QUOTE AUDIT · DEEP DIVE

Smart pet feeder, 4 L, programmable timer

4 L hopper · button/timer control · no app, no camera

QUOTE UNDER REVIEW	QUANTITY · TERM	PUBLIC BAND, 10 LISTINGS
$23.60 per unit	1,000 pieces · FOB	$15.20 – $76.00

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Report date 2026-11-03 · factory listings retrieved 2026-10-30 · retail listings 2026-11-01
rimogogo.com · rimo@rimogogo.com · Shenzhen, China



Smart pet feeder, 4 L, programmable timer

One quoted product, reviewed the way a Deep Dive review is delivered: 6 sections, in a fixed order, every record carrying its source. The quote is a live public listing used as the stand-in for a client quote; the supplier's name is removed and the numbers are untouched.

THE QUOTE UNDER REVIEW

4 L hopper · button/timer control · no app, no camera

Supplier in Guangdong, China (name removed) · one number, one quantity, no price ladder
Report date 2026-11-03 · listings retrieved 2026-10-30 · retail 2026-11-01

$23.60

per unit · MOQ 1,000 pieces · FOB

1 The conclusion

> **The unit price is not the problem. The shape of the offer is.**

Should the price be fought?

Not on the unit number. Across 10 listings of this class the band is $15.20–$76.00 and the median is $32.81; at $23.60 3 of them are cheaper than the quote and 7 are above it. Those listings publish different minimum quantities (32 to 1,000), so the band is a reference for the class, not a verdict on this offer: at 1,000 pieces 1 other listing publishes a price at all. What can be fought is the shape of the offer: one number at one quantity, no ladder, and no statement of what certification is inside it.

How much is on the table?

$0.80 to $5.00 per unit against the only other listing that publishes a 1,000-piece price ($18.60–$22.80) — $800 to $5,000 on 1,000 units. That is the width of the question the quote does not answer, not a discount anyone has offered. The cheapest listing of any kind is $15.85 at 100 pieces, $7.75 a unit under the quote at a tenth of the quantity — a different unit, not a volume price.

Who is the safer buy?

The audited supplier, on the public record. It is registered 2001, declares 102 staff and 6,613 m² of plant, and its profile carries 9 fields verified by TÜV Rheinland. The seller publishing the $18.60 price is a trading company registered 2026-07-14 whose main products are embroidery thread.

Every figure above is computed in §3 and §4 and carries the source of the listing it came from. The supplier facts are in §2.

SOURCES Made-in-China listings for this class · retrieved 2026-10-30 | Made-in-China company profile, audited supplier · retrieved 2026-11-03

2 The supplier file

Identity, history, factory or trader, and the public record, for the company behind the quote. The company name is withheld in this public sample; the paid report names it and gives the registration number. Everything below is from the profile the seller publishes on the marketplace, and the field status says how far it can be trusted.

2.1 Identity

FIELD	WHAT THE PROFILE SAYS	STATUS
Business type	Manufacturer/Factory & Trading Company	VERIFIED
Year established	2001-09-25 (25 years)	VERIFIED
Registered capital	5,000,000 RMB	VERIFIED
Registered address	Zhongshan, Guangdong, China	VERIFIED
Business scope, as listed	Home Appliance	VERIFIED
Plant area	6,613 m²	VERIFIED
Staff on the profile	102	VERIFIED
Management system	ISO9001:2015	VERIFIED
Product certification	CE	VERIFIED

FIELD	WHAT THE PROFILE SAYS	STATUS
Main markets	North America, East Asia(Japan/ South Korea), South Asia	VERIFIED
Insured employees, from the annual filing	The register could not be read (see §6).	UNCHECKED
Shareholder and scope changes	The register could not be read (see §6).	UNCHECKED
Years the store has been on the platform	Not published on the profile page.	UNCHECKED
Export records	No public customs record was readable for this name.	UNCHECKED

The platform lists this seller under a legal name, which is withheld in this sample; the paid report gives the name and the registration number. The four register lines below are the ones a buyer cannot see from outside, and they are the reason the separate Supplier Check exists.

2.2 History

— **Age.** Registered 2001-09-25, so 25 years of trading on paper. Age is not capability, but it is the fastest filter against a storefront that opened last quarter.

— **Main line.** The profile's business scope reads Home Appliance, so a pet feeder is a category extension for this plant rather than its declared core; tooling depth and spare-part stock are the two things that usually show the difference, and neither is public.

— **Changes of owner or scope.** UNCHECKED The register that carries these changes could not be read, so nothing is claimed here.

— **Store age and export record.** UNCHECKED Neither is published in a form we could read.

2.3 Factory or trading company

Verdict: a factory, with a trading arm attached.

The platform records the business type as Manufacturer/Factory & Trading Company, backed by 9 profile items verified by TÜV Rheinland on 2026-11-03. The declared 6,613 m² of plant and 102 staff are consistent with a production unit; a desk with a forwarding address does not usually declare a plant area at all. Two caveats are recorded rather than smoothed over: the in-house mould shop and the 15 injection machines are the company's own copy, SELF-DECLARED, and the registry layer that would confirm the address is a production site could not be read.

The call rests on platform-verified fields, not on a site visit. No factory audit was performed and none is implied.

2.4 Public record

REGISTER	RESULT	STATUS
Business abnormality list	Register not readable on 2026-11-03.	UNCHECKED
Serious illegal and dishonest list	Register not readable on 2026-11-03.	UNCHECKED
Court enforcement / dishonest debtor	Court register not queried for this sample.	UNCHECKED
Administrative penalties	Register not readable on 2026-11-03.	UNCHECKED

An unread register is written as unchecked. It is never written as clean.

2.5 The four sellers behind the comparables

SELLER	TYPE	ESTABLISHED	PLANT	STAFF	MAIN PRODUCTS	ADDRESS	THE
Audited supplier	Manufacturer/Factory & Trading Company	2001-09-25	6,613 m²	102	Home Appliance	Zhongshan, Guangdong, China	$23
Supplier B	Trading Company	2026-07-14	49 m²	not found	Embroidery thread	Building 10, Sida Dahu Renjia, at The Intersection o	$18
Supplier C	Trading Company	2021-06-08	67 m²	not found	Pet Carrier	Xixing Sub-District, Hangzhou, Zhejiang, China	$25
Supplier D	not found	not found	not found	not found	Pet Products	Room301-a-14, Unit2, Building1, Tianyurongchuang Crc	$15
Supplier E	not found	not found	not found	not found	Pet Products	Linyi, Shandong, China	$18

Two of the four other sellers declare themselves trading companies; the other two publish no company type, no year and no plant size at all, and one of those gives a room number in an industrial park as its address. That is not a reason to avoid them — a trading company can be the cheaper route — but it changes what is being bought: on the public record, the mould, the certification and the quality control belong to someone else, and that someone is not named.

SOURCES Made-in-China company profile, audited supplier · retrieved 2026-11-03 | Made-in-China company profiles, one per seller above · 2026-11-03, links withheld in this sample

3 The cost band, and what moves it

The band is what the listings of this class ask, at the minimum quantities they publish, and where the quote sits inside it. The five cost lines under it are the lines a

quote normally hides; each one says what the quote states, what the public listings can pin down, and the status of that evidence.

3.1 The band

$15.20–$76.00	$32.81	$23.60	3
the band, 10 listings	median	this quote, 1,000 pieces	of 10 listings cheaper



3.2 The five cost lines

LINE	WHAT THE QUOTE STATES	WHAT THE PUBLIC LISTINGS SHOW	STATUS
Material	Not stated. The listing gives capacity and control, not the polymer.	Three of the ten listings name ABS in the title; none name a grade. The material premium cannot be read off the listings, and nothing in them separates ABS from PP.	NOT FOUND
Processing	Not stated. No gearbox, dosing wheel or assembly detail.	No listing in the ten names a gearbox material or a service life. This is the line that decides whether the unit lasts two years or five, and it is invisible from outside.	NOT FOUND
Packaging	Not stated. Export carton or retail-ready box is not in the price.	None of the ten listings states packaging. A retail-ready box is the usual place a supplier absorbs one to two dollars a unit without saying so.	NOT FOUND
Certification	Not stated. No CE, FCC, RoHS or ETL claim on the listing.	One of the ten names CE/RoHS/FCC in its title and prices at $35.52–$36.72 for 100 pieces; the button-timer listing that names nothing prices at $25.00–$30.00 for 50. The two differ in more than certification, so this is a pointer, not a decomposition. listing	LISTING ONLY
Tooling	Not stated. No mould charge and no amortisation mentioned.	The supplier's own profile says it runs an in-house mould shop and 15 injection machines, which argues the mould is theirs and a second order should not carry it. The profile is the supplier's copy; no invoice-level evidence was available.	SELF-DECLARED

A per-line bill of materials cannot be derived from public listings, and this report does not invent one. What it can do is name the lines, show which of them the quote leaves open, and put the questions that close them into §5. Deep Dive ships these five lines as an editable sheet: the two that are unstated stay as inputs, so the band is re-run the moment the supplier answers, and the answer is what the report then checks the price against.

3.3 The two lines the gap sits on

Certification and packaging.

In these ten listings price does not track the visible specification: the WiFi units are the cheapest, and the one unit that names CE/RoHS/FCC is mid-band. The spread therefore is not sitting on a feature anyone advertises. It sits on the two lines nobody publishes: **certification** (whose reports, issued to whom, inside the unit price or billed separately) and **packaging** (export carton or retail-ready box). Both are worth roughly one to two dollars a unit at this size, both are invisible in every one of the ten listings, and both are answerable in a single email.

SOURCES Made-in-China listings, class search · retrieved 2026-10-30 | Listing naming CE/RoHS/FCC · retrieved 2026-10-30 | Supplier profile, in-house tooling claim · retrieved 2026-11-03

4 What the same product costs elsewhere

The set. Single-unit automatic dry-food feeders, no water-fountain combo, no camera and no RFID/microchip reader, order prices only (MOQ 10 or more), listed under $120, 4–6 L where capacity is stated. Ten of the 31 listings in the class pass. Every row carries its listing, so the set can be rebuilt and argued with.

4.1 The comparable quotes

LISTING	FOB	MOQ	SOURCE
Automatic feeder, WiFi control, 4 L class	$15.20–$16.50	100	listing
Automatic feeder, app remote control	$18.44	80	listing
Feeder with automatic scheduling, 1,000-piece price published	$18.60–$22.80	1,000	listing
4 L button-timer feeder, ABS	$25.00–$30.00	50	listing
Feeder, app control with voice recording	$23.50–$35.50	500	listing
4 L feeder, app control, CE/RoHS/FCC named	$35.52–$36.72	32	listing
5 L feeder, rechargeable, WiFi app	$36.00–$45.00	100	listing
4 L feeder, programmable timer	$50.14	100	listing
6 L feeder, factory programme	$52.00–$57.00	100	listing
Feeder, programmable settings (premium)	$76.00	100	listing
This quote	**$23.60**	1,000	listing

Prices are as published on 2026-10-30, before freight, duty and any buyer-side inspection. MOQ is the quantity the price is published at, not the quantity that was quoted to you.

4.2 Quantity or margin?

Mostly margin, on this evidence.

Exactly one of the ten publishes a price at 1,000 pieces: $18.60–$22.80. Two publish a price at 500 pieces or more, and they bracket the quote ($20.70 at 1,000, $29.50 at 500). The cheapest listing in the set is $15.85 at 100 pieces, $7.75 a unit under the quote at a tenth of the quantity. A smaller order buying cheaper is the clearest sign that the spread here is not a volume effect, and no listing publishes a ladder to aim at.

4.3 What it sells for at retail

$67.49	$49.97–$120.24	2.9×	56
median retail	middle half	retail against this quote	retail listings

RETAIL LISTING	PRICE	STORE	LINK
Best seller, Air Automatic Feeder White	$49.96	walmart	listing
Automatic Pet Feeder with Camera, 2.4G WiFi APP Control, Timed Feeding, 6L...	$69.99	walmart	listing
PiFi Automatic Pet Feeder with Dual Camera, 6L Dual Hopper, 1080P HD Video...	$126.99	walmart	listing

Retail divided by factory price pays for the brand's margin, marketplace fee, freight, duty and returns. It is not the supplier's markup and it is not room to negotiate. Retail prices were read from live public search pages on 2026-11-01.

SOURCES Made-in-China listings, class search · retrieved 2026-10-30 | Walmart / Target / PetSmart public search pages · retrieved 2026-11-01

5 What to do next

Three questions to send back, the levers that go with them, and what a supplier change actually costs before any of it turns into a saving.

5.1 The three questions

1. What is your price at 300, 500 and 1,000 pieces, in writing?

The quote gives one number at one quantity. The only other listing that publishes a 1,000-piece price is $18.60–$22.80, so the ladder exists in this class and you have not been shown it.

2. Are the CE/FCC reports inside this price, and in whose name are they issued?

If the reports sit in the factory's name, a change of factory re-opens certification, which is the single largest switching cost in this category.

3. Which gearbox and dosing wheel are in the unit, and what is the spare-part number?

Neither is stated anywhere in the ten listings, and it is the difference between a feeder that jams in month eight and one that does not.

5.2 The levers

1. **The quantity ladder.** Ask for 300 / 500 / 1,000 in one email. The class shows a 1,000-piece price of $18.60–$22.80; whether this supplier can meet it is exactly what the ladder answers.
2. **Certification ownership.** Ask for the report number and the certificate holder. A report in the factory's name is worth more than a discount, because it survives a supplier change.
3. **Mould and tooling separation.** Ask for the mould cost as its own line, and who owns it. With an in-house mould shop there should be no tooling charge on a repeat order, and the quote gives no way to see one.

5.3 Switching cost

— Tooling, if the housing is custom. A new factory re-cuts or adapts the mould, and that is a one-off charge plus a new sample round.

— Sampling. A new supplier means another sample approval before a purchase order, and the quote you are holding already clears that stage.

— Certification. Reports issued in the current factory's name do not transfer; the new factory either holds its own or you pay for a new test round.

— The plant behind the cheaper listings is unknown. Two of the four other sellers in §2.5 declare themselves trading companies, and the two that declare a plant area declare 49 m² and 67 m²; the saving is a bet on a plant nobody has seen.

SOURCES Made-in-China listings, class search · retrieved 2026-10-30 | Made-in-China company profile, audited supplier · retrieved 2026-11-03

6 Limits and sources

No credit rating

No score, no grade, no risk band. The registers are reported, not turned into a number that reads like an opinion.

No factory audit

Nobody visited the site, counted machines or verified capacity. An on-site audit is a different job, and this report does not stand in for one.

No legal opinion

This is a record and price check, not advice on a contract, a dispute, or a counterparty's liability.

6.1 Status, and what each one means

STATUS	MEANING
VERIFIED	Stated on the source page and covered by the platform's third-party verification, or read directly off the listing.
SELF-DECLARED	The company's own copy. Not independently checked.
LISTING ONLY	The claim appears in the seller's own listing text (a certificate named in a title, for instance). It is what the seller advertises, not a document we have seen.
NOT FOUND	The source was read and had no entry. Not the same as clean.
UNCHECKED	The source could not be read on the date of the report. Nothing is inferred from the silence.

6.2 Sources

SOURCE	USED FOR	RETRIEVED	LINK
Made-in-China product listings, class search	§3 band, §4 comparables	2026-10-30	search page
Made-in-China company profile, audited supplier	§2.1, §2.2, §2.3	2026-11-03	profile
Made-in-China company profiles, four other sellers	§2.5	2026-11-03	withheld in this sample
Walmart, Target, PetSmart public search pages	§4.3 retail band	2026-11-01	linked per row

SOURCE	USED FOR	RETRIEVED	LINK
National Enterprise Credit Information Publicity System (gsxt.gov.cn)	§2.1 insured employees, §2.4 registers	attempted 2026-11-03	could not be read — the register returned a bot check, not data

Where a register could not be opened, the line is marked unchecked and stops there. The register read, the enforcement check and the annual-filing headcount are what the separate Supplier Check is for.

SOURCES Made-in-China listings, class search · retrieved 2026-10-30 | Made-in-China company profile, audited supplier · retrieved 2026-11-03

Your quote, the same six sections

Deep Dive is $299 for one SKU and covers exactly the sections above. Quick Check ($99) covers 1, 3 and 4; Single Page ($29) covers 1 and 3. The free read comes first: send the quote and we confirm the class and the tier before anything is paid. A company check on its own, without a quote audit, is $149 — that is section 2 and 6 done properly, with the registers actually read.