

# [UA] NEW CUSTOMER CHECKLIST

Before we connect, use this checklist to see if [UA] is the right fit for your brand.

If you answered **yes** or **clearly** to most questions above, you are likely ready to move forward.

Either way, fill in our contact form and we will guide you to the right next step.

[Visit Our Contact Page](#)

## [01] PRODUCT TYPE

### WHY IS THIS IMPORTANT?

We specialise in fleece, jersey, and lightweight wovens. Understanding your product complexity helps us confirm fit and ensure our pipeline production can deliver what your brand needs.

### What product categories are you looking to manufacture?

- ☐ Fleece (hoodies, crewnecks)
- ☐ Jersey (tees, long sleeves)
- ☐ Joggers and bottoms
- ☐ Woven (jackets, shorts, pants)
- ☐ Accessories / Blanks

### How would you describe the complexity of your styles?

- ☐ Simple and repeatable
- ☐ Mid-complexity with some detail
- ☐ Highly technical or heavily embellished

## [02] PROJECTIONS

### WHY IS THIS IMPORTANT?

We build long-term partnerships, not one-off orders. Annual volume and growth trajectory tells us whether the timing is right and whether we can allocate the capacity your brand deserves.

### What is your estimated annual volume?

- ☐ Under 10,000 units
- ☐ 10,000 - 50,000 units
- ☐ 50,000 - 100,000 units
- ☐ 100,000+ units

### Are you planning consistent year-on-year growth?

- ☐ Yes, 10-15% or more annually
- ☐ Possibly, still early stage
- ☐ No, volume will stay flat

## [03] TARGET FOBS

### WHY IS THIS IMPORTANT?

Realistic FOBs are the foundation of a viable collection. We assess your targets early so there are no surprises at costing stage and both sides enter development with aligned expectations.

Do you have a target FOB price range in mind?

- ☐ Yes, clearly defined per style
- ☐ Approximate idea only
- ☐ Not yet, open to guidance

Have you validated your FOBs against the market?

- ☐ Yes, researched and confirmed
- ☐ Partially, need more information
- ☐ No, not yet

## [04] KEY DATES

### WHY IS THIS IMPORTANT?

A brand that plans ahead is a brand we can serve well. Understanding your calendar tells us how organised your operation is and whether our lead times are compatible with your launch windows.

Do you have a seasonal calendar planned?

- ☐ Yes, clearly mapped out
- ☐ Roughly outlined
- ☐ Not yet, need to build one

What best describes your collection structure?

- ☐ Seasonal drops (Spring/Summer, Autumn/Winter)
- ☐ Core and repeat items year-round
- ☐ Fast-to-market injection styles
- ☐ A mix of the above

## [05] SEASONALITY

### WHY IS THIS IMPORTANT?

How you approach seasonality determines how we allocate production capacity. The more visibility we have into your planning rhythm, the better we can support your growth without disruption.

How far ahead do you plan your production?

- ☐ 6+ months in advance
- ☐ 3-6 months in advance
- ☐ Less than 3 months

Are your key delivery dates fixed or flexible?

- ☐ Fixed, driven by retail or launch schedules
- ☐ Flexible with some key windows
- ☐ Fully flexible