# Buyer Brief

Fill in your own details, then send the same brief to each manufacturer you contact, so quotes are comparable: same products, same units, same packaging. Ask for every quote itemized, in writing.

## 1. Business info

**Business name**

**Contact name**

**Email**

**Phone (optional)**

**Website / social pages**

**Business type (tick all that apply)**

☐ Spa ☐ Salon ☐ Med spa ☐ Indie brand ☐ Creator ☐ Hotel ☐ Retailer
☐ Other: _____

**Sales channels (tick all that apply)**

☐ In person, at my location ☐ Online shop ☐ Wholesale to other retailers ☐ Other: _____

**Where you sell (city / state / country)**

**Who buys from you, in one line**

## 2. Product concept

| Product | Product type and format | Size / fill amount |
|---|---|---|
| Product 1 | | |
| Product 2 | | |
| Product 3 | | |

Examples: cleanser, moisturizer, serum; cream, gel, lotion, oil, balm, foam. Add a row per extra product.

**Ingredient preferences / direction**

**Ingredients to avoid**

**Scent preferences (unscented / fragrance-free)**

**Texture / feel preferences**

State preferences only. Do not make benefit or treatment claims in the brief; let the manufacturer advise on wording.

## 3. Volume

**First-run units, per product**

**Number of products in the first run**

**Expected reorder units, per product**

**How often do you expect to reorder?**

Base first-run units on what you can realistically sell in three to six months.

## 4. Packaging

**Container type (per product, if different)**

**Container size**

**Cap, pump, or dropper**

**Container direction (tick one)**

☐ Stock / standard container ☐ Custom container ☐ Ask the manufacturer to suggest stock options

**Outer carton / box**

☐ Yes ☐ No ☐ Undecided — advise on options

**Label direction (colours, look and feel, what must appear on the label)**

**Label artwork: who supplies it?**

List every size, scent, or shade variant so the quote covers them all.

## 5. Timeline

**Target launch date**

**Is the date fixed or flexible?**

**Any dates that drive the timeline (event, season, retailer deadline)**

**How quickly can you review samples once they arrive?**

## 6. Budget band

**Budget band, first run (fill in your own figures)**

Budget band: $_____ – $_____

**Target retail price, per product**

State your target retail price and let the manufacturer advise on feasibility. A budget band is your figure, not a quote.

**What should the budget band cover? (tick all that apply)**

☐ Product and packaging ☐ Labels ☐ Testing ☐ Samples ☐ Freight / shipping

## 7. Questions to ask the manufacturer

Ask these as questions; this template gives no answers.

- ☐ What is the minimum order quantity (MOQ) per product, and for reorders?
- ☐ What is the realistic lead time from approved samples to shipped goods?
- ☐ How many sample rounds are included, what do they cost, and how long do they take?
- ☐ What testing is included in the quote, and what testing is billed separately?
- ☐ Who handles labeling, and what do the labeling rules (MoCRA) require of the brand owner?
- ☐ What are the reorder terms: minimums, lead time, and price basis?
- ☐ What are the payment terms: deposit, balance timing, and when payment is due?
- ☐ Is any development fee credited against the first order?
- ☐ What freight or shipping costs apply, and who arranges shipping?
- ☐ If a sample round needs revision, how is that charged and scheduled?

> **Before you commit:** compare itemized quotes on the same basis, get the specification and quote in writing, and confirm who handles each labeling step. General guidance only; not a quote.