

Wholesale PO Inventory Allocation: Exposure Checklist

Before your next big wholesale order lands, run your SKUs through these ten questions. If more than two come back "no" or "not sure," your shared stock pool is already exposed – it just hasn't cost you an oversold DTC order yet.

- ✓ **1. Physical vs. reserved.** For every SKU in this PO, do you know the physical count and the reserved count as two separate numbers – not one blended figure?
- ✓ **2. Real-time deduction.** Does your storefront's available-to-sell number update the instant a wholesale hold is entered, or only when someone manually edits a spreadsheet or ERP line?
- ✓ **3. Named owner.** If this reservation pushes a channel's available-to-sell below a safe threshold, who is notified – and how fast, in minutes or in days?
- ✓ **4. One source of truth.** Can you name the single system that's authoritative for "what's really available to sell today," or does the answer depend on which tool you happen to check?
- ✓ **5. A real threshold.** Is there a minimum available-to-sell number per channel that should never be crossed without someone being alerted – or is "enough buffer" a guess?
- ✓ **6. Automatic release.** If this PO ships partial, is delayed, or is cancelled, does the reservation unwind on its own, or does someone have to remember to release the hold?
- ✓ **7. Peak-season sizing.** Does your current buffer reflect last year's actual wholesale order size, or is it the same round number you've used for two years running?
- ✓ **8. A tiebreaker.** If a wholesale PO and a DTC flash sale land in the same week, is there a documented rule for which channel gets priority – or does whoever's online that day decide?
- ✓ **9. One screen.** Can you see every current reservation – wholesale holds, backorders, safety stock – subtracted from physical count, in one place, right now?
- ✓ **10. Who finds out first.** Honestly: would you catch an oversell from your own system, or from a customer-service ticket?

Grounded in SuppliFlex operator discovery research. Not a generic SaaS checklist – built for teams running DTC and wholesale out of the same stock pool.

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