

Order & Sampling Plan

Plan sample review, MOQ discussion, quotation direction and production timing.

Use this worksheet to plan samples, MOQ discussion, quotation direction and production timing before moving into bulk production.

1. Sampling Plan

Sample Quantity Needed	
Sample Review Team	Founder / R&D; / marketing / buyer / distributor / other
Sample Feedback Deadline	
Preferred Sample Direction	Mature formula / adjusted formula / custom formula
Reference Product Comparison	Yes / no / to be provided

2. What to Evaluate During Sample Review

☐ Texture	☐ Foam quality
☐ Scent	☐ Viscosity
☐ Rinse-off feel	☐ After-wash comfort
☐ Packaging dispensing	☐ Color / appearance
☐ Residue level	☐ Overall market fit

3. Order Plan

Estimated First Order	Standard MOQ is usually reviewed from around 1,000 pcs depending on formula and packaging.
Future Order Plan	Trial order / repeat SKU / retail launch / distributor order / to be discussed
Preferred Packaging Route	Stock packaging / custom decoration / special packaging / buyer-supplied packaging
Target Launch Date	
Budget Range	Optional

4. Timeline Planning

Stage	What Happens	Planning Note
Brief review	Zerun reviews product concept, formula route and packaging direction.	Clearer briefs can reduce repeated communication.
Sample development	Samples are prepared based on mature route, adjusted formula or custom development.	Typical timing may be reviewed around 7-15 working days depending on route.
Sample feedback	Brand evaluates texture, foam, scent, rinse-off and after-wash feel.	Structured feedback improves adjustment efficiency.
Packaging confirmation	Packaging type, decoration, label and carton direction are reviewed.	Custom packaging may affect MOQ and lead time.
Production planning	MOQ, quotation, production timing, QC and shipment details are discussed.	Production starts after formula, packaging and order details are confirmed.

What Zerun Can Review

- Sample route and revision plan
- MOQ and quotation factors
- Packaging route and custom packaging impact
- Production timing and shipment preparation
- Trial order versus long-term SKU planning

Request MOQ Review