability; income tax and entity-specific tax costs are not estimated.

Favorable, Base and Stress are sensitivity cases, not probabilities or expected profits. Base advertising is \$6 per acquired order; the base break-even acquisition cost is \$12.99 before fixed costs. A 20% contribution target leaves about \$5.99 for acquisition.

Find the commercial decision you need

Reader	Start here	What this section answers
Marketplace seller	Page 10	Compare ASINs, promotions and acquisition limits.
OEM / private label	Page 36	Use the commercial brief and validation gates.
Retail buyer	Page 16	Assess shelf margin, wholesale terms and sell-through.
Importer / tax owner	Page 32	Resolve duty layers, clearance and sales-tax handling.
Finance owner	Page 42	Audit landed costs, contribution and launch cash.

Read pages 2-3 first. The decision is conditional and the economics are planning cases. The detail distinguishes public offers and rules from proposed specifications, quote-dependent costs and measured results still required.

Core uses: new-country market entry; marketplace listing assessment; private-label development; retail assortment planning. The audience map on page 5 also supports consulting, agencies, personal purchases, investment screening, startups, procurement, logistics, wholesale and exporting. All use the China-to-U.S. product case.

Start with the question your role must answer

Reader	Start	Decision tool
Business consultants / researchers	p55	Source-linked comparisons and opportunity screening.
Sales and marketing agencies	p58	Buyer questions, messages and campaign spending limits.
Individuals / personal research	p61	Suitability questions, alternatives and ownership costs.
Investors / investment teams	p62	Commercial due diligence and limits of scenario evidence.
Entrepreneurs / startups	p63	Pilot gates and a funded validation sequence.
Procurement / organisational buyers	p64	Specification shortlist and ownership-cost worksheet.
Logistics / sourcing / trade advisers	p66	Client-ready feasibility brief and specialist handoffs.
Wholesale / import-export traders	p67	Inventory exposure, channel margin and markdown sensitivity.
Factories / exporting traders	p68	Buyer economics, documentation and export-offer questions.

Read the decision and scenario pages first. These tools apply the same U.S. camera-ear-cleaner evidence to each role. Buyer personas, test thresholds and cost allowances are expressly proposed; company accounts, supplier quotes, physical tests and other-country research are not implied.

PRODUCT, ORIGIN AND DESTINATION

The launch brief controls every calculation

Input	Working basis	Evidence to supply before shipment
Product	Rechargeable camera ear cleaner; adult consumer planning case	Exact SKU/revision, functions, accessories, battery, app and intended use.
Manufacturing origin / destination	China-origin planning case -> United States	Origin/manufacturer evidence, importer, port and final warehouse address.
Commercial route	Private-label import scenario compared with authorized resale	Actual contract parties, brand rights and regulatory business roles.
Quantity / entry / freight	500 units; one formal entry; international air route	Packed dimensions/weight, carrier terms, insured shipment and broker entry advice.
Retail and currency	\$34.99 item price before sales tax; all figures USD	Offer/discount strategy; supplier currency and conversion costs.
Tax example	San Diego city 7.75%, effective 1 October 2026 [S48]	Actual delivery address, product taxability, merchant nexus and collection setup.

The brand image is a competitor reference. The financial inputs do not represent a Bebird wholesale quotation. A different country, product configuration, shipment size or importer arrangement requires a recalculated model and its own regulatory review.

WHAT THIS REPORT COVERS

Four decisions, one evidence trail

Commercial use	Completed analysis	Final evidence needed from the business
New-country launch	U.S. price offers, duty stack questions, clearance file, tax example and landed scenarios	Exact SKU, importer role, entry-date broker quote and merchant/warehouse addresses.
Marketplace listing	Identified ASINs, promotion snapshot, feature comparisons, fee/CAC limits and trial model	Account acceptance, packed-size fee output and actual campaign/settlement data.
OEM / private label	Draft product brief, measurable bench targets, packaging checklist and setup/tooling model	Supplier acceptance, engineering safety criteria and exact-revision test evidence.
Retail assortment	Two-format assortment, wholesale-to-shelf math and store trial/replenishment rules	Buyer terms, actual wholesale quotes and store POS/return data.

A public website can establish an advertised offer or published rule. It cannot supply the buyer's private settlement data, guarantee a supplier's quality or establish physical safety for an untested model. Proposed thresholds and financial allowances below are expressly identified.

 MARKET EVIDENCE

Demand is visible; a credible U.S. market size is not established

What the evidence supports

Bebird, FSA Store and Teslong carry identifiable camera products at multiple price points. This supports category existence and competing offers, not a measured U.S. sales total. [\[S01\]](#)[\[S03\]](#)[\[S05\]](#)

What it does not establish

Platform purchase badges and rating totals are visible, but no audited U.S. camera-cleaner revenue, verified order ledger, acquisition cost, category return rate or new-brand sales forecast was obtained. Ratings may cover variants and global buyers. [\[S52\]](#)[\[S53\]](#)

Sizing boundary

Global earwax products include drops, syringes and other devices. Their totals cannot establish U.S. camera-cleaner demand. This report uses identifiable local offers and an order-based validation plan.

Validate from the bottom up

Record 20 competing U.S. listings twice, four weeks apart: exact SKU, seller, price after coupon, stock, review count and recent review themes. Then measure lawful test orders, acquisition cost and refunds for your own offer.

Use your own order data

Net sales = delivered orders minus refunds. Contribution = net revenue minus product, logistics, platform, advertising and aftersales costs. Reconcile platform settlement statements instead of treating rank estimates as confirmed orders.

Inventory planning

No camera-specific U.S. seasonal pattern was verified. Set the first quantity from cash exposure, platform conditions, supplier minimums and observed orders.

COMPETITOR AND PRICE OBSERVATIONS

U.S. price benchmarks by product and channel

Offer / source	Observed USD price	Commercial implication
Bebird EarSight R1 [S01]	\$38.98	App-connected branded reference; price varies by variant/promotion.
Bebird Elite 14 / FSA Store [S03]	\$34.99	Specific listed model carries FSA eligibility; not transferable to an OEM SKU.
Bebird Max 22 / FSA Store [S03]	\$49.99	Different kit; compare features and supply terms.
Bebird E3-SE / FSA Store [S04]	\$29.95; sold out	Sale-price observation; not proof of reorder availability.
Teslong TSMS450D39 [S05]	\$79.99	Screen-based alternative; exact screen revision is inconsistent on page.
Bebird Plus / official range [S01][S02]	From \$56.99	Premium app-connected offer; compare the selected configuration.

Retrieved 9 October 2026. Listing prices are observations, not a market median, transacted prices or quotes to a reseller; checkout, tax and shipping can change the total. Different SKUs and channel bundles are not directly equivalent.

Adjacent substitute: Debrox, a Prestige Consumer Healthcare brand, sells earwax drops. It addresses an adjacent need with a different product and use case. [S06]

U.S. SNAPSHOT / 9 OCTOBER 2026 / USD

Amazon competition: core camera offers

Offer / ASIN	Item price	Stars / ratings	Promotion or label
Bebird R1 / Black B08M9G18H3 [S52]	\$23.39	4.3 / 12,274	Deal; typical \$26.99
LEIPUT / Black B09KZ8TS7L [S53]	\$13.99	4.3 / 24.2K	No coupon shown
DEETOK / Black B09VPH33J8 [S64]	\$9.99	4.3 / 7.1K	No coupon shown
AIFINI / Black B0C4FZS8H3 [S64]	\$9.99	4.3 / 4.4K	No coupon shown
Yorsfun / 3-in-1 B0CP96S2PF [S64]	\$21.99	4.4 / 2.6K	No coupon shown
Bebird R1 Ultra B0H6MW8Y4Z [S64]	\$27.99	4.3 / 10.8K	Overall Pick label

Signed-out browser, San Diego ZIP 92101, USD, Featured sort. Prices exclude sales tax; shipping depends on Prime/order conditions. Ratings can be global or aggregated across variations. Displayed purchase badges are not audited sales. [S52][S53][S64]

Decision implication: the assumed \$34.99 offer costs 49.6% more than the R1 deal and 150.1% more than LEIPUT. These price ratios do not adjust for different kits, warranty or product performance. Competing at \$34.99 requires a demonstrated reason to pay more.

Premium and screen formats already compete

Offer / ASIN	Item price	Stars / ratings	Promotion or format
Bebird D39R B0DP4Y85B2 [S54]	\$46.99	4.3 / 4.3K	Case / flexible lens
EarSight Plus I35R B0DQKM4GNM [S64]	\$46.99	4.3 / 264	Sponsored result
A03 / screen B0FVWS3V48 [S64]	\$55.99	4.5 / 153	Sponsored result
Bebird Ultra 2K B0GRST3JFJ [S64]	\$62.98	4.4 / 1.6K	Deal; list \$69.99
Bebird W3 / Walmart 935276094 [S55]	\$31.48	4.1 / 900	Sold and shipped Walmart.com

The browser search displayed four Sponsored product cards before the first unpaid camera result, plus a Bebird sponsored banner. This is one query/session; it is not a share-of-search estimate. [\[S64\]](#)

Offer boundary: D39R already advertises a flexible camera, guard, tweezers and case. These features are incumbent claims, not a proven category gap. [\[S54\]](#)
Screen-only alternatives also exist. Do not infer clinical safety, FSA eligibility or superior quality from listing copy.

Customer feedback becomes a test requirement

Evidence reviewed	What it suggests testing	How to interpret it
Official R1: five visible comments; four broadly positive, one difficulty with a narrow canal [S01]	Fixture clarity, pairing and reviewed use limitations	Small seller-hosted sample; no failure or injury rate can be inferred.
Walmart W3: three displayed verified-purchase comments, dated 2022, 2024 and 2025 [S55]	Onboarding, image capture and the instructions that influence intended use	All three were positive; two described personal health interpretation. Avoid adopting their diagnostic claims.
Amazon R1: 12,274 global ratings; 68% five-star, 9% one-star displayed [S52]	Product support and defect reasons from your own trial	Ratings are not returns, verified U.S. buyers or independent safety testing. Written reviews required sign-in.

Only individual comments actually accessible were used for theme analysis. Retailer-generated summaries were excluded. The eight readable comments across the brand and Walmart pages are qualitative evidence, not a representative customer survey.

Commercial response: maintain the app, explain supported phones, define replacement/support terms and record pairing/defect/refund reasons. A support proposition must show fewer avoidable failures in your own measured trial before it can justify a premium.

Compete on usability, support and documented quality

Evidence / observation	Commercial response	Measure before claiming an advantage
R1 offers app viewing, replaceable tips and branded support. [S01]	A generic unit needs a reason to be chosen beyond the camera feature.	Pairing success, fixture image quality, accessory fit and response time.
Visible comments praise image clarity and easy connection. [S01]	Demonstrate documented features and simple onboarding.	Test across the phones/OS versions actually supported by the proposed app.
One visible comment describes difficulty using the device in a narrow canal. [S01]	Provide reviewed limits and clear escalation/support instructions.	Professional review of intended users/use; do not infer an injury rate.
Teslong screen model avoids a smartphone app dependency. [S05]	App convenience and screen independence are distinct offers.	Compare the selected models and full kit cost, not resolution alone.
Brand connection-support instructions exist. [S50]	Include maintained instructions and replacement/support arrangements.	Track support contacts, defects, refunds and firmware/app changes.

Review method: five comments visible on the official R1 page were read; four were broadly positive and one described difficulty. The page displayed 62 total reviews. This small, seller-hosted sample is qualitative feedback, not a U.S. customer survey or a verified performance rate.

The \$34.99 planning offer is below some direct-brand and specialist-retailer prices, but above Amazon R1 at \$23.39 and LEIPUT at \$13.99. This is a substantial price disadvantage for a generic kit. Compare exact bundles and measure willingness to pay before treating support or packaging as sufficient differentiation. [S52][S53]

Customer needs and differentiation to test

Customer / proposed need	Offer to investigate	Boundary
Adults seeking an inspection camera	Clear image, simple app pairing, accessible instructions	Use only within the reviewed intended use; no self-diagnosis promise.
People who prefer fewer app steps	Screen-based camera alternative	Higher cost and a different SKU; compare an exact sample.
FSA/HSA shoppers	A specifically eligible, documented product	Eligibility is product-specific. A competitor badge is not proof. [S03] [S04]
Existing personal-care seller audience	Support, accessories and an honest feature comparison	Repeat purchasing and lifetime value have not been measured.
Parents, pets or clinical professionals	Separate investigation, not the initial target	No child/pet safety validation or professional-use qualification established.

Proposed differentiation: documented connectivity, tip retention, reviewed cleaning instructions, replacement parts and support. These are hypotheses; competing offers already advertise many similar features. A safety guard, tweezers or more tips alone does not establish an unserved category gap. [\[S54\]](#)

Do not assume higher resolution or a smaller lens makes the device clinically safer. Benchmark usability and product performance on test fixtures; clinical safety claims need suitable evidence.

ENTRY ROUTES

Choose a business model before choosing a supplier

Route	What it adds	Decision
Authorized domestic resale	Existing brand, packaging and documentation; wholesale margin needs a real quote	Investigate first. Confirm authorization, invoices, product scope and your actual business role.
Direct OEM / private-label import	Control over branding and specifications; more documentation and compliance responsibility	Consider only after role/classification review and validated unit economics.
Affiliate content	No inventory purchase; platform and advertising rules still apply	Use approved offers and truthful disclosures; commissions and audience conversion are unknown.
Custom ODM product	New tooling, development, testing and software ownership	Defer until a documented pilot supports further investment.
Overseas dropshipping	Less inventory held locally, but delivery, returns and importer duties remain	Weak starting route for this safety-sensitive product; analyst assessment.

FDA distinguishes domestic distributors that do not import from initial importers, relabelers and specification developers. Do not assume a new logo, foreign factory registration or DDP shipment resolves your obligations. [\[S10\]](#)

Build a small range around distinct use cases

Range role	Reference price / public evidence	Proposed opening assortment
Core app-connected adult camera	R1 \$23.39 Amazon; W3 \$31.48 Walmart; Elite 14 \$34.99 FSA Store [S52][S55][S03]	One documented, authorized model; one color; six saleable units per store.
App-free premium camera	A03 \$55.99 Amazon; Teslong \$79.99 direct [S64][S05]	One documented screen model; two saleable units per store; no untested premium SKU proliferation.
Consumable / adjacent ear-care option	Debrox drops are an established adjacent format [S06]	Keep a separately sourced, labeled range; do not imply clinical interchangeability or package an unreviewed bundle.
Replacement tips	R1 lists branded accessories [S52]	Order only compatible, traceable tips after actual requests; avoid speculative accessory inventory.

Opening camera trial: 4 stores x (6 core + 2 screen) = 32 saleable units. Proposed wholesale budgets: 24 x \$18 + 8 x \$40 = \$752; inbound 32 x \$0.60 = \$19.20. Add four non-use display units at \$18 = \$72: \$843.20 stock/display cash, before fixtures, staff and overhead. These are buyer targets, not received supplier quotes.

Domestic authorized resale allows a smaller commercial trial than a 500-unit OEM MOQ. TikTok invoice qualification has separate quantity rules. [S15] Public online availability does not establish local shelf stock, sell-through or retailer acceptance.

From wholesale invoice to shelf contribution

Step	Calculation	Result
Full-price shelf margin	$(\$34.99 - \$18 \text{ wholesale} - \$0.60 \text{ inbound}) / \34.99	46.8% gross margin
Markup on delivered buying cost	$(\$34.99 - \$18.60) / \$18.60$	88.1% markup; different denominator
Average item revenue with markdowns	$\$34.99 \times (80\% \text{ full price} + 20\% \times 85\% \text{ price})$	\$33.94; \$1.05 average markdown
Operating allowances	Net return loss \$1.25 + shrink \$0.35 + handling \$0.75	\$2.35; explicit planning inputs
Payment allowance	$2\% \times \$33.94 + \0.10 , rounded	\$0.78; assumed in-store blended cost
Contribution before store fixed costs	$\$33.94 - \$18 - \$0.60 - \$2.35 - \$0.78$	\$12.21 / 36.0% of item revenue

Sales tax is excluded from item revenue. The payment allowance is a planning amount; use the actual terminal fee and any fee on tax-inclusive charges. Net return loss covers residual cost after revenue/fee recoveries and salvage; model actual refunds consistently. Rent, payroll, fixtures and head-office overhead are not included.

Maximum invoice for a 45% full-price shelf margin = item price x 55% - \$0.60 inbound: \$18.64 at \$34.99, \$16.71 at \$31.48, or \$12.26 at \$23.39. A buying price that works at full SRP may fail when the market forces markdowns.

Retailer margin is not the brand's margin

Brand selling route	Illustrative variable costs	Brand contribution
Direct wholesale to shop: \$18 invoice	Landed \$9.35 + delivery \$0.60 + rep 10% \$1.80 + credits 3% \$0.54 + handling \$0.25	\$5.46 / 30.3% of brand revenue
Distributor sells to shop at \$18	Distributor target 25% gross margin => brand invoice \$13.50; not a quoted term	Distributor gross \$4.50 before its delivery, rebates and overhead
Brand sells via that distributor: \$13.50	Landed \$9.35 + delivery \$0.60 + rep 10% \$1.35 + credits 3% \$0.41 + handling \$0.25	\$1.54 / 11.4% of brand revenue
Direct wholesale, 500 units, net 45 days	Receivable \$9,000 x 12% annual financing x 45/365	\$133.15 / \$0.27 per unit; optional finance scenario

Buyer-term checklist: case pack/MOQ, purchase price, freight responsibility, payment/credit checks, deductions, markdown support, returns, warranty/service, chargebacks, cancellations, price promotions, barcode/EDI and proof of sell-through. Each allowance must be itemized in the contract; none of these percentages represents Walmart or another named buyer's buying terms.

500 direct-wholesale units produce \$2,730 contribution before fixed costs under this case. If the same \$22,504.97 importer fixed envelope applied, break-even would be 4,122 units. A domestic reseller has different actual fixed costs and buying prices; do not transplant the importer budget.

Reorder from measured sell-through

Measure	Worked example or proposed gate	Decision
28-day sell-through	18 of 24 core units sold, no receipts => 75%; six remain	Use net units sold / (opening + received saleable units), not shipped-to-store units.
Weekly demand / cover	$18 / 4 = 4.5$ units per week across four stores; $6 / 4.5 = 1.33$ weeks cover	Measure each store and SKU; aggregate numbers can conceal weak stores.
Reorder point	$2\text{-week lead} \times 4.5 + 1\text{-week buffer} \times 4.5 = 13.5 \rightarrow 14$ units	Position = saleable stock + confirmed inbound - committed units; quote lead time first.
Replenishment quantity	$5\text{-week target} \times 4.5 = 22.5 \rightarrow 23$; position 6 => buy 17 -> 18 in packs of 6	Target covers lead time + review period + buffer; cap by cash and measured demand.
Pilot decision rules	Proposed: $\geq 60\%$ net sell-through by day 28; positive realized contribution; no unresolved serious safety issue	50-59%: extend one limited cycle; $< 50\%$: hold/reposition. These are management targets, not category norms.

Screen SKU gets its own ledger; do not replenish it from core-SKU demand. Track stockouts, refunds, warranty contacts, actual prices, shelf exposure and customer questions. Any serious safety complaint triggers containment and appropriate review regardless of the sales threshold.

No camera-specific U.S. seasonal series was established. A holiday return banner or gifting title is marketing evidence, not a seasonal demand estimate. Begin with a baseline trial; compare multiple periods and the store's own category history before increasing seasonal stock.

Where to sell first

Channel	Verified fee basis	Recommended role
Amazon U.S.	15% if assigned to Beauty/Health above \$10; fulfilment extra. [S17]	Primary candidate: exact-SKU acceptance and a fee calculation are still needed.
TikTok Shop U.S.	Public Eye & Ear Care table: 6%; creators, delivery and ads extra. [S16]	Secondary candidate only after applicable qualification. [S15]
Walmart Marketplace	Health/Beauty 15% above \$10; WFS extra. [S19]	Expansion candidate after onboarding and cash-flow review. [S20]
Shopify U.S. merchant	Basic starts \$29/month annually; standard cards from 2.9% + \$0.30. [S21]	Useful with an existing audience; acquisition cost must be measured.
eBay	Category/account-dependent final-value and order fees. [S22]	Small secondary test after an exact fee/eligibility check.
Pharmacy / professional B2B	No buyer terms, distribution demand or purchase commitments verified	Interview buyers before forecasting this channel.

Channel availability is not seller approval. Merchant location, tax/payment setup, product claims, packaging, device status and account history can change access. This report does not establish eligibility for a Pakistan- or UAE-based seller.

Turn the marketplace gap into a measurable trial

Hypothesis / proposed offer	Evidence it must beat	Trial measurement
\$34.99 documented adult kit	Lower-priced R1 and LEIPUT already have established rating totals. [S52] [S53]	Conversion at the intended price and positive contribution after measured ads/returns.
Simple pairing + maintained app	Competitors already advertise app connection; support is not inherently novel	Use the bench protocol; track pairing support tickets per 100 delivered units.
Better instructions / replacement parts	Incumbent kits contain multiple tips; R1 has branded replacements. [S52]	Review comprehension, accessory availability and actual replacement demand.
App-free screen format	Existing A03 and Teslong screen products [S64] [S05]	Compare exact samples, higher landed/fulfilment costs and willingness to pay.

Proposed listing pack: exact SKU/brand/GTIN; reviewed intended use; own kit photographs; verified technical specifications; supported-phone table; contents; cleaning/storage limits; support/returns; and only documented claims. Platform and regulatory reviewers must approve the applicable product route.

Sponsored Products use a CPC auction and require Featured Offer eligibility. [\[S62\]](#) Competitor spend, bids, conversion and returns were not publicly disclosed. A visible sponsored placement is evidence of advertising, not a measured acquisition cost.

AMAZON BASE COSTS HELD CONSTANT / USD

The market price sets a landed-cost ceiling

Item price	Referral at 15%	Contribution after \$6 ads	Max landed for 20% contribution
\$13.99	\$2.10	\$-10.86	\$-4.31
\$23.39	\$3.51	\$-2.87	\$1.80
\$27.99	\$4.20	\$1.04	\$4.79
\$31.48	\$4.72	\$4.01	\$7.06
\$34.99	\$5.25	\$6.99	\$9.34

Non-product Base allowances held constant: FBA \$4.75 + inbound/storage \$0.90 + acquisition \$6.00 + return loss \$1.75 = \$13.40. Landed cost is \$9.35. Above-\$10 Health/Beauty referral is conditional on category assignment. [S17] Negative ceilings mean even a free product would miss the target under these allowances.

At \$34.99 the 20% target permits about \$9.34 landed, narrowly below the \$9.35 Base assumption. At the \$23.39 R1 deal, it permits \$1.80. At \$31.48, it permits \$7.06. Lower prices, ads and fulfilment cannot be optimized independently of conversion and product requirements.

Price the actual listing before ordering stock

Cost group	What the seller must obtain	Calculation / treatment
Fulfilment and receiving	Packed length/width/height/weight, category and dangerous-goods decision [S18][S61]	Exact fee output replaces FBA allowance; include placement, prep and inbound charges.
Storage / exits	Monthly storage, aging/low-inventory rules, removal/disposal and stranded inventory	Quote/applicable account rates; include slow-selling stock and end-of-trial exit cost.
Promotions / returns	Coupon/deal charges, referral refund administration, return processing and net loss	Apply actual terms; do not treat all refunded revenue as product loss or count it twice.
100 delivered orders at \$34.99	Illustration: \$3,499 revenue; \$2,800 Base variable cost	\$699 contribution before fixed costs; no forecast of obtaining 100 orders.
\$600 acquisition budget for those 100 orders	CPC \$0.60 at 10% conversion => \$6/order; at 5% => \$12/order	Illustration only: contribution falls from \$699 to \$99 before fixed costs.

Pilot ledger: item revenue net of discounts/refunds; tax liability; settlement fees; fulfilment and receiving; ad spend; net returns/disposal; landed cost of consumed stock; unsold inventory; fixed costs; cash released. Reconcile by order and date. Where a cost is unknown, the approval is pending; do not silently enter zero.

Sales tax depends on the order and the selling route

Country treatment

The U.S. uses state/local retail sales taxation rather than a national VAT. Do not attach a foreign VAT percentage to this U.S. model. [\[S49\]](#)

California example

San Diego city is listed at 7.75% from 1 October 2026. The actual address, date and product taxability must be checked. Shipping is free to the customer in this worked example. [\[S48\]](#)

Marketplace route

California generally places collection on a qualifying marketplace facilitator. Its guide gives a registration exception when all retail sales are through registered facilitators. Confirm the actual seller situation. [\[S47\]](#)

Direct website route

California inventory can create physical presence; direct taxable sales can require registration and returns. Economic nexus uses combined qualifying sales, including marketplace sales; the published threshold is over \$500,000. Other states have their own rules. [\[S47\]](#)

Operating file

List warehouse states, customer states, channel sales and registration dates. Confirm resale documentation, permitted exemptions, returns, tax-service fees and refund adjustments with the responsible adviser.

Cost treatment

Separately collected tax is a liability, not item revenue or permanent product cost. Payment processing on the collected amount, tax administration and unrecoverable seller liabilities still affect economics.

SAN DIEGO ILLUSTRATION / USD PER ORDER

One taxable DTC order, calculated line by line

Step	Calculation	Result
Item price before sales tax	Assumed offer price	\$34.99
Sales tax liability	\$34.99 x 7.75%, rounded [S48]	\$2.71
Customer card charge	\$34.99 + \$2.71	\$37.70
Standard-card processing	2.9% x \$37.70 + \$0.30, rounded [S21][S51]	\$1.39
Item revenue kept for contribution	Customer charge - tax liability	\$34.99
Other modeled variable costs	\$9.35 landed + \$5.25 delivery + \$1 handling + \$1.75 returns + \$6 ads	\$23.35
Contribution before fixed costs	\$34.99 - \$1.39 - \$23.35	\$10.25

The \$2.71 belongs to the tax remittance calculation. Processing only \$34.99 would produce a \$1.31 fee; processing the illustrated \$37.70 charge produces \$1.39. The \$0.08 difference is an operating cost. Actual processor billing, card type and refund treatment must be checked.

If \$34.99 is an all-in customer price, revenue before this tax would be $\$34.99 / 1.0775 = \32.47 after rounding, not \$34.99. Recalculate channel costs on their proper fee bases. A VAT destination additionally needs its import-tax base and recovery eligibility; this U.S. example cannot determine those.

FDA classification: exemption is not clearance

Published reference category

FDA lists otoscopes under ERA / 21 CFR 874.4770 as Class I, 510(k)-exempt, with GMP exemption marked No. [\[S07\]](#)

Important limitation

The published otoscope exemption is limited to external-ear-canal use and subject to other limitations. The reader's camera-and-scoop, tweezers, suction mechanism, software and claims have not been classified. [\[S08\]](#)

Registration does not certify safety

FDA registration/listing is not approval, clearance or authorization. FDA does not issue device-registration certificates. Do not treat a vendor-issued certificate as government approval. [\[S09\]](#)

Required decision file - proposal

Identify the exact model, manufacturer, intended users, intended use, accessories and software. Have a qualified regulatory reviewer document the classification, exemption analysis, labeling and establishment roles before sales.

Claims change the review

Do not use general-wellness language to conceal medical intended use. Diagnostic, treatment, pediatric, oral/nasal and remote-clinical functions need their own assessment; a competitor listing is not legal authorization.

Commercial boundary

The report offers a researched reference route. It does not certify a model, authorize sale, verify a supplier's current registration or establish that every camera cleaner is exempt.

Budget for the establishment role you actually perform

Activity / FDA reference [S10]	Register	List	Pay annual fee
Domestic distributor that does not import	No	No	No
Initial importer	Yes	Identify manufacturers	Yes
Domestic repackager / relabeler	Yes	Yes	Yes
Specification developer	Yes	Yes	Yes
Foreign manufacturer	Yes	Yes	Yes

Current fee: \$13,785 per fee-paying establishment for FY2027, 1 October 2026 to 30 September 2027. Certain hardship renewals may qualify for a waiver; initial registration is excluded from that waiver. The cash plan assumes one new fee-paying U.S. establishment. [S11]

The supplier's foreign fee does not substitute for the importer's fee. If a different business arrangement makes an existing entity the importer, document that arrangement and price rather than assuming zero cost.

QMSR became effective 2 February 2026. Obtain applicable quality-system evidence and assign complaint handling, traceability, recalls and reportable-event responsibilities; 510(k) exemption does not eliminate these tasks. [S12][S29]

Prepare the clearance file before cargo leaves

File / source	Who prepares or confirms it	Release condition
Invoice, packing details, shipping document and entry/surety route [S44]	Exporter + freight agent + customs broker	Consistent SKU, quantities, values, origin, Incoterm and shipment references.
Importer identity and number [S45]	Importer + broker	Named legal importer and required identifier; foreign seller location alone is insufficient.
Classification, duty layers and valuation [S28] [S37]	Importer + customs broker	Written HTS, origin, entry date, additions/exclusions and complete charges.
FDA entry data and supporting identifiers [S42] [S43]	Manufacturer + regulatory reviewer + broker	Match exact model/manufacturer, listing/registration and applicable authorization or exemption.
Battery/RF/safety, labels and channel requirements [S13] [S14] [S15]	Manufacturer + qualified reviewers + seller	Model/revision matches; reviewed scope, packaging and seller documentation.
Ocean ISF if switching to vessel freight [S46]	ISF importer or appointed filing agent	Schedule required information before loading; core deadline generally 24 hours pre-loading.

FDA compares entry declarations with its systems and can seek more information or detain mismatches. [\[S42\]](#) Keep the final document pack, filing acknowledgement and broker instructions together. The table records work to complete; it does not assert that this unidentified model has passed review.

TikTok qualification can change the pilot size

CHECK THE EXACT PRODUCT BEFORE BUYING INVENTORY

Class I/II medical-device offers require category qualification; prescription and professional-use-only devices are prohibited under the reviewed policy. [\[S15\]](#)

Reseller documentation

Supplier/distributor invoice: within 180 days, matching seller details, at least 400 combined units. Retail receipts are not accepted. Product and packaging images are required. [\[S15\]](#)

Electrical medical devices

Manufacturers/importers need the specified NRTL compliance evidence and markings; resellers need applicable markings. Wi-Fi/Bluetooth adds FCC marking requirements. Confirm scope for the exact model. [\[S15\]](#)

Commercial implication

A 50-100-unit TikTok resale launch cannot be assumed viable. Ask the platform to confirm the classification and qualification package before any purchase intended to meet these conditions.

Fee used in this report

The public table lists Eye & Ear Care at 6%. The model uses that rate; an 8% sensitivity adds \$0.70 per \$34.99 order. Actual notices and settlements control. [\[S16\]](#)

Documents and tests must match the exact model

Radio evidence

Request the FCC grant/ID, test reports, model photos, antenna configuration and integration instructions. Have an RF reviewer confirm coverage of the final host and any rebranding or modifications. A module logo alone is insufficient evidence. [\[S14\]](#)

Battery transport

Obtain the matching UN 38.3 test summary, cell/battery manufacturer, watt-hours and pack description. The carrier must confirm the applicable packaging and mode-specific requirements; an SDS alone is not a test summary. [\[S13\]](#)

Safety evidence to commission

A qualified laboratory should define applicable electrical, mechanical, thermal, skin-contact and cleaning tests based on the intended use. No universal \$1,000 UL budget is asserted.

Proposed sample checks

Camera focus and latency; connection reliability; illumination/heat; attachment retention; charging; cleaning instructions; packaging; device/box identifiers; batch traceability. Use fixtures, not unsupervised ear insertion.

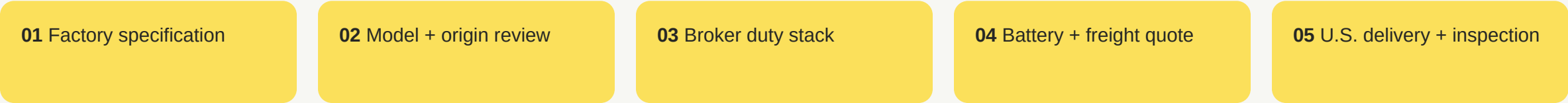
Software evidence

Record app publisher and release history, supported phones/OS versions, permissions, privacy policy, storage/cloud behavior, security support and update ownership. Arrange maintainable access if branding or firmware changes.

Acceptance file

Signed specifications, reviewed documents, sample test results, defects/remedies, quality agreement and change-control procedure. This proposal is not an engineering validation or a statement that a supplier has passed.

Import costs require a classification and shipment quote



Classification file

A broker needs construction, functions, intended use, accessories, customs value and manufacturing origin to determine the exact HTS code and duty layers. This report does not assign an HTS code to the unspecified SKU.

[\[S28\]](#)[\[S41\]](#)

Written landed quote

Request FOB/FCA or other agreed Incoterm, named place, product/box cost, quantities, gross packed weight, carton dimensions, transport mode, brokerage, duty assumptions and U.S. destination charges.

Duty stress cases

This model uses 20%, 30% and 60% of factory value only as arithmetic sensitivities. These are not verified statutory tariff rates; actual total duties can fall outside the range.

Avoid double counting

International freight brings the unit into U.S. inventory. Marketplace inbound/placement/storage is a separate later cost. Use sea or air as alternatives. DDP quotations must disclose the importer and duty treatment.

Duty is a dated stack, not one permanent percentage

Layer or action	Public evidence	Instruction for the broker
Ordinary HTS duty	Depends on the final customs classification. [S28]	Confirm the exact code, rate and customs valuation.
China technology-transfer Section 301	Selected exclusions extended through 9 November 2026. [S40]	Check covered code, product description, dates and the exact exclusion; none established here.
2026 forced-labor Section 301 action	China provision adds 12.5% subject to exclusions; effective 24 July 2026. [S39]	Review Annex I/II and current implementation for this product and entry date.
IEEPA duties	CBP ended covered collection from 24 February 2026; other tariff authorities are separate. [S38]	Do not carry an obsolete IEEPA layer into a new entry calculation.
Other measures / scope	No product-specific complete tariff assessment has been issued	Check all current measures, origin rules and any AD/CVD or other applicable treatment.

A broker must deliver the complete duty stack in writing. The 20% / 30% / 60% financial cases are sensitivities, not asserted legal rates. The 12.5% provision alone is not a total duty quote. Exclusions for one origin or tariff program cannot automatically be used for another.

Where classification is uncertain, CBP offers a pre-entry binding-ruling process; classification decisions do not freeze future duty rates. [\[S41\]](#) Recheck the stack when the order is approved and again before entry.

Customs fees behave differently at small quantities

Component	Rule / worked case	Model treatment
Customs value	500 units x assumed \$5.50 = \$2,750	Transaction value assumed; dutiable additions need review. [S37]
Formal-entry MPF	0.3464% x \$2,750 = \$9.526; FY2027 minimum applies	Charge \$34.58; maximum \$670.86. [S35]
MPF allocation	\$34.58 / 500 = \$0.06916	Rounded to \$0.07 per unit.
Air cargo HMF	Not charged on air cargo [S36]	\$0.00 in all three air-import cases.
Ocean HMF alternative	0.125% x \$2,750 = \$3.4375 for applicable vessel entry	\$3.44 shipment charge before other ocean costs/exemptions. [S36]
Broker / bond / destination delivery	Not part of the statutory MPF	Separate written quote; \$265 broker/inland allowance in Base.

Formal-entry MPF = min(\$670.86, max(\$34.58, 0.003464 x eligible customs value)), subject to entry type and exemptions. The model assumes one electronic formal entry. Informal or express handling may use a different schedule. [\[S35\]](#)

The same \$34.58 minimum would allocate \$0.35 at 100 units, \$0.07 at 500 or \$0.03 at 1,000 if it applied to one entry. Splitting shipments can change fees; do not divide an order to avoid lawful entry or agency requirements.

SUPPLIER SHORTLIST / NOT APPROVED SUPPLIERS

Three sourcing leads to investigate

Lead / public evidence	What to request	Contact route
Bebird / Heifeng Zhizao [S25] Brand site names a manufacturer and North American entity.	Authorized resale/distribution terms, exact-SKU documentation, territory/channel permission, price and warranty. OEM availability unknown.	Brand partner page; cs@bebird.com [S01].
Shenzhen Jiding Electronics [S26] Site advertises visual ear cleaner OEM/ODM and pilots of 300-500 units.	Business license, exact factory/contract entity, current model reports, binding MOQ/price, software ownership and quality agreement.	sarah@sz-jiding.com +86 177 2742 2866 Published by supplier.
Shenzhen Yipincheng / Inskam [S27] Company catalogue offers OEM/ODM; brands include SUNUO and ANESOK.	Exact camera-cleaner SKU, manufacturer identity, samples, model-specific reports and quote. Published certification claims remain unchecked.	inskam.com contact route; no independently confirmed sales person.

These are leads, not endorsements. No supplier was contacted, audited, financially screened or certified by this research. Confirm the Chinese legal name/credit code, factory location and beneficiary against independent records before payment; source sites alone do not prove identity or capacity.

COPY-READY REQUEST / DRAFT ONLY

Send one comparable RFQ to every supplier

SUBJECT: U.S. CAMERA EAR CLEANER - MODEL, DOCUMENTS AND PILOT QUOTE

Please quote one exact model for U.S. sale at 100 / 300 / 500 / 1,000 units. If a quantity is unavailable, state the actual minimum. Quote USD, Incoterm, named place, validity, lead time, sample cost and payment terms.

Identify the product and parties

Legal manufacturer and exporter; business license/credit code; proposed brand; exact SKU and revision; intended users/use; accessories; app publisher; lens/camera/battery specifications; packed weight and carton dimensions.

Provide documents

Model-matched FDA registration/listing evidence if applicable; classification rationale; FCC grant/ID and reports; electrical/other safety reports; UN 38.3 battery summary; labels/manual; quality-system and traceability evidence.

State support and changes

Warranty, defects/replacements, tip availability, software maintenance, security updates, ownership of artwork/tooling/app, design changes, notification periods and permission to use reports for the proposed brand.

Make costs comparable

Itemize product/retail packaging, logo/setup/tooling, testing, inspection, freight and duty assumptions. Provide an unedited report pack and samples from the quoted production revision. Do not substitute badge images for reports.

Define a specification before requesting a price

Requirement	Proposed baseline	How acceptance is recorded
Product / intended users	One adult external-ear visual-care SKU; one color; no automated diagnosis, proximity-safety promise or child/pet claim	Reviewed intended use controls device classification, accessories and instructions.
Image / optics	1920 x 1080 output; >=20 fps; six LEDs; nominal 3.5mm lens; supplier declares focal range	Fixture test at declared range; confirm real output and usable detail, not interpolated marketing pixels.
Connection / software	Named maintained iOS/Android app, declared OS/phone support; local viewing; no mandatory account/cloud upload proposed	Versioned app/firmware, privacy/permissions review, pairing test and support obligation.
Battery / charging	>=180mAh supplier-declared cell; USB-C 5V charging; no mains adapter in baseline kit	Exact cell identity, capacity/runtime test, electrical and transport evidence; ratings reviewed.
Accessories / pack	Device, four traceable replacement tips, cable, case, English instructions; secure attachment	Approved BOM/drawings and kit count; substitutions need written approval and revalidation.
Packed-size target	Retail box <=190 x 100 x 45mm; gross packed weight <=0.25kg, if engineering allows	Measure final saleable pack; dimensions are cost targets, not a confirmed FBA tier.

All values on this page are proposed buying requirements, not passed tests or final engineering specifications. Lens diameter and accessory count do not establish clinical safety. A qualified reviewer must set mechanical, thermal, contact-material and cleaning acceptance limits before a production order.

PROPOSED COMMERCIAL ACCEPTANCE / NOT CLINICAL VALIDATION

Make the sample pass measurable bench checks

Test	Proposed method and target	Release record
Pairing	2 iOS + 2 Android reference phones; 25 fresh sessions each; >=95/100 connect within 60 seconds	Phone/OS/app/firmware matrix and failure logs; expand for other claimed devices.
Video continuity	10-minute fixture stream per phone; >=20 fps target; latency <=300ms; no freeze >1 second	Timestamped test under defined distance/interference; no use inside a person for this bench test.
Runtime / charging	Five samples; >=60 minutes continuous fixture viewing after full charge at default LEDs	Capacity/charge/runtime logs; separate qualified electrical/thermal safety review.
Tip / mechanical integrity	Drawings identify retention, edges, dimensions and allowable loads; engineer sets numerical limits	No missing approved limit at production release; any failed sample holds the affected revision.
Cleaning / durability / transit	Reviewer defines cleaning compatibility, cycle count and transport/drop protocol by intended use	No waterproof or reuse claim beyond scope-matched evidence; record post-test image and fit.
Lot consistency	Approved golden sample/BOM; 100% specified factory functional checks; independent lot inspection plan	Record serial/lot, materials, defects and disposition; sampling plan does not prove zero failures.

These performance targets are negotiable design inputs. They do not replace a risk assessment, applicable standards, medical-device quality requirements or clinical evidence for a claim. Safety-critical numerical thresholds must be approved by the responsible engineer/laboratory; inventing them from competitor advertising would make the specification unreliable.

Treat the advertised OEM model as an evidence request

Public supplier statement [S56][S57]	Commercial use	Verification request
3.5mm / 1080P; focal range 15-20mm; six LEDs	Candidate hardware format for the draft brief	Exact revision, sensor/output, lens drawing and fixture sample results.
230mAh battery; 70-minute runtime; WiFi + Bluetooth; EarVision app	Potential fit with runtime and pairing requirements	Cell/test summary; app-store identity/owner, OS matrix, firmware and maintained support.
500 OEM MOQ; 1,000 ODM MOQ; 25-35 days	Sizing and lead-time lead, not agreed contract terms	Separate unbranded, printed-pack and custom-tooling quotes; lead time after sample/artwork approval.
Selected firmware proximity alert; CE/FCC/RoHS/UKCA claims	Adds a claim/function and possible validation burden	Disable/defer unreviewed alert; model-specific reports, lab authenticity and applicable U.S. route.

No public binding unit price was obtained. The \$5.50 factory input is a scenario, not a JD-S9 quotation. Supplier claims of platform success, certifications or rapid quotation are not independent verification. Confirm legal entity, factory/bank identity, report scope and actual product rights.

Contact listed: sarah@sz-jiding.com; telephone +86-177-2742-2866; product page WhatsApp +86-136-6292-0498. Different telephone and WhatsApp numbers are displayed; verify the counterparty before sending funds. No supplier was contacted for this report.

Make the box ready for the intended channel

Layer	Artwork / operational requirement	Evidence before printing
Consumer label and instructions	Reviewed intended use, contents, warnings, charging/cleaning/storage; business name/address and applicable distributor wording [S58]	Regulatory review; no broad child/diagnosis claim, unverified badge or copied competitor instructions.
Trade identifier	GS1 US lists one GTIN at \$30 with no annual renewal. [S59]	Confirm identifiers for distinct SKUs/pack sizes; allocate the single-GTIN example within contingency.
UDI / device identification	Class I UPC can serve as UDI; exceptions and GUDID treatment differ. [S63] [S65]	Written labeler/device applicability review; ERA reference is not GMP-exempt. [S07] No blanket exemption assumed.
FBA receiving and battery	Correct scannable barcode/FNSKU where required, protective pack and dangerous-goods review [S60] [S61]	Current account/SKU instructions, final packaged dimensions and accepted documents.
Retail / recall traceability	Lot/model, origin marking review, support contact, tamper/clean accessory protection and case-pack identification	Buyer/broker/regulatory sign-off; barcode scan and damage checks on a finished pack.

Do not turn the barcode budget into a compliance claim. FDA guidance distinguishes GUDID enforcement discretion for defined consumer health products from a general UDI exemption. [\[S65\]](#) Country-of-origin, RF/battery marking and any state-specific labeling must be assessed for the actual materials, functions and import route.

A logo, a new mold and a new app have different costs

Illustrative setup route	One-time budget / assumed scope	Per-unit allocation at 500 / 2,000
Existing OEM + logo/packaging	+\$1,000 artwork/setup; no new mold or custom app	\$2.00 / \$0.50
Custom ODM housing	+\$8,000 mold + \$2,000 design/fixtures = \$10,000	\$20.00 / \$5.00
Owned app/firmware program	Not priced; development, licensing, security, maintenance and support need scope	Obtain milestones and lifetime support costs; no zero-cost assumption.
Commercial justification for \$10,000 setup	If customization adds \$2 realized contribution per unit, \$10,000 / \$2	5,000 incremental units to recover setup; not predicted sales.

These budgets are illustrations, not supplier quotes or market averages. The \$30,179.97 importer cash case includes \$1,500 brand/content allowance but no custom tooling. An additional \$1,000 OEM setup would make cash \$31,179.97; a separate \$10,000 ODM program would make it \$40,179.97 before any new unit, test or MOQ costs. Do not count overlapping artwork twice.

Contract before deposit: tool ownership/location/access; IP and design rights; cavity life/maintenance; accepted sample and artwork; price/MOQ; milestone payments; revision control; app/support rights; test failures/rework; spare parts; warranty/recall responsibilities and inspection rights. A 1,000-unit ODM MOQ requires a separate cash and freight recalculation.

Sample approval needs a recorded result

Stage	What to record	Acceptance decision
Document review	Legal entity, exact model/revision, labels, grants/reports and battery details	Hold when identifiers, scope or dates do not match.
Bench review: 3-5 samples per finalist	Image/focus, pairing across selected phones, latency, heat, charging, accessories and packaging	Predetermine criteria with a qualified reviewer; log every failure.
Software and support review	App ownership, permissions, privacy/storage, version support, updates and complaint route	Reject an unsupported dependency or unresolved data/security issue.
Pre-shipment quality check	Random lot sample, device/box IDs, accessory count, workmanship and agreed test results	Use an agreed statistical inspection plan; no safety-critical defect accepted.
Lawful commercial pilot	Orders, refunds, actual settlement fees, ads, defects, support and safety complaints	Escalate safety reports immediately; review reporting duties. [S29]

A commercial pilot does not prove clinical safety, and a small sample with no failures does not establish a low injury rate. Do not include children or pets in informal use tests. Qualified professional evaluation must determine any appropriate human-use validation.

USD PER RETAIL-READY UNIT

Landed costs: replace these assumptions with quotes

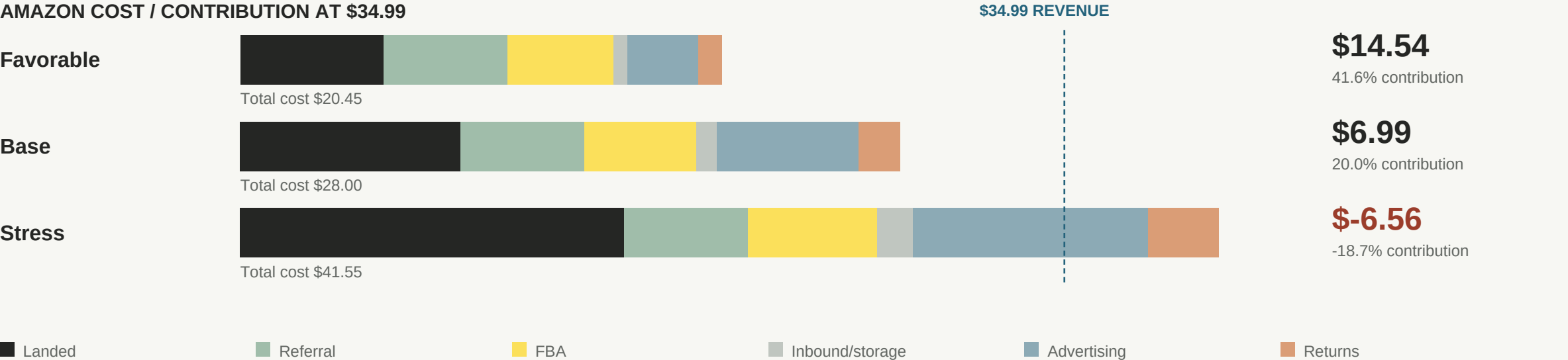
Cost component	Favorable	Base	Stress	Basis
Factory unit incl. retail box	\$4.00	\$5.50	\$8.00	Planning assumption; no supplier quote
International air inbound incl. insurance	\$0.75	\$1.25	\$2.00	Planning allowance; obtain an insured quote
Total duty allowance	\$0.80	\$1.65	\$4.80	20% / 30% / 60% sensitivity of factory value
Brokerage + inland receiving	\$0.28	\$0.53	\$0.93	Planning allocation; excludes separately shown MPF
Merchandise processing fee allocation	\$0.07	\$0.07	\$0.07	500-unit formal entry; \$34.58 / 500 rounded [S35]
Harbor maintenance fee	\$0.00	\$0.00	\$0.00	Air route. Ocean treatment differs. [S36]
Lot inspection allocation	\$0.20	\$0.35	\$0.50	Variable inspection only; fixed labs separate
LANDED COST	\$6.10	\$9.35	\$16.30	Sum of product and import components

Air route; one formal entry and 500 units. Factory value is assumed to equal customs value with no additional assists/royalties. Duties remain sensitivities. Liability insurance is fixed; cargo insurance is within freight. Rounded MPF allocation adds \$0.42 to the 500-unit budget versus the exact \$34.58 charge.

Quote decision: negotiate to a maximum landed cost using the intended selling price, fees and contribution target. Do not reverse-engineer a verified factory price from a low retail listing or an unusually cheap marketplace promotion.

SAME THREE SCENARIOS / USD PER ORDER

Read contribution together with the landed-cost detail



Revenue \$34.99 before sales tax. Base costs total \$28.00 and contribution is \$6.99; Stress contribution is negative. This repeats the opening chart beside the detailed financial model. Actual product costs and channel fees must replace allowances.

From a 500-unit shipment to one landed unit

Cost	Shipment USD	Calculation / status
Retail-ready products	\$2,750.00	500 x \$5.50; assumed factory/customs value
Insured international air freight	\$625.00	500 x \$1.25; quote required
Combined duty sensitivity	\$825.00	\$2,750 x 30%; illustrative total, not assigned tariff
Formal-entry MPF [S35]	\$34.58	FY2027 minimum in the worked case
Brokerage + inland receiving	\$265.00	500 x \$0.53; planning allowance
Inspection allocation	\$175.00	500 x \$0.35; variable lot-cost allowance
Shipment total	\$4,674.58	Sum of the six amounts; HMF \$0 for air
Landed cost / rounded unit budget	\$9.34916 -> \$9.35	\$4,674.58 / 500; 500 x rounded \$9.35 = \$4,675.00

The \$0.42 difference between \$4,675.00 and \$4,674.58 is rounding retained in the inventory cash budget. Product and logistics amounts are assumptions; the MPF rule is sourced. Supplier deposits, customs-value adjustments, exams/delays and extra charges can change cash needs.

USD PER UNIT / SCENARIO, NOT NET PROFIT

Amazon contribution: all variable costs in one model

Line	Favorable	Base	Stress
Sale price	\$34.99	\$34.99	\$34.99
Landed unit	\$6.10	\$9.35	\$16.30
Referral: 15% scenario [S17]	\$5.25	\$5.25	\$5.25
FBA fulfilment allowance	\$4.50	\$4.75	\$5.50
Inbound / placement / storage allowance	\$0.60	\$0.90	\$1.50
Advertising per acquired order	\$3.00	\$6.00	\$10.00
Returns / warranty loss allowance	\$1.00	\$1.75	\$3.00
TOTAL VARIABLE COST	\$20.45	\$28.00	\$41.55
CONTRIBUTION	\$14.54	\$6.99	\$-6.56
Contribution %	41.6%	20.0%	-18.7%

All cost amounts except the conditional referral percentage are planning assumptions. Confirm the fee category and calculate fulfilment using final packed dimensions and weight. [S18] Return allowances represent net unrecovered losses across orders; refund handling, unsellable stock and warranty replacements need measurement.

Base arithmetic: $\$34.99 - \$9.35 - \$5.25 - \$4.75 - \$0.90 - \$6.00 - \$1.75 = \textbf{\$6.99}$. This contribution still has to recover fixed costs. It is not a 20% net-profit forecast.

USD PER ORDER / BASE ILLUSTRATIVE CASES

TikTok and DTC have different cost structures

Cost or result	TikTok creator-led	Shopify / DTC
Sale price	\$34.99	\$34.99
Landed product	\$9.35	\$9.35
Platform / payment	\$2.10 at 6% [S16]	\$1.39 = 2.9% x \$37.70 + \$0.30 [S21][S51]
Creator commission	\$5.25; assumed 15%	\$0.00; none in this scenario
Delivery + handling/storage	\$5.25 + \$1.00	\$5.25 + \$1.00
Returns / warranty loss allowance	\$1.75	\$1.75
Paid advertising	\$3.00	\$6.00
TOTAL VARIABLE COST	\$27.70	\$24.74
CONTRIBUTION	\$7.29	\$10.25

TikTok uses seller-arranged delivery, not an FBT quote. No separate processing charge is assumed: add any applicable settlement/provider charge before deciding. Creator commission and advertising are separate inputs; do not assume every order incurs both at the same rate.

DTC illustrates a taxable San Diego sale at 7.75%: \$34.99 item + \$2.71 tax = \$37.70 processed. [S48] Tax is excluded from revenue; processing applies to the collected total. Standard U.S. card rate assumed. Subscriptions, tax services, apps and chargebacks are additional costs.

Price and acquisition cost can reverse the decision

Sale price	Acquisition \$3	Acquisition \$6	Acquisition \$10
\$24.99	\$1.49	\$-1.51	\$-5.51
\$29.99	\$5.74	\$2.74	\$-1.26
\$34.99	\$9.99	\$6.99	\$2.99
\$39.99	\$14.24	\$11.24	\$7.24

Values are contribution dollars per order before fixed costs and tax. All other base inputs remain unchanged; the referral fee is rounded to cents at each price. Actual fulfilment, return losses and conversion can change with price.

At \$34.99

Pre-ad contribution is \$12.99. This is the theoretical maximum acquisition cost before contribution reaches zero. To retain 20% of revenue as contribution, allowable acquisition is about \$5.99.

A fixed cost matters at small volume

One \$13,785 establishment fee represents \$27.57 per unit at 500 annual units, \$2.76 at 5,000 and \$0.55 at 25,000. These allocations illustrate volume sensitivity, not forecast demand. [\[S11\]](#)

Gross margin is not spendable profit

At base landed cost, retail minus product cost leaves \$25.64. Platform, delivery, ads and aftersales reduce that to \$6.99. Fixed operating costs and tax then reduce the result further.

Price test

Measure conversion, net revenue and contribution at the tested offer price. A higher price only helps if customers still buy and refunds do not rise. Do not choose a price solely because the spreadsheet improves.

A 500-unit import pilot needs more than inventory cash

Fixed or reserve item	USD	Status
Samples + courier	\$400.00	Planning allowance
Regulatory review	\$1,500.00	Planning allowance; obtain quote
Independent lab / engineering work	\$3,000.00	Planning allowance; scope may cost more
Branding + launch content	\$1,500.00	Planning allowance
Liability insurance	\$1,200.00	Planning allowance; coverage/exclusions unquoted
Contingency	\$1,000.00	Planning reserve, not a vendor fee
One FDA annual establishment fee [S11]	\$13,785.00	Applicable-role assumption; published fee
Amazon Professional: 3 months [S17]	\$119.97	Published plan price, excluding tax
FIXED BUDGET / RECOVERY HURDLE	\$22,504.97	Includes contingency for conservative planning

Add 500 units x \$9.35 = **\$4,675.00** inventory; \$1,500 advertising cash reserve; and \$1,500 fulfilment/refund/settlement reserve. Total initial cash envelope: **\$30,179.97**. It excludes entity formation, legal restructuring, extra registrations and unexpected redesign.

A second fee-paying establishment adds \$13,785, taking this envelope to \$43,964.97. These are budget scenarios, not offers or the required budget for every reseller arrangement.

Break-even is a volume requirement, not a timeline promise

BASE FIXED-COST RECOVERY: 3,220 ORDERS

\$22,504.97 fixed budget divided by \$6.99 contribution, rounded up. This is a static first-year scenario; no monthly sales forecast has been established.

Why 500 units is a learning pilot

Selling all 500 at base contribution generates \$3,495 toward fixed costs. It does not recover the \$22,504.97 fixed budget. At Stress contribution below zero, increasing volume increases variable losses.

Do not double-count inventory

Unit cost is already deducted in contribution. Initial stock belongs in the cash envelope, not again in fixed-cost break-even. Paid ads are also variable costs; their launch reserve finances them and is not a second expense.

Track actual cash

Purchase deposits, balance payment, freight/duty, account holds, refunds and replenishment may occur before marketplace payouts. Use a weekly 13-week cash sheet; this report has no verified settlement timing.

Refresh the hurdle

Replace assumptions with quotes and actual net losses. Renewal registration, platform fees, storage, support labor, tax administration and additional compliance work change longer-term break-even. Payback timing requires a sales forecast.

Launch in stages, with a decision at each stage

Stage	Work product	Release condition
Days 0-30 Define and compare	Choose resale vs import; identify exact SKU/use; source comparable quotes; compile competitor observations; review role, safety and channel documentation.	A documented route and credible costs; otherwise continue investigation.
Days 31-60 Resolve and prepare	Evaluate samples/firmware; complete applicable documentation; agree supply/support terms; confirm broker/carrier quotes; build reviewed labels/content.	Sample acceptance and applicable platform/compliance readiness; no shipment just to meet a calendar.
Days 61-90 Test and decide	Run a lawful, capped pilot when ready. Reconcile orders, advertising, net refunds, fees, support and complaint records.	Scale only after positive contribution, reliable fulfilment and resolved quality issues.

The dates are sequencing targets. Qualification, registration, testing, tooling and transport can extend them. No launch date is guaranteed. A 500-unit private-label scenario is used for cash planning; order quantity must follow actual supplier MOQ, access requirements and risk tolerance.

Proposed scale gate: repeated positive contribution after actual costs; acquisition within the chosen margin limit; no unresolved safety/compliance complaint; documentation current; and sufficient cash for replenishment. The numerical margin target is a business choice, not a category benchmark.

Sell the documented feature, not an unsupported health promise

Evidence-led content proposals

Show unboxing, fixtures demonstrating image clarity, phone pairing, accessory fit, cleaning/storage instructions and support availability. Explain the exact model's limitations and reviewed intended use.

Claims requiring evidence

Doctor replacement, comparative safety, medical endorsements, guaranteed removal outcomes and child/pet suitability require product-specific support and review. A camera view alone does not establish these benefits.

Clinical context

Professional earwax guidance cautions against unnecessary cleaning and inserting objects. Normal wax without symptoms or obstruction need not be removed. This report does not provide instructions for self-treatment. [\[S32\]](#)

Review the whole impression

FTC guidance covers implied as well as express health/safety claims. Demonstrations, packaging, influencer scripts and testimonials need support relevant to the actual product. [\[S23\]](#)

Creator controls

Disclose paid commissions and free samples clearly; provide an approved factual script, monitor posts and require correction of unsupported claims. Material connections need disclosure. [\[S24\]](#)

Content experiment

Compare feature explanation, pairing tutorial and support-led messaging. Measure attributable orders, acquisition cost, refunds and contribution; views alone do not prove a profitable business.

DECISION-CRITICAL EVIDENCE

What remains unverified - and how to close it

Open item	Evidence needed	Effect on decision
Exact model and regulatory route	SKU/revision, intended use, software/accessories and qualified classification/role review	May change permissions, tests, labels and fixed costs.
Supplier identity, price and quality	Independent entity checks, written quote, matching documents, samples and audit scope	Changes landed cost and whether the supplier should be used.
Tariff and freight	Written broker classification/duty stack and carrier quote with battery data	Changes cost, importer responsibility and shipment feasibility.
Platform qualification and fees	Seller-specific acceptance, category, dimensions/weight and fee calculation	Changes viable channel, pilot quantity and contribution.
Demand, ads, returns and support	Documented own test orders, settlements and customer outcomes	Determines whether to scale; no public proxy substitutes for this.
Insurance, contracts and software/IP	Written coverage, supply agreement, permitted brand/channel use and maintained app rights	May block launch or add costs not yet priced.

Research scope: public-source review and arithmetic checks as of 9 October 2026. No supplier outreach, sample purchase, factory audit, clinical validation, binding customs ruling, platform application or paid sales-data extraction was performed. Those are concrete remaining tasks, not missing facts silently replaced by estimates.

Calculation rules and decision limits

Measure	Calculation / treatment
Customs value	500 x assumed \$5.50 unit = \$2,750; broker checks dutiable additions and currency conversion. [S37]
Duty	Customs value x each applicable ad valorem rate, plus any specific duties. Scenarios use a combined sensitivity, not a cleared classification.
Landed unit	Product + insured international freight + duty + MPF + broker/inland + inspection; ocean-only charges added only on an ocean route.
Contribution	Item revenue excluding collected tax, minus all modeled variable costs. Fixed costs and income tax remain separate.
Sales-tax collection	Item tax base x applicable address/date/product rate; pass-through liability. DTC payment fee includes the illustrated collected tax.
Cash envelope	Fixed/setup budget + initial inventory + operating reserves. Inventory and reserves are not counted twice in break-even.
Break-even orders	Fixed recovery budget / contribution per order, rounded up. Requires contribution above zero.
Rounding	Money rounded half-up to cents. Shipment MPF divided by units before rounding; budget includes a \$0.42 allocation cushion at 500 units.

Published prices and rules are dated observations. Unit purchase, freight, broker, laboratory, insurance, advertising and return allowances are planning inputs until a written quote or measured result is available. No supplier quotation, customs authorization or profitable-sales forecast is implied.

Read the measures without mixing their meanings

Term	Meaning in this report
Observed offer	Public advertised item price for a dated channel/variant; not a wholesale quote or confirmed transaction.
Landed cost	Product + international freight + applicable duty + customs/receiving + variable inspection; fixed launch work shown separately.
Gross margin / markup	Gross margin divides sales minus buying cost by sales; markup divides the same difference by buying cost.
Contribution / profit	Contribution subtracts modeled variable costs; profit also needs fixed operating costs and applicable taxes.
CAC / conversion	Acquisition cost per order = advertising spend / acquired orders; CPC / click-to-order rate is an illustration with matching attribution.
Sell-through / inventory position	Net units sold / opening plus receipts; position adds confirmed inbound and subtracts commitments from saleable stock.

Research used official government/platform guidance, identifiable brand/retailer offers and supplier self-descriptions. Dynamic prices were observed in a signed-out U.S. browser; cached pages are identified. No paid sales-estimate database, private merchant account, supplier quotation or physical testing was used.

Calculation method: USD; cents rounded half-up; percentages retain underlying values unless shown as a rounded allowance. Trade credits/returns are net-loss allowances, not asserted category rates. Store trial thresholds are proposed operating rules. Public snapshots and risk scenarios do not establish demand, legality or profitability for a new SKU.

Compare the offers behind a client recommendation

U.S. offer / evidence	Price / format	Comparison question
LEIPUT / Amazon [S53]	\$13.99; phone-connected kit	Low advertised entry price; verify bundle, seller, phone support and return terms.
Bebird R1 / Amazon [S52]	\$23.39 deal; branded phone-connected kit	Strong price reference for a generic entrant; deal and exact variant matter.
Bebird W3 / Walmart [S55]	\$31.48; retailer listing	Different model/channel; cached delivery date cannot establish current stock.
Bebird Elite 14 / FSA Store [S03]	\$34.99; specific eligibility-labelled model	Specialist-retail access and eligibility cannot be transferred to an OEM SKU.
Bebird D39R / Amazon [S54]	\$46.99; flexible-camera offer	Additional features are advertised; validate their performance and relevance.
Teslong TSMS450D39 / brand [S05]	\$79.99; separate-screen format	No-phone format to investigate; page has inconsistent screen-size descriptions.

Research date: 9 October 2026. Prices exclude tax and may exclude delivery. These are selected offers across different kits and channels, not a representative market average. Compare exact revisions on the same purchase basis before ranking.

Client-ready conclusion: the \$34.99 generic proposal faces cheaper branded offers. Ask what measurable benefit justifies its premium, whether resale is available, and whether quoted channel costs leave a contribution. Public comparisons support screening; interviews and transactions test customer preference. [S66]

Screen opportunities before assigning a forecast

Proposition	Evidence / unresolved issue	Screening decision
Generic private label at \$34.99	R1 deal \$23.39 and LEIPUT \$13.99; Base cost model loses money at both. [S52] [S53]	Hold bulk commitment; require lower costs or demonstrated differentiation.
Authorized domestic resale	Existing products reduce development needs; reseller rights, buying prices and role duties remain unknown. [S10]	Investigate supply terms and channel permission before an economic test.
Screen-based assortment	Public screen formats exist; higher price and capital exposure. [S05]	Test separately; no-phone preference and sell-through are unmeasured.
Support-focused brand offer	App support and replacement tips can matter; competitors already advertise support/features. [S01] [S50]	Customer interviews and documented support performance first.
Custom tooling / app	Engineering and setup obligations; no validated new-brand demand or agreed development quote.	Defer until a compliant pilot and paid demand justify investment.

These judgments have no assigned probability or numerical opportunity score. Unknown demand, safety or supplier evidence is a hold point, not a neutral score that can be offset by a low price.

Client intake: exact product/revision; origin and destination; intended users/claims; sales route; target price; cash limit; supplier status; decision date. Only the China-to-U.S. camera-ear-cleaner case is researched here. A country comparison requires separate local offers, tax, tariff and compliance evidence for each country.

Keep a reference folder behind every recommendation

Folder	Record to maintain	Control
01 - Scope and decision	Client brief, product revision, origin/destination, intended use and chosen route.	Name the decision owner and review date.
02 - Market observations	Exact listing/ASIN, URL, seller, region/currency, price, promotion, stock wording and observation date.	Retain lawful notes; distinguish seller claims from measured results.
03 - Rules and requirements	Authority URL, effective date, applicable roles and exact-SKU questions.	Refresh before shipment/campaign; record applicability review.
04 - Supplier and product file	RFQ, written quotes, BOM, drawings, test reports, certificates and app rights.	Mark requested, received, reviewed or accepted; a logo is not acceptance.
05 - Models and trial data	Input source/status, formulas, rounding, channel settlements, returns and POS records.	Keep assumptions versioned; reconcile cash and contribution separately.
06 - Client recommendation	One-page choice, supporting source IDs, unresolved conditions, budget gate and next action.	Document recommendation and client decision separately.

Record schema: claim ID | exact statement | product/country/channel | URL | source type | observed/effective date | evidence status | model input | owner | next review. The source register and calculation pages in this report supply the public-reference layer; private quotes, interviews and product tests still have to be collected.

Buyer-persona cards start as testable hypotheses

Provisional buyer	Job, concern and offer to test	Evidence / client question
Price-conscious adult phone user	Wants a compatible, understandable device; may compare low-price kits. Test plain setup information and an exact bundle.	\$9.99-\$23.39 Amazon options are visible. [S52][S53][S64] Ask which bundle and support difference would justify a premium.
Adult who values setup support	Wants clear instructions, maintained phone compatibility and replacement parts. Test a documented onboarding/service promise.	Support pages show pairing questions, not their incidence. [S50] Ask about actual setup experience, preferred help and willingness to pay.
Adult considering a separate screen	Wants to avoid phone pairing; may accept a different price/size tradeoff. Test an accurate screen-versus-phone comparison.	Screen products are advertised. [S05][S64] Ask whether avoiding a phone matters enough to change the purchase.

These cards are proposed segments inferred from product formats, price choices and public support material. No age distribution, income profile, segment size or purchase frequency is established. Do not present them as surveyed buyer facts.

Proposed discovery plan: interview five relevant adults per hypothesis; ask about alternatives, setup expectations, intended use and price tradeoffs. Record consent and answers without inventing testimonials. Fifteen interviews are exploratory, not a representative demand estimate. Health concerns require appropriate professional guidance. [S32][S66]

Approve a message against its exact evidence

Proposed message / design choice	Required evidence before use	Campaign instruction
1080P view and named phone support	Output/fixture test; approved phone/OS matrix; exact SKU instructions.	Use only verified resolution and supported devices.
Clear setup and replacement tips	Current guide, spare inventory, service owner, response process and documented terms.	Explain kit contents and support; test buyer response.
Separate screen, no phone pairing	Selected screen-model revision and demonstrated operation; exact display details.	Compare the correct configuration; do not imply wider clinical capability.
Safe, painless, prevents injury or diagnoses problems	Qualified regulatory/clinical review and appropriate claim-specific substantiation. [S23]	Hold these claims; competitor advertising is not proof.
Customer quote, review or creator demonstration	Actual experience, permission/rights where needed, fair context and material-connection disclosure. [S24] [S69]	No invented experience or positive-review condition; check platform policy too.

Packaging research: compare how competing packs explain compatibility, included tips, cleaning, support and limitations. Create a legible front-panel hierarchy and instruction prototype; evaluate comprehension before printing. Product-label requirements remain applicable. [\[S58\]](#)

Proposed concept for testing after validation: "View the supported camera feed. Follow the setup guide. Get help with pairing." This is draft messaging, not an approved product claim or a promise of safe self-treatment.

Let contribution set the campaign spending limit

Input or calculation	Illustrative result	Interpretation
Amazon offer and Base costs	\$34.99 price; \$12.99 pre-ad contribution; \$6 ad allowance	All non-ad costs are held constant; exact fees and quotes remain required.
1,000 qualified clicks x 2% conversion	20 orders	Proposed test assumptions, not observed conversion or a forecast.
\$0.12 CPC x 1,000 clicks	\$120 spend; \$6 CAC; 20 x \$6.99 = \$139.80 contribution	Before fixed costs and tax; returns already modeled by an allowance.
\$0.40 CPC x 1,000 clicks	\$400 spend; \$20 CAC; 20 x -\$7.01 = -\$140.20	Illustrates why affordable-looking clicks can lose money.
CPC ceiling = target CAC x conversion	About \$5.99 x 2% = \$0.1198	Recompute when conversion, price, costs or refund loss changes.

Amazon Sponsored Products uses CPC auctions; eligibility and actual placement must be checked. No competitor ad spend or actual CPC was obtained. [S62] Choose one accepted SKU and channel, two evidence-supported messages, a pre-agreed spend cap and a settlement-based measurement plan.

Track clicks, delivered/retained orders, cancellations, refunds, net revenue, actual fees and campaign spend. Report attribution window and organic-versus-paid scope. Do not scale from click-through rate alone; stop for unsupported claims, serious safety concerns or negative realized contribution. The modeled ad cost is already included in contribution; do not deduct it twice.

Use personal research to decide whether to buy

Compare the right purchase

A camera kit, a separate-screen device, drops and a professional consultation address different needs. Identify the actual purpose before comparing price. An appealing gadget does not establish a need for routine ear cleaning.

[\[S05\]](#)[\[S06\]](#)[\[S32\]](#)

Checkout-cost illustration

The observed R1 deal is \$23.39. At the report's assumed taxable San Diego 7.75% example, tax rounds to \$1.81 and the charge is \$25.20 before any shipping. This is not a checkout quote; address, eligibility, price and shipping must be checked. [\[S48\]](#)[\[S52\]](#)

Ownership questions

Does the named app support your phone? What are the permissions and maintenance plan? Are replacement tips available? Who handles warranty, returns and support? Read the exact model's instructions and use limitations.

[\[S01\]](#)[\[S50\]](#)

Personal decision gate

Hold the purchase if intended use is unclear, seller identity or return terms cannot be confirmed, phone support is uncertain, or the recommendation relies on unsupported health claims. A price comparison is not a medical suitability assessment.

Health context

ENT Health advises leaving symptom-free, non-obstructing wax alone, warns against inserting objects, and recommends professional assessment for pain, drainage, bleeding or uncertain symptoms. A camera image cannot establish a diagnosis. [\[S32\]](#)

Other research categories

A computer requires workload, software, performance and warranty evidence. A portable power station requires load, usable capacity, output, charging and safety evidence. Those are separate product briefs; this report contains no tested recommendation for them.

Investment screening needs transaction-level evidence

Investment question	Public evidence available	Deal evidence still required
Is there a category and a defensible offer?	Identifiable brands, formats and price competition. [S01][S05][S52]	Customer cohorts, retained orders, premium acceptance and competitive response.
Does each order earn a contribution?	Explicit scenarios: \$14.54 / \$6.99 / -\$6.56 at \$34.99.	Supplier invoices, settlement records, attribution, refunds and warranty cohorts.
What consumes cash and when?	\$30,179.97 importer envelope; inventory and reserves shown separately.	Payment calendar, credit terms, fixed expenses, cash runway and funding capacity.
Can it be sold and supported?	Role-specific rules and unresolved exact-model obligations. [S07][S10][S42]	Applicable approvals/reviews, insurance, quality file, supplier/app rights and service performance.
What is the business worth?	No company accounts, cap table or audited demand supplied.	Financial statements, liabilities, contracts, ownership, tax, valuation method and diligence.

500-order sensitivity, not a sales forecast: \$6.99 Base contribution x 500 = \$3,495, leaving \$19,009.97 of the \$22,504.97 planning fixed/recovery envelope unrecovered. Favorable leaves \$15,234.97 unrecovered; Stress leaves \$25,784.97. This conservative envelope includes contingency and annual-fee assumptions; it is not an accounting earnings statement.

Category visibility and a positive unit scenario do not establish an investable company. No valuation, investment recommendation, expected return or probability is assigned. Use the brief to organize commercial due diligence and request private evidence.

Commit startup capital in evidence-based stages

Stage	Proposed action	Capital gate
1 - Define and discover	Choose adult intended use, origin/destination, exact format and channel; conduct exploratory buyer interviews. [S66]	Agree a cash-loss limit; do not infer sales from interviews or platform badges.
2 - Quote and qualify	Compare authorized resale with import; obtain written supply, service, test and role-cost quotes.	Rebuild cash requirements; a small order does not eliminate regulatory duties.
3 - Sample and validate	Match sample/BOM/app; complete engineering, documentation, packaging and channel review.	No production deposit until the defined release checks pass.
4 - Run a controlled offer	Use one accepted SKU/channel; capped campaign or store test; measure delivered orders and refunds.	Require positive realized contribution and no unresolved serious safety issue.
5 - Reorder or stop	Update acquisition, return loss, lead time, stock and cash calendar; negotiate terms.	Scale from measured results and funded obligations, not the supplier MOQ.

The new-importer scenario requires \$30,179.97 before additional tooling or a second fee-paying establishment. A domestic resale route may have different obligations and economics; it is not priced without a buying quote. If available capital cannot support the selected route and reserves, change the route, defer it or stop.

Define the founder's decision date, maximum cash at risk, evidence owner, remaining tests and cancellation rights. A \$1,000 OEM setup assumption adds to cash only if incremental; the \$10,000 ODM example is a different development case. Avoid counting the same design or branding expense twice.

Shortlist procurement offers against mandatory needs

Requirement area	Buyer question	Acceptance evidence
Purpose and users	Evaluation, household use or a professional workflow? Does the model support the stated purpose?	Written intended-use review; no clinical deployment presumed from a consumer listing.
Specification and compatibility	Exact camera/output, screen or phone format, operating systems, accessories and charging requirements?	Revision-specific datasheet, working sample and approved test matrix.
Ownership and service	What tips/parts, cleaning, software maintenance, support and replacement will be needed?	Priced service schedule, parts availability, warranty exclusions and response terms.
Supply and contract	Quantity, delivery/lead time, substitutions, returns, payment and recall cooperation?	Comparable RFQs, named supplier, approved BOM and written buyer terms.
Safety and documentation	Does evidence cover this revision, use and organisational setting?	Qualified applicable-role review and exact-model documentation; no certificate-logo shortcut.

Use pass/hold for mandatory requirements before scoring price or convenience. A proposed weighted comparison can use specification fit 30%, ownership cost 30%, service 20% and delivery 20%; the buyer must approve these weights. Unverified mandatory evidence remains a hold, not a score of zero that price can overcome.

FAR market-research guidance addresses product needs, warranty, financing, laws and support capabilities. It is a useful method reference here; U.S. federal procurement rules do not automatically govern a private buyer. This report does not qualify a consumer device for professional care. [\[S68\]](#)

Purchase price is only one ownership-cost input

Cost line	Assumed quantity / calculation	Amount
Acquisition reference, not a volume quote	10 x observed R1 deal \$23.39 [S52]	\$233.90
Example sales tax	\$233.90 x 7.75%, rounded; no exemption assumed [S48]	\$18.13
Setup / onboarding time	Planning allowance; staff rate and time require a quote/estimate	\$100.00
Consumables / tips over 24 months	Planning allowance; actual cleaning/parts policy required	\$50.00
Support / maintenance over 24 months	Planning allowance; excludes any unpriced app subscription	\$120.00
Two replacement units	2 x \$23.39 + rounded 7.75% tax; constant price assumed	\$50.41
Total / per original unit / per unit-year	\$572.44 / 10 / 2; no discounting	\$572.44 / \$57.24 / \$28.62

This is a costing illustration for an evaluation shortlist, not a purchase instruction, a verified two-year life or clinical-use authorization. Shipping, installation, insurance, downtime, subscriptions, disposal and residual value are unpriced and excluded, not known to be zero. State the organisation's tax exemption/recovery and warranty replacement terms before using the total.

Ownership formula: acquisition + nonrecoverable tax + delivery/installation + staff time + consumables + maintenance/support + expected replacements/downtime + disposal - residual value. Track recoverable tax as cash flow. FAR defines life-cycle cost across acquisition, operation, support and disposal; this worksheet adapts that method. [\[S67\]](#)

Give a sourcing or logistics client a usable brief

Client asks	Brief to provide from this case	Specialist / client follow-up
Can this product enter the U.S.?	Intended-use/FDA questions, importer-role map, RF/battery file and entry-document checklist. [S07][S42][S43]	Exact-model regulatory reviewer and broker; no blanket importability answer.
What might it cost landed?	Factory, freight, duty sensitivities, MPF, clearance and inspection worksheet. [S35][S37]	Comparable named-term quote; written classification/origin/duty stack and entry date.
Can the client sell at that cost?	Local offer comparisons and marketplace, retail and distributor models. [S52][S55]	Actual accepted channel, buyer terms, fees, ad cost and measured demand.
What must the factory supply?	Copy-ready RFQ, draft specification, packaging and exact-revision evidence requests.	Identity/capability checks, samples, lab review and signed obligations.
What is the next action?	Issue an evidence-gap list with an owner, due date, budget gate and release condition.	Client chooses route; responsible specialists confirm their parts before shipment.

Describe the service as market-feasibility research with source-linked costs and questions. Keep freight booking, customs representation, legal review, physical testing and shipment release as explicitly scoped work. Obtain specialist quotations and name the party responsible for each task.

Client brief in five lines: product and destination; evidence-supported market context; scenario cost range; unresolved release conditions; specific next quotation/test. Report the research fee and any logistics/sourcing commission separately when agreed; this report invents neither pricing nor supplier approval.

Wholesale demand must become paid sell-through

Stock-risk illustration	Calculation	Meaning
Initial inventory cash	$500 \times \$9.35 \text{ landed} = \$4,675$	Scenario cash tied in stock; not a confirmed supplier quote.
300 units sold direct wholesale	$300 \times \$18 = \$5,400 \text{ revenue}; 300 \times \$5.46 = \$1,638 \text{ contribution}$	Modeled selling costs included; fixed costs/financing remain separate.
200 units unsold	$200 \times \$9.35 = \$1,870 \text{ carrying amount}$	Unrecovered stock cash; shipped-to-store units are not consumer demand.
Assumed liquidation at 60% of landed	$\$1,870 \times 60\% = \$1,122 \text{ recovery}; \748 shortfall	Hypothetical recovery; selling costs may reduce proceeds further.
Contribution after that inventory shortfall	$\$1,638 - \$748 = \$890 \text{ before fixed costs/finance}$	Illustrates margin loss from slow stock; not an earnings forecast.

The carrying amount is not deducted again from contribution; the \$748 is an additional illustrative markdown/write-down. Actual accounting treatment and liquidation proceeds must be established. A return to the supplier, restocking fee or disposal obligation can change the result.

Require reseller/distributor permissions, customer commitments or POS evidence, price-promotion protection, return/credit terms, service obligations and funded receivables before a large shipment. Use the retail sell-through and replenishment rules per SKU. Public listing counts, ratings and purchase badges cannot establish distributor orders.

Explain the buyer economics before quoting an export

Buyer discussion	Evidence or calculation to bring	What must be agreed
Price position and channels	U.S. brand/retail/marketplace comparisons; explain exact bundle and intended users. [S52] [S55]	Authorized channel, differentiation, claims and support obligations.
Distributor margin	Illustrative distributor buys \$13.50, sells \$18 => 25% gross margin before its costs.	Actual buying quote, rebates, freight, credit, service and returns; no market norm presumed.
Factory/export offer	Exact BOM/revision, MOQ, currency, lead time, price validity and agreed named delivery term.	Term, named place and Incoterms edition; importer role and insurance separately reviewed. [S70]
Documents and quality	Consistent invoice/packing data, origin, shipping documents, battery and exact-model file. [S42] [S43] [S71]	Buyer/broker/regulatory review; origin-country export requirements also apply.
Pilot and ongoing supply	Approved sample, change control, replenishment plan, complaint/recall contacts and app rights.	Deposit/milestones, cancellation, inspection, acceptance and remedies.

For the illustrative \$18 wholesale / \$13.50 distributor buy / \$34.99 shelf chain, compare each party's own revenue and costs. The brand's \$1.54 distributor-route contribution uses a \$9.35 landed assumption; it is not a factory ex-works price ceiling until importer and seller costs are assigned.

This research models China origin into the United States. India, Türkiye, Vietnam and GCC/other Western destinations need fresh origin-specific duty, local tax, conformity, language, channel and export checks. ITA's document guide is a useful reference; its U.S. export-filing requirements are not applied to factories in other countries. [\[S71\]](#)

DECISION OWNERS AND EVIDENCE

Six approvals before a purchase order is released

Decision	Evidence / owner	Current status
Exact product and manufacturer	SKU/revision, intended use and matching supplier documents / buyer + regulatory reviewer	Required; exact launch model not selected.
Landed economics	Itemized quote, duty stack and insured freight / supplier + broker + buyer	Scenario calculated; quotations pending.
Tax and merchant setup	Address/nexus review, collection setup and payment eligibility / tax adviser + seller	Worked U.S. tax example; seller setup unconfirmed.
Quality and software	Sample results, scope-matched reports, maintained app and support contract / reviewer + buyer	Test plan prepared; samples not tested.
Channel readiness	Qualification, listing category and packed-size fee estimate / platform + seller	Public rules reviewed; account/product acceptance pending.
Cash and launch gate	Fixed budget, reserves and positive actual contribution / business owner	Budget calculated; sales and return costs need a controlled pilot.

DECISION: PREPARE A QUALIFIED PILOT; HOLD BULK COMMITMENT

Release inventory only after product, customs, tax, quality, channel and cash conditions are documented. A positive scenario contribution supports investigation; it does not establish a profitable launch.

Sources and what they establish

S01 - Bebird EarSight R1 product page

Brand observation. Displayed \$38.98; five visible customer comments reviewed, not all 62 displayed reviews. Specifications, support and warranty are seller statements.

[Open source: bebird.com](https://bebird.com)

S02 - Bebird official product range

Brand observation. Illustrates premium offers above \$50. Configuration, promotions and checkout prices vary.

[Open source: bebird.com](https://bebird.com)

S03 - FSA Store: Bebird range

Retail observation. Elite 14 \$34.99 and Max 22 \$49.99; these listed models carry eligibility labels.

[Open source: www.fsastore.com](https://www.fsastore.com)

S04 - FSA Store: Bebird E3-SE

Retail observation. Listed \$29.95, reduced from \$39.99; sold out in retrieved page. Not proof of current supply or blanket eligibility.

[Open source: fsastore.com](https://fsastore.com)

S05 - Teslong screen otoscope TSMS450D39

Brand observation. Listed \$79.99. Title says 4.5-inch screen while specification says 5-inch: exact revision needs confirmation.

[Open source: teslong.com](https://teslong.com)

S06 - Debrox official product page

Brand observation. Identifies Prestige Consumer Healthcare; drops are an adjacent alternative, not a camera cleaner.

[Open source: www.debrox.com](https://www.debrox.com)

Sources and what they establish

S07 - FDA product classification: otoscope ERA

Government. Class I; 510(k)-exempt subject to limitations; GMP exempt: No. Does not classify the reader's unspecified SKU.

Open source: www.accessdata.fda.gov

S08 - FDA ENT exemptions and limitations

Government. Otoscope exemption is limited to external-ear-canal use; other exemption limitations still apply.

Open source: www.accessdata.fda.gov

S09 - FDA registration is not approval

Government. Registration/listing does not denote approval, clearance or authorization. FDA does not issue registration certificates.

Open source: www.fda.gov

S10 - FDA: who must register, list and pay

Government. Requirements depend on activity. Initial importers register/pay; domestic distributors that do not import generally do not.

Open source: www.fda.gov

S11 - FDA FY2027 medical-device user fees

Government. Annual establishment fee \$13,785, effective 1 October 2026 through 30 September 2027. Role and waiver eligibility matter.

Open source: www.fda.gov

S12 - FDA quality and compliance / QMSR

Government. QMSR effective 2 February 2026. Applicability and implementation must be assessed for the device and establishment.

Open source: www.fda.gov

Sources and what they establish

S13 - PHMSA transporting lithium batteries

Government. UN 38.3 testing and availability of test summaries; packaging/mode-specific transport rules also apply.

Open source: www.phmsa.dot.gov

S14 - FCC equipment-authorization order

Government. Explains equipment certification using testing and FCC-recognized certification bodies. Current exact-model route needs review.

Open source: docs.fcc.gov

S15 - TikTok US medical-device requirements

Platform policy. Policy dated 1 October 2026. Qualification, supplier invoice and electrical-device documentation requirements; eligibility is conditional.

Open source: seller-us.tiktok.com

S16 - TikTok US category referral fees

Platform policy. Public category table dated 14 May 2026 lists Eye & Ear Care and Medical Supplies at 6%. Check actual settlement and notices.

Open source: seller-us.tiktok.com

S17 - Amazon US pricing

Platform policy. Beauty, Health & Personal Care: 15% above \$10. Professional plan \$39.99/month. Final category assignment matters.

Open source: sell.amazon.com

S18 - Amazon estimate fees and costs

Platform tool. Use actual dimensions, weight, category and price. This report did not run an exact-SKU fee quote.

Open source: sell.amazon.com

Sources and what they establish

S19 - Walmart Marketplace referral schedule

Platform policy. Schedule dated 9 March 2026: Beauty, Health & Personal Care 15% above \$10. WFS and other costs are separate.

Open source: marketplacelearn.walmart.com

S20 - Walmart seller registration guide

Platform policy. Onboarding review and new-seller payment hold. Acceptance and timing are not assured.

Open source: marketplace.walmart.com

S21 - Shopify US pricing

Platform policy. Basic \$29/month with annual billing; standard online card rate starts at 2.9% + \$0.30. Payment method and merchant country matter.

Open source: www.shopify.com

S22 - eBay US selling fees

Platform policy. Final-value fees depend on category, account and transaction; additional per-order charges can apply.

Open source: www.ebay.com

S23 - FTC health-products compliance guidance

Government. Express and implied health/safety claims need appropriate substantiation; guidance covers digital content and packaging.

Open source: www.ftc.gov

S24 - FTC influencer disclosure guidance

Government. Material connections such as paid commissions or free products need clear disclosure.

Open source: www.ftc.gov

Sources and what they establish

S25 - Bebird company information

Company self-description. Names brand owner, manufacturer and North American entity. No registry, factory audit or capacity validation performed.

Open source: bebird.com

S26 - Shenzhen Jiding OEM/ODM site

Supplier self-description. OEM visual ear cleaners; published pilot/MOQ and contact details. Identity, certificates, capacity and pricing remain unverified.

Open source: sz-jiding.com

S27 - Inskam / Yipincheng company catalogue

Supplier self-description. Names Shenzhen Yipincheng and Inskam/SUNUO/ANESOK; offers OEM/ODM. Certification claims are not independently validated.

Open source: www.inskam.com

S28 - USITC 2026 HTS Revision 20

Government. Revision 20 published 28 September 2026. Exact classification, origin ruling and full duty stack remain product-specific.

Open source: www.usitc.gov

S29 - FDA electronic Medical Device Reporting

Government. Describes reporting system; manufacturers/importers have role-specific reporting responsibilities.

Open source: www.fda.gov

S32 - ENT Health earwax guidance

Clinical professional body. Normal non-obstructing wax can be left alone; object insertion and excessive cleaning can cause injury.

Open source: www.enthealth.org

Sources and what they establish

S35 - CBP FY2027 customs user-fee notice

Government notice. CBP Dec. 26-14, Table 2: formal-entry MPF 0.3464%, minimum \$34.58, maximum \$670.86 from 1 October 2026. Entry type and exemptions matter.

Open source: public-inspection.federalregister.gov

S36 - CBP harbor-maintenance fee

Government guidance. HMF 0.125% for applicable commercial vessel cargo; not air cargo. Exemptions and port coverage must be checked.

Open source: www.help.cbp.gov

S37 - CBP invoice and customs valuation

Government guidance. Invoice price and dutiable additions, not U.S. retail price; international freight/insurance excluded under the described transaction-value treatment.

Open source: www.help.cbp.gov

S38 - CBP ending IEEPA duty collection

Government bulletin. CSMS 67834313: IEEPA collections ended for covered entries from 24 February 2026; Section 301 and other duties are separate.

Open source: content.govdelivery.com

S39 - USTR 2026 forced-labor tariff action

Government notice. China rate 12.5%, subject to exclusions; Annex I effective 24 July 2026. Applicable HTS and origin provisions must be assessed.

Open source: public-inspection.federalregister.gov

S40 - USTR China Section 301 exclusion extensions

Government notice. Selected exclusions extended through 9 November 2026. No exclusion has been established for the proposed SKU.

Open source: ustr.gov

Sources and what they establish

S41 - CBP binding ruling program

Government guidance. Allows pre-entry classification requests; a classification decision does not freeze future duty rates.

Open source: www.help.cbp.gov

S42 - FDA importing medical devices

Government guidance. Entry review compares manufacturer/importer and applicable registration, listing and authorization data; mismatches can delay or detain goods.

Open source: www.fda.gov

S43 - FDA medical-device entry information

Government guidance. ACE entry details include origin, product description/codes, manufacturer, shipper, HTS and applicable affirmations of compliance.

Open source: www.fda.gov

S44 - CBP formal-entry documentation

Government guidance. Formal-entry guidance covers invoice, packing/shipping documents and bond or other surety arrangements. Broker determines the applicable entry route.

Open source: www.help.cbp.gov

S45 - CBP importer identification

Government guidance. Importer identification can use an IRS number or an assigned identifier requested with CBP Form 5106.

Open source: www.help.cbp.gov

S46 - CBP vessel import security filing

Government guidance. Ocean ISF has pre-loading deadlines; core information generally due at least 24 hours before loading, with separate timing for other elements.

Open source: www.help.cbp.gov

Sources and what they establish

S47 - California marketplace-facilitator tax guide

State tax authority. Distinguishes marketplace-only selling from direct sales, physical inventory presence and economic nexus. California rules are not a national rule.

Open source: cdtfa.ca.gov

S48 - California current city/county sales-tax rates

State tax authority. Table effective 1 October 2026 lists San Diego city at 7.75%. Address, date and product taxability still determine an actual order.

Open source: cdtfa.ca.gov

S49 - OECD U.S. consumption-tax structure

Intergovernmental research. Explains state/local retail sales taxation and absence of a national U.S. VAT. Country tax structure differs from a VAT destination.

Open source: www.oecd.org

S50 - Bebird connection support

Brand support. Describes app/device pairing and connection troubleshooting. Support instructions are not a measured failure rate.

Open source: bebird.com

S51 - Shopify Payments capture and processing fees

Platform guidance. Manual-capture guidance says Shopify Payments fees are based on the amount captured; the manual-capture option applies to all payments. Actual account/card terms must be checked.

Open source: help.shopify.com

S52 - Amazon US: Bebird R1 B08M9G18H3

Public product listing. Browser observation, 9 October, delivery ZIP 92101, USD: \$23.39 deal, typical \$26.99; 4.3/5, 12,274 global ratings. Ships Amazon; sold Bebird Official US; in stock. Individual reviews required sign-in.

Open source: www.amazon.com

Sources and what they establish

S53 - Amazon US: LEIPUT B09KZ8TS7L

Public product listing. US browser search shows \$13.99 and 4.3/5, 24.2K ratings. Earlier indexed product content showed no featured offer; delivery context matters. No private sales ledger or eligibility verification.

Open source: www.amazon.com

S54 - Amazon US: Bebird D39R B0DP4Y85B2

Public product listing. Browser search shows \$46.99, 4.3/5 and 4.3K ratings. Listing describes flexible camera, guard, tweezers and case; claims are not independent performance or safety validation.

Open source: www.amazon.com

S55 - Walmart: Bebird W3 935276094

Public retail listing. Retrieved page: \$31.48; sold/shipped Walmart.com; 4.1/5, 900 ratings and 380 written reviews. Three displayed verified-purchase comments read. Cached delivery dates must not be treated as current availability.

Open source: www.walmart.com

S56 - Jiding OEM product comparison

Supplier self-description. JD-S9/S-series: 3.5mm/1080P, 500 OEM MOQ, 25-35 days claimed. No binding quotation, factory audit or certificate verification obtained.

Open source: sz-jiding.com

S57 - Jiding JD-S9 specification

Supplier self-description. Claims 230mAh, 70-minute runtime, 15-20mm focal range, WiFi/Bluetooth, EarVision app; OEM 500, ODM 1,000. Selected firmware advertises proximity alert; no safety benefit verified.

Open source: sz-jiding.com

S58 - FDA general device labeling requirements

Government. Name/place of business, applicable distributor qualification, intended use, adequate directions and non-misleading labeling. Final SKU and artwork review required.

Open source: www.fda.gov

Sources and what they establish

S59 - GS1 US barcode and GTIN options

Identifier standards body. One GS1 US GTIN listed at \$30 with \$0 annual renewal. Multiple trade items/packaging levels may need different identifiers; a retail UPC is not automatic regulatory compliance.

Open source: www.gs1us.org

S60 - Amazon FBA prep, packaging and labeling

Platform guidance. Scannable product identification, barcode selection, label placement and protective packaging; inadequate prep can incur refusal, returns or repackaging. Confirm current SKU instructions in Seller Central.

Open source: sell.amazon.com

S61 - Amazon FBA dangerous-goods guidance

Platform guidance. Lithium-battery products require assessment; applicable documentation, review and shipping requirements depend on the listing and product.

Open source: sell.amazon.com

S62 - Amazon Ads Sponsored Products FAQ

Platform guidance. Cost-per-click auction model; Featured Offer eligibility is required. Public search results do not reveal a competitor's spend, bids, conversions or profitability.

Open source: advertising.amazon.com

S63 - FDA OTC devices and UDI

Government. Class I UPC can serve as UDI when on label/package; exceptions and GUDID treatment require separate review. Connected software also raises validation and cybersecurity questions.

Open source: www.fda.gov

S64 - Amazon US search: camera ear cleaners

Browser market snapshot. 9 October 2026; signed out; ZIP 92101; USD; Featured sort; first page. Selected ASINs, offers, rating totals and sponsored labels recorded. Counts can aggregate variants; purchase badges are unaudited.

Open source: www.amazon.com

Sources and what they establish

S65 - FDA Class I UDI compliance policy

Government guidance. September 2022 final guidance describes GUDID enforcement discretion for defined consumer health products. This differs from a blanket exemption; exact device scope requires assessment.

Open source: www.fda.gov

S66 - SBA: market research and business planning

Government guidance. Distinguishes existing-source research from direct customer research; covers competition, pricing, startup expenses and break-even planning.

Open source: www.sba.gov

S67 - FAR 7.101: life-cycle cost

Government procurement rule. Life-cycle cost covers acquisition, operation, support and disposal. This is a U.S. federal procurement definition, used here as a methodological reference, not a rule for every private buyer.

Open source: www.acquisition.gov

S68 - FAR 10.002: market research procedures

Government procurement rule. Research addresses needs, modifications, warranty, financing, legal requirements and supplier support. Federal rules are not imposed on private procurement by this report.

Open source: www.acquisition.gov

S69 - FTC: consumer reviews and testimonials rule Q&A

Government guidance. Reviews featured in advertising become testimonials; positive-review incentives are prohibited under the described rule. Other FTC and platform requirements still apply.

Open source: www.ftc.gov

S70 - ICC: Incoterms rules

Standard publisher. Incoterms 2020 is the current edition described by ICC; trade terms allocate delivery tasks, costs and risks. Use the agreed term, named place and edition in the contract.

Open source: iccwbo.org

Sources and what they establish

S71 - ITA: common export documents

Government guidance. Explains pro forma/commercial invoices, packing lists and shipping documents. U.S. export-filing rules on this page do not become rules for exporters in other countries.

Open source: www.trade.gov

Turn the remaining gaps into an evidence pack

THE NEXT USEFUL DELIVERABLE IS A QUOTE-AND-DOCUMENT COMPARISON

Use the RFQ and checklist in this report to collect comparable offers for one exact SKU. Update the model with actual landed costs, platform fees and role-specific fixed costs before deciding on inventory.

ChinaConnect247 / StructuredLayer

ChinaConnect247 is operated by StructuredLayer. Custom sourcing and reporting workflows can connect supplier records, documents, review steps and follow-up decisions. Scope and fees require an agreed brief.

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Payment details

Alipay, crypto, bank transfer, PayPal and Skrill are accepted. Contact WhatsApp or WeChat for the agreed service and payment details.

Evidence and purchasing

Supplier leads require identity and capability checks. Replace planning allowances with written quotations and measured sales costs. Complete the model-specific regulatory, customs, quality and channel reviews before releasing inventory.