

# Private-Label MOQ & Trial Order Planner

## Purpose

Decompose trial-order minimums and make SKU and cash exposure visible before deposit approval.

| Minimum          | Applies to    | Supplier basis | Cash | Status |
|------------------|---------------|----------------|------|--------|
| Honey            | grade / batch |                |      | OPEN   |
| Packing          | pack / run    |                |      | OPEN   |
| Label / print    | artwork / SKU |                |      | OPEN   |
| Carton / closure | component     |                |      | OPEN   |
| Shipment         | order / lane  |                |      | OPEN   |

## Rule

A “low MOQ” is not confirmed until every minimum layer, per-SKU condition and excluded setup cost is visible.

# Private-Label MOQ & Trial Order Planner

## Decision worksheet

**Trial question:**

---

---

**SKUs / grade × pack:**

---

---

**Total finished units:**

---

---

**Deposit + pre-shipment cash:**

---

---

**What must be learned before reorder?**

---

---

**Decision: PASS / HOLD / REVISE**

---

---