# BACKLOG OF ORDERS

In case where demand for your products exceeds supply, then orders of customers remain unfulfilled and you get backlog.

At the end of each quarter, half of any orders which remain backlog in the EU and Nafta areas will be cancelled by your potential customers. Those orders left for you to supply in the next quarter will be carried forward as a backlog to be cleared as soon as products become available.

In internet, if there is a shortage of product, no further orders can be taken. Hence, although there can be no backlog, there is a negative effect on your image.

Result of the excess of demand over supply in any case, it is lost revenue that you could get. In EU and Nafta market, you lose 50% of orders value (remaining 50% goes into your backlog). In Internet market, you lose 100% of orders value.

In addition to lost revenue you lose part of demand in the next period. Image of the company falls in the eyes of potential clients and they do not want to buy your products anymore. On average, demand will decrease by 25-30% of the backlog orders.

In addition to all troubles backlog orders will cause decreasing of goodwill of your company, which will automatically affect [investment perfomance](https://gmcworld.org/blog/investment-perfomance).

Considering the above, best strategy is to keep a small stock of products in warehouse in the event of a sudden increase of demand. But do not forget that in case of [implementing MAJOR development](https://gmcworld.org/blog/research-and-development-mechanics) in production, all stock of the product in the warehouse instantly become obsolete and will be destroyed at cost.

积压订单

如果您的产品需求超过供应量，则客户的订单仍未实现，您将收到积压。

在每个季度末，国内和北美仍有未完成任何订单的一半将被您的潜在客户取消。在下个季度为您供应的订单将作为积压结转，一旦产品可用即可清除。

在互联网上，如果产品不足，不能再采取进一步的订单。因此，虽然没有积压，但是对您的形象有负面影响。

在任何情况下，由于需求超过供应量的结果，您可能会收到损失。在国内和北美市场，您将失去50％的订单价值（剩下的50％进入您的积压）。在互联网市场上，您输了100％的订单价值

除了收入损失外，您在下一期间也将失去部分需求。 该公司的形象落在潜在客户的眼中，他们不想再购买您的产品。 平均来说，需求将下降25-30％的未完成订单。

除了所有麻烦，未完成的订单将导致贵公司的商誉下降，这将自动影响投资绩效。

考虑到上述情况，最佳策略是在需求突然增加的情况下，保留库存中的少量产品。 但不要忘记，如果在生产过程中实施MAJOR开发，仓库中的所有产品库存都将立即过时，并将以成本的价格销毁。