

MOQ Reduction

Challenge:

A **leading global distributor** was eager to expand its product portfolio to stay competitive and better serve customer needs. However, high Minimum Order Quantities (MOQs) from manufacturers made this difficult. Large purchase requirements meant tying up capital in inventory that might not sell –especially for new or niche product lines. The risk of overstocking was too high, limiting their ability to test or scale.

How We Engaged:

To overcome this barrier, the distributor turned to Waldom's MOQ Reduction solution. Waldom purchased high-MOQ inventory directly from manufacturers and made those parts available in smaller, more flexible quantities through its distribution channel.

This allowed the distributor to:

- Access a broad range of products without meeting high MOQs
- Test New Product Introductions (NPIs) without overcommitting
- Quickly expand their offering in high-mix, low-volume categories

Why it works

- **Expanded Product Offering:** Wider range of SKUs, no MOQ barriers
- **Lower Financial Risk:** No need to tie up capital in unproven inventory
- **NPI Testing:** Enabled smart product trials and faster go-to-market

Results

- 220,000+ parts now available for low-commitment purchasing
- \$5 million in new sales revenue driven by portfolio expansion
- 6,000+ sales lines created from new low-MOQ product offerings

220,000+

PARTS NOW AVAILABLE
AT LOW MOQs

\$5 MILLION

IN NEW SALES REVENUE

6,000+

SALES LINES