

Minimum Order Quantity vs Minimum Order Amount

The one-page decision guide: which rule to use, when, and which plugin handles it.

Minimum Order Quantity (MOQ)

Product-level · counts UNITS

WHAT IT CONTROLS

How many units of a product a customer must buy.

USE IT WHEN...

- ✓ You sell in packs, cases, or bundles
- ✓ A product isn't viable below a set count
- ✓ Wholesale needs a per-item floor
- ✓ You want "multiples only" (step)

PLUGIN

[Quantity Manager](#)

Minimum Order Amount (MOA)

Order-level · counts VALUE

WHAT IT CONTROLS

How much the whole cart must total before checkout.

USE IT WHEN...

- ✓ Small orders aren't profitable to ship
- ✓ You want a spend floor (e.g. \$100)
- ✓ Wholesale needs a minimum spend
- ✓ You set free-shipping-style thresholds

PLUGIN

[Order Min/Max Amount](#)

Quick Decision Table

If your goal is...	Use	Rule
"Sell coffee only in 5 kg bags"	MOQ	Min qty + step = 5
"No orders under \$100"	MOA	Min order sum = \$100
"At least 12 units of this item"	MOQ	Min qty = 12
"Wholesale must spend \$500+"	MOA	Min sum by user role
"Both: 6-pack minimum AND \$250 order"	MOQ + MOA	Run both plugins together

The One-Line Rule

Counting units? That's MOQ (product-level) → [Quantity Manager](#). **Counting money or cart totals?** That's MOA (order-level) → [Order Min/Max Amount](#). Need both? They stack cleanly.

Set up MOQ, MOA, or both in minutes

Get both plugins at wpfactory.com — 14-day money-back guarantee.