

LeelineToys

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90-Day Toy Supply Chain Blueprint Checklist

Phase 0: Pre-Launch (Day -90)

- ☐ Create physical/digital master folder (Forecast, BOM, Approved Sample, Carton Specs, Test Plan).
- ☐ Lock final BOM, version numbers, and approved sample.
- ☐ Confirm SKU dimensions, CBM, Incoterms, and target Landed Cost.
- ☐ Define market age grading and compliance (CPSC, ASTM F963, EN71, UN38.3).
- ☐ Assign cross-functional team (Sourcing, Production, QA, Freight, Finance, Brand).
- ☐ Sign NNN agreement, mold ownership, and design exclusivity clauses.

Phase 1: Reverse Production Calendar (Day 90–60)

- ☐ Lock destination receipt date (In-store/Amazon/DC).
- ☐ Build 90-day milestone ladder; set hard cutoffs (Day 85 Transit, Day 60 Port, Day 55 LCL).
- ☐ Plan safety stock and air-freight contingency for Hero SKUs.
- ☐ Weekly review of Master Calendar (using explicit text dates).

Phase 2: Factory & Terms

- ☐ Verify factory capability (live walkthrough + sensory checks).
- ☐ Sign written contracts (MOQ, payment milestones, defect thresholds, rework).
- ☐ Establish backup suppliers (48-hour switch capability).

Phase 3: Safety Compliance Gate

- ☐ Define compliance stack (market rules, age grading, chemical standards).
- ☐ Submit first-batch mass-production samples to CPSC-accepted lab.
- ☐ Issue CPC (Children's Product Certificate).
- ☐ Perform Floor QC: 15lb tension, 3ft drop test, XRF lead scan, battery safety, barcode scan.

Phase 4: Production Segmentation

- ☐ Segment SKUs (A: Evergreen, B: Seasonal, C: Trending).
- ☐ Track output by CBM; daily material arrival check and Inline QC.

Phase 5: Shenzhen Consolidation SOP

- ☐ Collect Readiness Data; verify CBM, weight, and damage at hub.
- ☐ Create Load Map; confirm seals and export documents.
- ☐ Route decision: LCL (<15 CBM), FCL (>15 CBM), or Air/Coastal Warehouse.

Phase 6: Pre-Departure

- ☐ Reconcile shipping docs (VGM, Packing List, Invoice).
- ☐ Log Terminal Intake and seal photos.
- ☐ Maintain live Tracking Dashboard and schedule DC appointments.