

The Phantom Inventory

3,000 units. All in the system.
None in the warehouse.

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Black Friday. Peak season. Your hottest SKU showing 3,000 units available. Orders flooded in. Promises made. Shipping labels printed. Then someone went to pull the inventory.

It wasn't there.



Six hours of searching. Four different locations checked. Hundreds of bins examined.

They found 800 units scattered randomly. **The rest? Gone.** Maybe mis-shipped weeks ago. Maybe never received. The data said one thing. Reality said another.



The Aftermath:

- 2,200 canceled orders
- \$127,000 in lost revenue
- Dozens of angry customers
- One very long explanation to leadership

The Real Cost: Trust—both customer trust and team morale.

Sound familiar? You're not alone.