



BUYER TOOL · 12

# MOQ Feasibility Planner

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Find the right minimum order quantity — not the lowest. Balance launch capital against per-unit cost and lead time.

## Work through these factors

- 01 Launch capital available
- 02 Realistic sell-through forecast
- 03 Per-unit cost at two or three MOQ brackets
- 04 Fabric availability and dye-lot minimums at each bracket
- 05 Lead-time impact of very small orders
- 06 Factory priority for small vs larger orders

## Strategies to make a launch viable

- Go deep on a tight range, not wide and shallow
- Use stock fabric to lower fabric minimums
- Consolidate colours for dye-lot efficiency
- Order to validated demand, not hope
- Treat the first order as a funded test

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*Educational buyer tool. DRESSOURCE supports MOQs from 50 pieces; a slightly higher minimum can materially improve economics.*