

MOQ and Cost Planning Sheet

A planning sheet for 1000 pcs, 3000 pcs, 5000 pcs, and custom packaging quantities based on launch stage.

Private Label | Custom Formula | Packaging Coordination | Production Planning

Planning Purpose

MOQ and cost depend on formula complexity, package type, decoration route, order quantity, material sourcing, testing needs, and shipment destination. This sheet helps brands prepare realistic quantity and budget information before requesting a quotation.

Quantity Planning Scenarios

Planning Level	Typical Use Case	Advantages	Important Considerations
1000 pcs / SKU	Starter launch, market test, first private label project	Lower inventory risk and easier first-order decision	Package choices may be more limited. Unit cost is usually less efficient than larger quantities.
3000 pcs / SKU	Growing brand, confirmed channel, stronger launch preparation	Better material planning and improved cost structure in many cases	Requires clearer sales forecast and packaging confirmation.
5000 pcs / SKU	Established SKU, distributor order, retail or Amazon replenishment plan	More efficient for packaging, production scheduling, and repeated supply	Inventory, cash flow, and forecast accuracy become more important.
Custom packaging quantity	Unique bottle, custom color, custom mold, special finish, or gift set	Stronger brand identity and shelf differentiation	MOQ, setup cost, development time, and material commitment are usually higher.

Main Cost Drivers

Cost Driver	How It Affects Pricing	Planning Notes
Formula complexity	Active ingredients, texture difficulty, fragrance work, and formula uniqueness affect cost.	Share target function and cost expectation early.
Packaging type	Glass, airless pumps, custom bottles, tubes, and jars have different cost structures.	Confirm package direction before asking for final quotation.
Decoration route	Labels, screen printing, hot stamping, boxes, and custom finishes add setup and unit costs.	Decide whether stock packaging is acceptable for first launch.
Testing and documents	Testing scope and document preparation vary by market and product type.	List required documents before production confirmation.
Order quantity	Larger quantities may improve material and production efficiency.	Compare MOQ options against sales forecast and cash flow.
Freight and destination	Weight, volume, destination, and shipping method affect landed cost.	Provide city, country, and preferred shipping route if known.

SKU Quantity Planning Table

SKU	Product Format	Package Size	Planned Quantity	Packaging Route	Target Cost / Notes
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SKU	Product Format	Package Size	Planned Quantity	Packaging Route	Target Cost / Notes
SKU 1			1000 / 3000 / 5000 / Other	Stock / Semi-custom / Custom	
SKU 2			1000 / 3000 / 5000 / Other	Stock / Semi-custom / Custom	
SKU 3			1000 / 3000 / 5000 / Other	Stock / Semi-custom / Custom	
SKU 4			1000 / 3000 / 5000 / Other	Stock / Semi-custom / Custom	
SKU 5			1000 / 3000 / 5000 / Other	Stock / Semi-custom / Custom	

Budget Preparation Worksheet

Budget Field	Your Estimate / Target	Notes for Manufacturer
Target retail price		Useful for choosing formula and packaging level.
Target ex-factory unit cost		Share a range if exact cost is not decided.
Sample budget		Include sample development and international courier fee if applicable.
Packaging budget level	Basic / Premium / Luxury / Open	Clarifies whether stock or custom package route is realistic.
Testing / document budget		Depends on market requirements and product type.
Shipping destination		Country, city, warehouse, or forwarder address.
Preferred Incoterms	EXW / FOB / CIF / DDP / Other	If not sure, ask for available options.

Cost Control Tips

- Start with one or two hero SKUs instead of too many low-volume variants.
- Use stock packaging for the first launch if custom packaging MOQ is too high.
- Confirm formula direction before requesting final packaging quotation.
- Avoid changing artwork, bottle type, or active direction after sample approval whenever possible.
- Share target cost early so the formula and package route can be designed around a realistic commercial plan.