

MOQ Decision Table

Why MOQ depends on coding, labeling, packaging, production status and qualification effort.

ILLUSTRATIVE / REDACTED SAMPLE - NOT A CUSTOMER CERTIFICATE

MOQ logic

Requirement	Likely MOQ effect	Buyer action
Standard in-stock module	Lowest; samples may be possible	Send exact P/N and quantity
Custom EEPROM/coding	Low-to-medium depending on profile setup	Name switch model and OS
Custom label only	Artwork/setup may create a small minimum	Provide vector artwork and label fields
Custom retail packaging	Higher due to print/setup quantities	Specify box, insert and barcode
Non-stock wavelength/reach	Depends on components and build lot	Provide forecast and required date
New design / special temperature	Engineering NRE and pilot lot likely	Share specification and qualification plan
Mixed P/N order	May be evaluated per line, not total quantity	Provide a line-by-line BOM

Recommended RFQ wording

Ask: 'Please quote sample quantity, first-order MOQ and repeat-order MOQ separately. State what changes the MOQ, including coding, labels, packaging and component availability.'