

Building Trust through Quality and Support

MOQ RULES: When Big Factories Say **NO**, We Say Let's Do It

THE STORY: Support When Others Wouldn't

A few months ago, a buyer shared a common struggle:

"My order was too small. All factories rejected it either for quantity or style."

She wanted to test a new denim style – just 350 pcs across three sizes.

- For standard factories, it wasn't worth the line time.
- For us, it was a chance to prove ourselves.
- We said **YES**.
- We sourced small lots, adjusted trims cost-efficiently, and collaborated on development.
- The shipment was delivered on time.
- The test launch **SOLD OUT**. She returned next season with a bigger order – because we supported her.

WHY SHORT MOQ MATTERS

- Not every brand starts big. Sometimes it's a test order.
- Sometimes it's a capsule collection.
- Sometimes it's a bold idea that needs market testing.

I remember a buyer asking:

"My order is only 300 pcs – is that too small for you?"

- Many big factories would say yes.
- For us at Ruhrose RBT Ltd., the answer was clear: **LET'S DO IT**.
- We worked on fabric choices for small volume, adjusted trims to keep costs under control, and built samples exactly as envisioned.

"The launch sold out. The next order was bigger."

- Short MOQ is not a burden – it's a **SUPPORT TOOL** for new brands to grow and established buyers to innovate.
- We're not just chasing big numbers; we're building long-term trust.