

Produce Ecommerce Visuals Before Inventory Leaves China

A practical factory-to-studio workflow for Amazon and Shopify teams



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Inspectable public identity and work

3200kstudio.com/about-3200k-studio/

Episode premise

Overseas ecommerce teams often wait until inventory reaches its destination market before arranging photography and video. Cedric explains the operational alternative: move one verified final sample from a factory, supplier, sourcing partner, or China warehouse to a Shenzhen studio and complete channel-ready visual assets before the main inventory ships.

Audience takeaways

- Know when a sample is genuinely ready for photography or video.
- Verify SKU, component, packaging, and condition before local dispatch.
- Write buyer questions before building a shot list.
- Plan Amazon, A+ Content, Shopify, homepage, landscape, and 9:16 assets together without treating them as identical files.
- Separate visible product evidence from claims requiring approval.
- Run remote reviews with one decision owner and defined stages.
- Preserve reusable masters for future launches and cutdowns.

Short guest bio

Cedric Pu leads product-video planning, lighting, camera direction, and edit structure at 3200KStudio in Shenzhen. He helps international ecommerce teams coordinate photography and video for products arriving from factories, suppliers, sourcing partners, China warehouses, and overseas offices.

Claims boundary

Production planning and visible creative decisions only. No unsupported sales lift, conversion, marketplace approval, or product-efficacy claims.

Strong discussion questions

- When is a product sample actually camera-ready?
- What should a sourcing or QC team verify before studio delivery?
- Why should buyer questions come before a shot list?
- Which Amazon, Shopify, social, and homepage assets can share one production?
- What must be framed separately for horizontal and vertical delivery?
- How can a brand keep unsupported claims out of production files?
- When does local Shenzhen production save a correction cycle?

Suggested episode titles

- Finish Amazon Listing Visuals Before FBA Inventory Leaves China
- The Factory-to-Studio Workflow Overseas Brands Usually Miss
- Eight Decisions to Lock Before a Remote Product Shoot in China

Inspectable proof and audience resources

Shenzhen remote-production field guide

Printable factory-to-studio handoff checklist

3200KStudio team and public proof

Booking and editorial contact

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