Peak Season 120-Day Stock-Up Countdown

ESTROUTE · Ready to use after adjusting to your own lead times (version 1)

Cross-border sourcing cannot be handled as an emergency; it can only be planned backwards from the deadline. Writing a responsible person and a completion date against each milestone works better than any reminder. The durations below are indicative ranges; add buffer on top of them in peak season.

1. Countdown milestones

Milestone	What must be finished	Indicative duration	Can it be compressed	Owner / date
D-120	Range selection finalised, sales forecast, budget approved	2-3 weeks	Can be cut, but the wrong items are easily chosen	
D-100	Enquiry, price comparison, sampling	2-4 weeks	Partly compressible	
D-85	Sample approval, contract and payment	1 week	Better not compressed	
D-60	Mass production	3-5 weeks	Essentially not compressible	
D-40	Pre-shipment inspection and corrective action	3-7 days	Not compressible	
D-30	Space booking and shipment	1 week	Must be locked in early in peak season	
D-10	Arrival, clearance, inland transport	1-2 weeks	Incomplete documents make it longer	
D-0	Receiving and shelf placement	2-3 days	—	

2. Three stages that cannot be compressed

Mass production lead time, inspection and corrective action, and the preparation of clearance documents. Cutting the first reduces quality; cutting the second puts defects onto the market; cutting the third produces demurrage.

3. Four options once the window is missed

Air freight top-up (higher cost, but the selling season is kept) / partial arrival (launch the best sellers first) / local wholesale top-up (sacrifice margin to keep shelves filled) / accept the stock-out and concentrate resources. The worst outcome is discovering, at the very moment of the stock-out, that only the last option is left.

Compiled by ESTROUTE for self-checks and supplier communication in cross-border sourcing. Tables may be freely copied, modified and passed along with the order. For a version tailored to your category, contact sales@orientalroute.com | estroute.com