

**Zerun Cosmetics**

# MOQ and Cost Planning Sheet

Plan 1000 pcs, 3000 pcs, 5000 pcs, and custom packaging quantities based on your launch stage.

<b>Resource 5</b>	Custom Haircare Manufacturer Planning Tool
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Use this document to prepare clearer project information before requesting formula, packaging, MOQ, sample, or production support.

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Formula R&D; | Packaging Matching | OEM/ODM Production | Quality Control  
| Export Support

# MOQ and Cost Planning Sheet

Use this sheet to plan starting quantity, SKU structure, packaging decisions, and major cost drivers before requesting a quotation.

## 1. MOQ Planning Reference

Order Stage	Suggested Quantity	Best For	Planning Notes
First test order	1000 pcs/SKU	New launch, Amazon testing, DTC validation	Suitable for many standard haircare and personal care products.
Growth order	3000 pcs/SKU	Repeat orders and early scaling	Usually improves unit cost and material planning efficiency.
Scaling order	5000+ pcs/SKU	Mature brands, distributors, retail expansion	Better suited for stable demand and stronger supply planning.
Custom packaging project	5000-10000 pcs or higher	Custom bottle, special pump, unique color, special decoration	MOQ depends on packaging mold, decoration, and supplier requirements.
Multi-SKU line	1000 pcs/SKU or higher	Shampoo, conditioner, mask, serum, oil, leave-in product set	Plan hero SKU first, then add supporting SKUs based on sales strategy.

## 2. Main Cost Drivers

Cost Driver	What Affects It	How to Control It
Formula complexity	Ingredient type, active positioning, fragrance, texture, stability, and customization depth.	Start with a clear formula direction and avoid unnecessary ingredients.
Packaging type	Standard bottle vs custom bottle, pump, spray, dropper, jar, tube, or applicator.	Use standard packaging for first launch, custom packaging for scaling.
Decoration	Label, silk printing, hot stamping, UV printing, matte finish, color matching, outer box.	Prioritize the decoration that matters most to your sales channel.
Order quantity	Small test order vs larger scaling quantity.	Plan realistic first quantity and future reorder targets.
Testing and documents	Stability, microbial, COA, MSDS/SDS, label review, or market-specific requirements.	Confirm target market and document requirements early.
Shipping and packing	Carton size, gross weight, destination, shipping method, and import responsibilities.	Confirm logistics route and local importer requirements before production.

## 3. SKU Planning Worksheet

SKU	Product Type	Size	Packaging	Target MOQ	Notes
1					
2					
3					

4					
5					
6					

## 4. Budget and Launch Planning

<b>Target unit cost range</b>

<b>Preferred first order quantity</b>

<b>Packaging investment limit</b>

<b>Expected reorder plan</b>

<b>Key cost risks to avoid</b>

## 5. Quote Preparation Checklist

<input type="checkbox"/> Product category confirmed	<input type="checkbox"/> Formula direction confirmed
<input type="checkbox"/> Product size confirmed	<input type="checkbox"/> Packaging type confirmed
<input type="checkbox"/> Decoration route confirmed	<input type="checkbox"/> Order quantity confirmed
<input type="checkbox"/> Target market confirmed	<input type="checkbox"/> Document needs confirmed
<input type="checkbox"/> Shipping destination confirmed	<input type="checkbox"/> Reference product shared