

SOURCING — EXECUTIVE BRIEFING

Factory Selection Briefing

Three quotes, compared on more than price

DOCUMENT	PREPARED	OWNER	PAGES	STATUS
FSB-27-024	May 2027	Studio	6	Illustrative sample

The read

The cheapest quote has a minimum we cannot meet and the most expensive will take the order at our volume. At 180 units the middle quote is the only one that is both affordable and achievable, and price per unit was never the deciding variable.

3 Quotes received	180 Our first-run volume	I Factory that will take it	300 The cheapest factory's minimum
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COMPARABLE

- 01 Same styles, same specification, same fabric.
- 02 Same delivery window requested.
- 03 All three quoted within two weeks.

NOT COMPARABLE

- 01 Minimums — 300, 150 and 100.
- 02 Sample rounds included — two, one and one.
- 03 Payment terms — three different structures.



Where it starts, and costs nothing.

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SO WHAT

A quote you cannot place is not a quote. Minimum order, not price per unit, decides this and it was the last column looked at.

The three

AGAINST OUR RUN

FACTORY	PRICE	MINIMUM	SAMPLE ROUNDS	TERMS	VERDICT
Factory A	Lowest	300	2	50% deposit	CANNOT PLACE
Factory B	Middle	150	1	30% deposit	VIABLE
Factory C	Highest	100	1	Pro forma	VIABLE, EXPENSIVE

WHAT THE DIFFERENCES COST

A second sample round	Factory B includes one; a second is chargeable
Deposit structure	50% against 30% is a real cash difference on a first run
Pro forma	Factory C wants the full amount before production
Not assessed	Whether Factory A would flex its minimum — not asked

SO WHAT	Nobody has asked Factory A whether the minimum is negotiable. That is the cheapest question in this document and it has not been put.
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One person, and the same calendar as a brand with forty. Everything in this document is about what to do first.

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Beyond the quote

WHAT A QUOTE DOES NOT SHOW

Communication	B replied in two days; C in nine
Specification questions	B asked four; the others asked none
Asking nothing	Not a good sign on a first order — it means assumptions
References	None of the three offered; none requested
Not assessed	Quality — no sample has been made by any of them

SEQUENCE

NOW	Ask Factory A about the minimum One question, and it changes the comparison.
+ 1 WK	Request references from B and C Standard, and nobody has asked.
+ 2 WKS	Sample with the chosen factory A quote is not a sample.

SO WHAT	A factory that asks four specification questions has read the tech pack. Two that asked none will make assumptions, and the assumptions arrive as a sample.
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Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Ask Factory A whether the minimum is negotiable	Founder	15 May	The cheapest option is excluded without asking
Request references from Factories B and C	Founder	22 May	A first order is placed on a quote alone
Compare on minimum and terms, not price per unit	Founder	15 May	The decision is made on the wrong column
Sample before committing the run	Founder	31 May	Quality is unknown at bulk

SOURCES AND BASIS

Quotations — as received from three factories at the dates stated.
Minimums, terms and sample rounds — as quoted.
Communication and questions — our own correspondence record.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the Factory Selection Briefing template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.