WIG SOURCING BRIEF

A Practical Purchasing Requirements Template

Use this template to organize product requirements before requesting supplier quotations. Complete known fields and mark undecided items as open.

REQUIRED	PREFERRED	OPEN
Must be met.	Alternatives may be considered.	Supplier input is requested.

01 Project Overview

Company / Brand	
Contact Name	
Email	
Target Market / Country	
Sales Channel	☐ E-commerce ☐ Retail ☐ Wholesale ☐ Other
Request Type	☐ New Product ☐ Repeat Order ☐ Customization ☐ Private Label
Project / Product Name	
Target Launch Date	
Required Delivery Window	
Brief Date / Revision	

Product Objective

PRODUCT REQUIREMENTS

02 Product Type and Construction

Requirement	Specification / Target	Status
Product Type		
Construction / Design		
Glueless Design		
Lace Type		
Lace Dimensions		
Lace Shade		
Parting Area / Style		
Hairline / Knot Treatment		
Cap Size / Circumference		
Adjustable Features		
Reference Product Link		

Hair Material and Specifications

Requirement	Specification / Target	Status
Hair Material		
Material Description / Grade		
Texture		
Finished Length		
Length Measurement Method		
Density		
Target Net Hair Weight		
Color / Color Code		
Color Reference		
Processing Requirements		
Tolerance / Variation		

CUSTOMIZATION, PACKAGING, AND QUOTATION

03 Customization and Packaging

Custom Color / Texture	
Hairline / Cap Adjustments	
Pre-Plucking / Knot Bleaching	
Other Processing	
Brand Label / Logo	
SKU / Barcode Requirements	
Artwork or Reference Files	
Packaging Type	
Inserts / Care Cards	
Labels / Hangtags	
Packaging Artwork	
Packaging MOQ	
Setup / Customization Costs	
Packaging Lead Time	

04 Quantity, Budget, and Quotation

Trial Order Quantity	
Estimated Repeat Order Quantity	
Quantity by Style / Length / Color	
Target Budget and Currency	
Target Unit Cost, if known	
Expected Order Frequency	
Unit Price by Quantity Tier	
MOQ per Style / Color / Length	
Sample / Development / Packaging Cost	
Included and Excluded Costs	
Currency / Validity / Payment Terms	
Preferred Incoterm and Named Place	

QUALITY REQUIREMENTS AND SAMPLE APPROVAL

05 Quality Expectations

Checkpoint	Acceptance Requirement / Reference
Hair Material and Appearance	
Length and Net Hair Weight	
Density and Fullness	
Color Consistency	
Lace Dimensions and Shade	
Hairline and Knot Treatment	
Cap Fit and Construction	
Stitching / Weft Workmanship	
Shedding / Tangling Checks	
Washing / Styling Performance	
Packaging Condition	
Other Critical Requirements	

B. Sample Approval

Sample Required	
Sample Quantity	
Sample Target Date	
Sample Reference / Version	
Evaluation Method	
Required Changes	
Approval Owner	
Approval Status	
Approval Date	

TIMELINE AND OPEN QUESTIONS

06 Timeline and Delivery

Initial Quotation	
Sample Completion	
Sample Review / Approval	
Artwork / Packaging Approval	
Order Confirmation	
Production Start	
Target Completion	
Target Delivery Window	
Delivery Destination	
Preferred Shipping Method	
Required Documents / Labels	

Lead-Time Clarification

Ask the supplier to state when quoted lead time begins.

07 Open Questions and Supplier Recommendations

Open Item / Question	Supplier Recommendation	Cost / MOQ / Lead-Time Impact	Decision

Additional Notes

FINAL PRE-ORDER CHECKLIST

08 Review Before Order Approval

- [ ] Product type and essential specifications are documented.
- [ ] Hair material, texture, length, density, weight, and color are confirmed or marked as open.
- [ ] Lace, cap, hairline, and processing requirements are recorded.
- [ ] Order quantities and MOQ conditions are understood.
- [ ] Packaging and customization requirements are documented.
- [ ] Sample approval criteria and critical quality checks are agreed.
- [ ] Quotation currency, included costs, excluded costs, payment terms, and validity are reviewed.
- [ ] Incoterm, named place, delivery destination, and timing are clarified.
- [ ] Open questions have been resolved or assigned for follow-up.
- [ ] The final specification and approved sample can be referenced in the purchase order.

Final Notes

Prepared by	
Date	
Revision	

Next Step

Review supplier responses and confirm final specifications before order approval.