MOQ Planning Worksheet & Calculator

Section 1: Volume Scenarios & Cost Modeling

Use this worksheet to calculate per-unit costs across 3 different volume scenarios, so you can compare total investment and per-unit pricing.

Volume Scenario	Units	Per-Unit Cost	Total Cost	Cost Difference vs. Baseline
Scenario A (Low)	_____	$_____	$_____	—
Scenario B (Target)	_____	$_____	$_____	+/- $_____
Scenario C (High)	_____	$_____	$_____	+/- $_____

Notes on Scenario Selection: - **Scenario A:** Your absolute minimum if capital is constrained - **Scenario B:** Your target/ideal launch volume - **Scenario C:** The manufacturer’s recommended MOQ or higher

Key Question: Which scenario can you realistically sell through in 90–180 days?

Section 2: Cash Flow Impact

Calculate what each scenario ties up in inventory + related costs:

Cost Component	Scenario A	Scenario B	Scenario C
Production Cost	$_____	$_____	$_____
Packaging (if separate)	$_____	$_____	$_____
Shipping to fulfillment	$_____	$_____	$_____
3PL storage (6 months)	$_____	$_____	$_____
Regulatory/testing (if custom)	$_____	$_____	* *TOTALCASHOUTLAY* = *|**_____**

3PL Storage Cost Calculator:
(Units × $0.75/unit/month average) × 6 months = ?

Example: 5,000 units × $0.75 × 6 = $22,500

Section 3: Sell-Through Reality Check

Be honest about velocity. This determines if your MOQ is actually workable.

Monthly Sales Target (Units): _____

Time to Sell Through Each Scenario: - Scenario A: _____ units ÷ _____ units/month = _____ months - Scenario B: _____ units ÷ _____ units/month = _____ months - Scenario C: _____ units ÷ _____ units/month = _____ months

Reality Check: If Scenario C takes 24+ months to sell through, and your shelf life is 18 months, you have a problem. Adjust.

Section 4: Pre-Launch Checklist

Before you lock in your MOQ, confirm these:

Development Path

- ☐Have you confirmed your path? (Stock / Modified / Custom / Tech Transfer / Not Sure)
- ☐Have you discussed MOQ expectations with at least 2 manufacturers?
- ☐Do you know if MOQ includes R&D costs or if that’s separate?

Volume & Timing

- ☐Do you have pre-orders or retailer commitments justifying this volume?
- ☐Have you modeled 90-day, 180-day, and 12-month sales scenarios?
- ☐Is your shelf life long enough to support your sell-through timeline?
- ☐Have you factored in seasonal demand variations?

Formulation & Ingredients

- ☐Have you asked: “What are the ingredient sourcing minimums?”
- ☐Are any key actives/ingredients purchased in bulk that you’ll need to absorb?
- ☐Do you have formulation lock, or might you need iterations (which delay production)?

Regulatory & Testing

- ☐For OTC/supplements: Do you know the testing timeline and cost?
- ☐Have you confirmed stability testing is included in the quoted price or separate?
- ☐For custom work: Has the manufacturer quoted development timeline + cost separately?

Manufacturing & Logistics

- ☐Have you confirmed the full production timeline, including setup?
- ☐Do you know the payment terms? (Deposit % + timeline)
- ☐Have you negotiated: setup costs, payment terms, or batch flexibility?
- ☐Do you have a fulfillment/3PL partner confirmed? (Know their costs?)

Cash Flow & Risk

- ☐Can you absorb this inventory cost without running out of operating capital?
- ☐Do you have a plan for what happens if sales are 50% slower than projected?
- ☐Can you reorder within 6–12 months, or is this a one-time order?
- ☐Have you calculated the carrying cost (storage, insurance, potential obsolescence)?

Fallback Options

- ☐If this MOQ is too high, have you explored alternatives?
  - ☐Lower-MOQ manufacturers (at a premium)
  - ☐Batch splits (higher cost, lower volume per run)
  - ☐Phased launch (start smaller, scale in 6 months)

Section 5: Questions for Your Manufacturer

Use these questions when you’re finalizing MOQ:

1. **“Is your quoted per-unit price firm at this volume, or is there flexibility above/below?”**
   - Answer: _____
2. **“What’s included in the setup cost? Does it cover R&D, stability testing, batch records?”**
   - Answer: _____
3. **“Can we negotiate a lower per-unit cost in exchange for a 6-month or 12-month supply commitment?”**
   - Answer: _____
4. **“What ingredient sourcing minimums exist that I should know about?”**
   - Answer: _____
5. **“If I need to scale to 150% volume 6 months from now, what’s the lead time and cost?”**
   - Answer: _____
6. **“For a reorder (run #2), is the per-unit cost the same, or does it drop?”**
   - Answer: _____
7. **“Can we do a batch split — say 3,000 units now and 2,000 units 4 weeks later — without additional setup fees?”**
   - Answer: _____
8. **“What happens if I need to make formulation changes between runs? How much does that cost?”**
   - Answer: _____

Section 6: Decision Summary

Based on your analysis above:

Chosen MOQ: _____ units
Per-Unit Cost: $_____
Total Investment: $_____
Projected Sell-Through Timeline: _____ months

Confidence Level (1–10): _____

If Confidence < 7, why? _____

What would increase confidence? _____

Plan if sales are 50% slower than projected: _____

Reference Data: Industry Benchmarks

Use these for comparison if your numbers feel off:

Category	Typical MOQ Range	Per-Unit Cost Range*	Development Timeline
Stock/Private Label	500–2,000	$2–$8	2–4 weeks
Modified Stock	2,000–4,000	$3–$12	4–8 weeks + testing
Custom Formulation	5,000–10,000+	$5–$25+	12–16 weeks + 6–12mo testing
Tech Transfer	2,000–5,000	$4–$15	4–12 weeks + validation
OTC Drug	10,000+	$8–$30+	16+ weeks + 12mo stability

*Cost varies significantly by ingredient sourcing, active selection, and packaging complexity. Use as directional reference only.

Notes & Follow-Up

Use this space to track conversations with manufacturers and decisions made:

Manufacturer #1: _____
Notes: _____

Manufacturer #2: _____
Notes: _____

Decision Date: _____
Final MOQ:** _____ units
Rationale: _____