



BUYER TOOL · 05

Production Timeline Planner

Build your calendar backwards from the in-store date. The blocks below are the ones buyers most often under-estimate.

Plan backwards through these blocks

- 01 In-store / on-shelf date (start here)
- 02 Inland delivery and warehouse receipt
- 03 Customs clearance time
- 04 Sea or air transit time
- 05 Final inspection and packing
- 06 Bulk production run
- 07 Pre-production (PP) approval
- 08 Fabric knit/weave, dye and finish lead time
- 09 Trim sourcing and lead time
- 10 Sampling and development

Buffer the points most likely to slip

- Fabric and trim lead time
- PP sample approval
- Shipping and clearance

Educational buyer tool. A plan with no slack fails on the first surprise — build buffer where risk concentrates.