

Supplier Voices

Monthly Order Variability



“All suppliers are trying to manage their demand without saying no.”

“If the customer says they have to have 50k one month, we have to do it.”

“In my business the product doesn’t have a season, the longer we work with a customer, the more we expect the variability.”

“Peak season now is from June/ July until November, in that period everybody wants an order - the problem is, in that peak season, all of the customers want the order at the same time.”

“If a customer works with fast fashion styles, the variation is much more than if the customer works with a core program - buying year-round.”

“Fashion brands are all the same, can’t say any one of them does anything different, they don’t have projections, they work on how the market reacts.”

“Brands are trying to be as accurate as possible - what they have realized is they need to react closer to the market to get that accuracy, but this means there is a certain amount of stress they are passing over to the factory.”

“In the case of mass retailers where price is the deciding factor, it’s even more difficult because at the end of the day it’s price - for a few cents they’ll move the order.”

“If they commit [to a certain amount of] production, they need to take some kind of responsibility on that [rather than saying] ‘it’s your problem, it’s not my capacity.’”

“Most of the time, the team who handles the compliance doesn’t care about the delivery, and the team who handles the marketing doesn’t care about the compliance.”

“Even if they limit the number of customers, [we] still need a backup plan because we don’t know when the customer might drop us.”

“As the factory, we cannot all of a sudden say ‘let’s hire more workers’. There is social impact. We can only control on the other end - the reason why there is variability.”