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**INDUSTRY STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

SB/T 10468.1-2013

Replacing SB/T 10468.1-2008

**Management specification of tyre marketing
(English Translation)**

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Foreword

This standard was drafted in accordance with the rules given in GB/T 1.1-2009.

This standard replaces SB/T 10468.1-2008 "Tire Distribution Enterprise Management Specification Management Requirements".

The main differences between this standard and SB/T 10468.1-2008 are as follows.

- Modify the standard name as "Tire Marketing Management Specification";
- Revised the standard "scope" for the standard (see Chapter 1);
- Modified "normative references" (see Chapter 2);
- Revised the guidance of "terms and definitions" (see Chapter 3);
- Amend the "upstream unit" to "manufacturer" and "downstream unit" to "consumer and user" (see 5.7.2.3 of the 2008 edition);
- Modified the "Agent Business Model Management Requirements" (see 6.1);
- Increased the terminology and definition of "tire chain management", "distribution", "tire distribution center", "e-commerce tire distribution enterprise" (see section 3) chapter);
- Increased the "chain management model management requirements" (see 6.2);
- Added "E-commerce business model management requirements" (see 6.3);
- Adjusted the logical relationship of "business management requirements" (see 5.7 of 2008 edition);
- Standardized terms and definitions, modified "goods" to "tire products" and "suppliers" modified to "manufacturers" and "wholesalers" "zero the seller is modified to "dealer";
- Removed the "Quality Management Requirements" (see 5.6 of the 2008 edition);
- Removed the terms and definitions of "tire", "refurbished tires", "waste tires", "tire suppliers", "tire wholesalers", "tire retailers" (See 3.1, 3.2, 3.3, 3.4.1, 3.4.2, 3.4.3 of the 2008 edition);

--- Removed the "requirements for trading venues/offices" (see 4.3.3 and 4.3.4 for the 2008 edition);

--- Removed the relevant requirements related to "repair" (see 5.4 of the 2008 edition);

--- Removed some of the "management requirements" (see 5.7.1.4 of the 2008 edition).

This standard was proposed by China Rubber Industry Association and Commercial Technology Quality Center.

This standard is managed by the Ministry of Commerce of the People's Republic of China.

This standard is interpreted by the Ministry of Commerce of the People's Republic of China.

This standard is mainly drafted by. China Rubber Industry Association, Commercial Technology Quality Center, Shandong Linglong Tire Co., Ltd., Guangzhou Huanan Rubber Tire Co., Ltd., Triangle Tire Co., Ltd., Tianjin International Joint Tire & Rubber Co., Ltd., Fengshen Tire Co., Ltd.

Company, Beijing Zhengqiang New Century International Trade Co., Ltd., Beijing Rotary Auto Service Co., Ltd., Jiangsu General Technology Co., Ltd.

Feihuijiang Trading Co., Ltd., Shenyang Ruihua Tire Co., Ltd., Wuhan Tianli Tire Co., Ltd., Shaanxi Fujin Tire & Rubber (Group) Co., Ltd., Qingdao Bili Trading Co., Ltd., Jiatong Tire (China) Investment Co., Ltd., Henan Yudelong Trading Co., Ltd., Nanjing Sanmen Tire Co., Ltd., Baoding Dazheng Tire & Rubber Co., Ltd., Bridgestone (China) Investment Co., Ltd., New Venus Trading (Fujian) Group Co., Ltd.

1 Scope

This standard specifies the terminology and definition of the tire dealership, the business environment, marketing management, and professional business model management.

This standard applies to distribution companies operating tires and other economic organizations or natural persons who sell tire products.

This standard does not apply to distribution companies and other economic organizations or individuals that operate aviation tires.

2 Normative references

The following documents are indispensable for the application of this document. For dated references, only dated versions apply to this article.

Pieces. For undated references, the latest edition (including all amendments) applies to this document.

GB 3445 indoor fire hydrant GB 4452 outdoor fire hydrant GB/T 6326 tire terminology and

its definition GB/T 9768 tire use and maintenance procedures GB 50016 Building Design Fire Code GB 50140 Building Fire Extinguisher Configuration Design Specification SB/T 10468.2 Tire Claim Technical Specification SB/T 10935 tire claims appraisers professional technical requirements

3 Terms and definitions

The following terms and definitions as defined in GB/T 6326 and SB/T 10468.2 apply to this document.

Tire distribution company *tyredistributionenterprises* an enterprise that has the conditions and necessary means of distribution of tires and has obtained statutory business qualifications. Includes tire manufacturers and tire dealers.

Tire chain operation *tyrechain operation* A number of small independent tire operating companies established within the framework permitted by laws and regulations, agreeing on a unified operating system and combining them into intensive the business entity or a company with financial strength organizes the activities of a multi-point small independent tire business enterprise with uniform layout.

Delivery

In the economically reasonable area, according to customer requirements, the tires are sorted, processed, packaged, divided, assembled, etc., and delivered on time.

Logistics activities at designated locations.

Tire distribution center *tyredistributioncenters* Guided by the needs of customers, ordering, pre-stocking, loading and unloading, and on-time delivery around tire product assembly and delivery an organization that waits for a series of service work.