

# Alibaba.com Certified Supplier



## Trading Assessment Report

*Presented to*

**Ningbo Newland Magnetics Co., Ltd.**

宁波新大陆磁制品有限公司

Gold Supplier & Assessed Company Relationship:	<input checked="" type="checkbox"/> Wholly Owned <input type="checkbox"/> Shareholder/Partner <input type="checkbox"/> Capacity Contract
Company Address:	Road 1272, Lugang Village, Gaoqiao Country, Yinzhou District, Ningbo City, Zhejiang Province, China
City / Country:	Ningbo, China
Consigner of Assessment:	Alibaba
Gold Supplier Member ID:	cnnewmagnet
Gold Supplier Company Name:	Ningbo Newland Magnetics Co., Ltd.
Contact Person:	Mr. Frank Wang
Phone Number:	0086-574-87502822
Fax Number:	0086-574-87506311
Email:	frank.wang@neomax.cn, amily.wang@neomax.cn
Website Address (URL):	www.neomax.cn, http://new-magnet.en.alibaba.com

*Service provided by Bureau Veritas Certification  
Report No.: 201002050003369\_2-T*





**Note: All the dates in the report are written in accordance with date/month/year.**

Report Number:	201002050003369_2-T	Assessment Type:	Trading Assessment
Date of Assessment:	7 Apr. 2010	Report Date:	7 Apr. 2010
Assessed By:	Allan Liu	Validity Period:	8 Apr. 2010 – 7 Apr. 2011
Reviewed By:	Shuibing Chen	Online Verification:	www.bv-certification.com.cn

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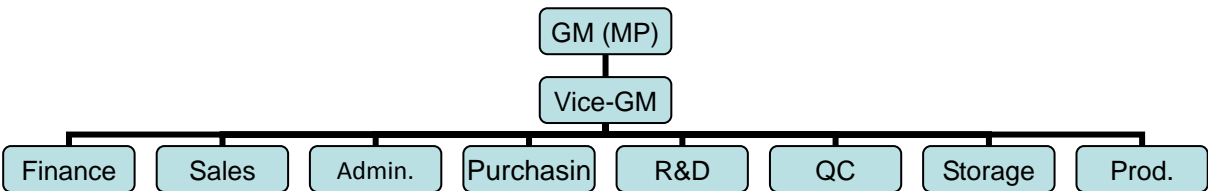
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## Section 1: Company Overview

Company Overview			
<b>1.1 Legal Validity</b>			
Does the company have a valid business license?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Business License Number:	320200400022131
Year Established:	22 Dec. 2006	Validity Period:	22 Dec. 2006 - 21 Dec. 2016
Registered Address:	Lugang Village, Gaoqiao Country, Yinzhou District, Ningbo City, Zhejiang Province, China		
Operation Address:	Road 1272, Lugang Village, Gaoqiao Country, Yinzhou District, Ningbo City, Zhejiang Province, China		
Annual review conducted by the Industrial & Commercial Bureau?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Reviewed By:	Ningbo Industrial & Commercial Bureau
Registered Capital:	USD 500,000.00		
Corporate Representative:	Mr. Haitao Wang		
Industry:	Electrical Equipment		
Business Type:	<input type="checkbox"/> Manufacturer <input type="checkbox"/> Trading Company <input checked="" type="checkbox"/> Combined		
Type of Ownership	<input checked="" type="checkbox"/> Private Owner <input type="checkbox"/> Public Company <input type="checkbox"/> Joint Venture <input type="checkbox"/> Stated Owned <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Other		
Products Sold	Sintered NdFeB ( Neodymium-Iron-Boron), Bonded NdFeB, Sintered SmCo, Cast Alnico, Ferrite, Magnet Powder and Magnetic Assembly		
<b>1.2 Company Building Information</b>			
Certification Type: <input checked="" type="checkbox"/> Land Certification <input checked="" type="checkbox"/> Real Estate Certification <input type="checkbox"/> Lease Agreement <input type="checkbox"/> Factory Officer Claimed			
Total Land Size: <u>2485 m<sup>2</sup></u>			
Workshop Size: <u>100 m<sup>2</sup></u>			

## Section 2: Human Resources

Section 2: Human Resources				
2.1 Company Chart				
 <pre> graph TD     GM[GM (MP)] --&gt; ViceGM[Vice-GM]     ViceGM --&gt; Finance     ViceGM --&gt; Sales     ViceGM --&gt; Admin[Admin.]     ViceGM --&gt; Purchasin     ViceGM --&gt; RnD[R&amp;D]     ViceGM --&gt; QC     ViceGM --&gt; Storage     ViceGM --&gt; Prod[Prod.]           </pre>				
2.2 Employee Headcount				
Department Name	Full Time Employee(s)	Part-Time Employee(s)	Total	
GM	1	0	1	
Vice-GM	0.8	0	1	
Finance	0.2	0	5	
Sales	9	0	9	
Administration	4	0	4	
Purchasing	6	0	6	
R&D	4	0	4	
QC	3	0	3	
Storage	3	0	3	
Production	32	0	32	
<b>Total Number:</b>	<b>63</b>	<b>0</b>	<b>63</b>	
2.3 Management				
Department	Name	Title	Education	Year(s) in Current Company
	Mr. Frank Wang	GM	University graduate	3.5
	Confidential	Vice GM	Junior college graduate	3.5
Finance	Confidential	Manager	Junior college graduate	3.5
Sales	Ms. Amily Wang	Manager	University graduate	3.5
Office	Confidential	Manager	Senior high school graduate	1

Purchasing	Mr. Hui Gao	Manager	Junior college graduate	3.5
R&D	Confidential	Confidential	Confidential	Confidential
QC	Confidential	Confidential	Confidential	Confidential
Production	Confidential	Confidential	Confidential	Confidential

## Section 3: Current Export Situation

Current Export Situation					
There is/are <u>9</u> foreign trading employee(s) in the company.					
Education Level	Headcount	Working Experience	Headcount	English Level	Headcount
Doctorate	0	Over 30 Years	0	Native/TEM-8	0
Post-Graduate	0	21-30Years	0	Fluent/CET-6	4
Graduate	3	11-20 Years	0	Good/CET-4	5
Junior College	6	6-10 Years	3	Normal/CET-3	0
Technical School	0	2-5 Years	6	Other	0
High School	0	Less than 2 years	0		
Does the company have a valid export license?			<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Export License Registration no.:			Holding foreign investment certificate		
Total revenue (Previous year):			USD 6,000,000		
Total export revenue (Previous year):			USD 6,000,000		
Estimated export revenue (Current year):			USD 20,000,000		
Trade agents employed overseas:			<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Nearest port:			Ningbo		
Accepted payment terms			<input checked="" type="checkbox"/> FOB <input checked="" type="checkbox"/> CIF		
Accepted payment type:			<input checked="" type="checkbox"/> L/C <input checked="" type="checkbox"/> T/T <input checked="" type="checkbox"/> Credit Card <input type="checkbox"/> Cash		
Average lead time from Product Order confirmation to production delivery (products exiting the factory):			15 days		

## Section 4: Export Business Capacity

Export Business Capacity (Previous Year)			
4.1 Market Distribution			
Market	Main Product(s)	Revenue	Total Revenue (%)
North America	Magnetic assembly	USD 360,000	6%
South America	Magnetic assembly	USD 180,000	3%
Western Europe	Magnetic assembly	USD 4,800,000	80%
Eastern Europe	Magnetic assembly	USD 360,000	6%
Africa	N/A	0	0
East Asia (Japan/ Korea)	Magnetic assembly	USD 60,000	1%
South Asia (India, Pakistan etc.)	Magnetic assembly	USD 60,000	1%
Southeast Asia	Magnetic assembly	USD 60,000	1%
Australia	Magnetic assembly	USD 60,000	1%
Middle East	Magnetic assembly	USD 60,000	1%
Domestic Market	N/A	0	0
Other	N/A	0	0
4.2 Main Clients (client agrees not to hide the part)			
Client Name	Main Product(s)	Total Revenue (%)	
Thyssenkrupp Magnettechnik	NdFeB and Motor assembly	5%	

## Section 5: Quality Assurance

Quality Management System and Product Certification				
5.1 Quality Management System Certification				
Certification	Certified By	Certificate No.	Business Scope	Expiry Date
ISO9001:2000	SGS with UKAS Logo	CN08/20026	Design and assembly of permanent magnetic products for magnetic filter & separator, magnetic toys, magnetic sensors, speakers and motors	7 Jan. 2008 – 6 Jan. 2011
5.2 Product Certification				
Certification	Certified By	Certificate Number	Product Name & Model No.	Expiry Date
N/A	N/A	N/A	N/A	N/A
5.3 Supplier Management				
Item	Content	Observations /Comments		
5.3.1	Does the company have an supplier assessment procedure?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
5.3.2	Does the company have an updated list of approved suppliers?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
5.3.3	Does the company establish and implement a standard procedure for purchasing contract review and approval?	<input type="checkbox"/> Yes, with written standard procedures <input checked="" type="checkbox"/> Yes, with written procedure but lack of consistent standard <input type="checkbox"/> No		

5.3.4	Does the company keep its Supplier Assessment Report?	<input type="checkbox"/> Yes, Assessment Reports are available for the previous 3 years <input checked="" type="checkbox"/> Yes, Assessment Reports are available for the last 1-3 years <input type="checkbox"/> Yes, Assessment Reports are available for the previous 12 months <input type="checkbox"/> No
5.3.5	Are the company's purchasing documents sufficient to ensure product safety control and their customers' requirements?	<input checked="" type="checkbox"/> Yes, the purchasing document includes all the information required <input type="checkbox"/> Yes, however the purchasing document includes incomplete information <input type="checkbox"/> No
5.3.6	Is there a procedure to conduct random product inspections after final packaging?	<input checked="" type="checkbox"/> Yes, with clear standard and written inspection records <input type="checkbox"/> Yes, with inspection records but no procedures <input type="checkbox"/> Yes, with procedures but no inspection records <input type="checkbox"/> No, inspections are not necessary

**5.4 After Sales Service**

Item	Content	Observations /Comments
5.4.1	Is customer feedback, including complaints, clearly recorded and maintained?	<input checked="" type="checkbox"/> Yes, with a standard feedback form and records <input type="checkbox"/> Yes, with a standard feedback form but no records <input type="checkbox"/> Yes, with records but no standard feedback form <input type="checkbox"/> No
5.4.2	Are there any clear procedures for handling customer complaints?	<input checked="" type="checkbox"/> Yes, with clear procedures and written records <input type="checkbox"/> Yes, with clear procedures but no written records <input type="checkbox"/> Yes, with written records but no clear procedures <input type="checkbox"/> No
5.4.3	Is there a closed-loop corrective action system in place?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
5.4.4	Can finished/packaged products be traced by lot identification to the appropriate raw material test reports?	<input type="checkbox"/> Yes, with procedures to trace raw materials <input checked="" type="checkbox"/> Yes, main raw material can be traced <input type="checkbox"/> No, only the production date can be traced <input type="checkbox"/> No
5.4.5	Is there a product alert and recall procedure?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

## Section 6: Company Development / Expansion Plans

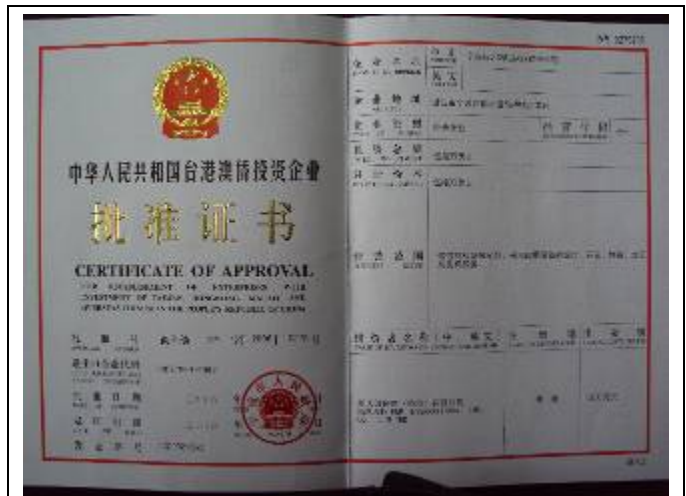
Company Development / Expansion Plans		
Item	Company Development Action	Timeframe
1	To develop wind power machine	1 year
2	To focus on Europe and America market	Long term
3	To build offices in America and Germany	1 year

## Section 7: Certification & Photos

Certification	
<b>Certification &amp; Photos -- Business License (Original)</b>	<b>Certification &amp; Photos -- Business License (Duplicate) with Certificate / Records of Annual Inspection</b>
<b>Certification &amp; Photos -- Tax Registration Certificate</b>	<b>Certification &amp; Photos -- Permit for Opening Bank Account</b>
<b>Certification &amp; Photos -- Organization Code Certificate</b>	<b>Certification &amp; Photos -- Foreign Investment Certificate</b>



Certification & Photos -- Best Supplier Award



Certification & Photos -- ISO9001:2000



## Section 8: Company and Product Samples

Company and Product Samples	
Company Gate	Office



**Workshop**



**Workshop**



**Product Sample – Door Catcher**



**Product Sample – Door Catcher**



**Product Sample – Motor Parts**



**Product Sample – Speaker Parts**



**Product Sample – Magnetic Particles**



**Product Sample – Speaker Parts**



**Product Sample – Motor Parts**



**Product Sample – Bonded NDFEB**



**Product Sample – Hook**



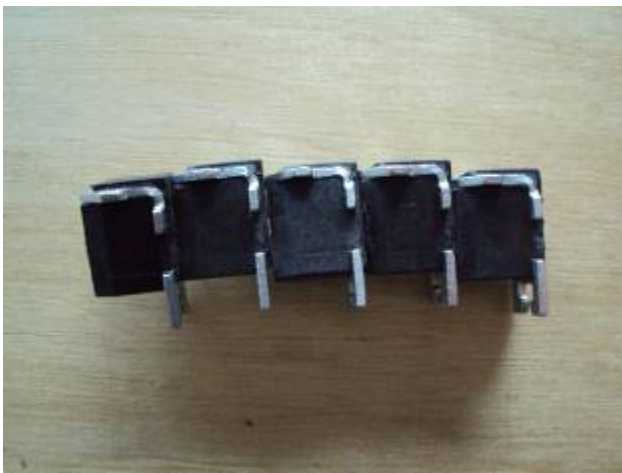
**Product Sample – Hook**



Product Sample – Transducer Parts



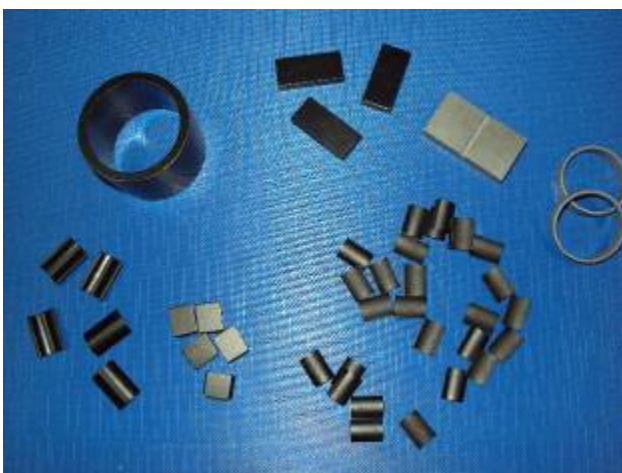
Product Sample – Alnico Parts



Product Sample – Bonded NdFeb



Product Sample – Sucker



Product Sample – Rotor



Product Sample – Injection Ferrite



Product Sample – NDFEB



Product Sample – NDFEB



Product Sample – Speaker



Product Sample – Speaker Parts



-- End of Report --