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

YC/T 206-2011

Replacing YC/T 206-2006

**Guide for cigarette marketing services
(English Translation)**

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Foreword

Accordance with the standards GB/T 1.1-2009. Drafting Rules "Standardization Guide Part 1 standard structure and preparation of" given.

This standard replaces YC/T 206-2006 "cigarette sales network business specifications." this standard compared with YC/T 206-2006, in addition to editorial changes, the major technical changes are as follows.

--- Increased sales of industrial sectors;

--- Increasing the terminal marketing business for retail customers and consumers;

--- Modify the original standard, as defined in the municipal commercial companies marketing business;

--- Change to the original standard functions based line format. The new standards-based marketing business unit lines, the first description of the total flow, Then were from the business flow, logistics, information flow and cash flow of the business process described in four aspects, then proposed work practices, specifically related industry Business rules.

Original standard focused on the commercial enterprise, the new standards focus on network construction industry-wide to include industrial and retail marketing on the web link Customers in the rules included in the "organization to supply according to customer orders" and "cooperative marketing industry and commerce." A complete description of the new standards from the industrial and commercial, zero three links Value chain, from

upgrading the level of "four streams Huitong" cigarettes depart marketing network, pay more attention to the cultivation of well-known brand marketing foundation and lead Collar effect, pay more attention to enhance the level of marketing network, pay more attention to strictly regulate the marketing efforts to realize from sales to marketing, from the inside to comprehensive, from traditional to modern.

Please note that some of the content of this document may involve patents. Release mechanism of the present document does not assume responsibility for the identification of these patents.

This standard was proposed by the State Tobacco Monopoly Bureau.

This standard by the National Standardization Technical Committee on Tobacco Enterprise Technical Committee (SAC/TC144/SC4) centralized.

This standard was drafted. Chinese cigarette sales company Jiangsu Provincial Tobacco Monopoly Bureau (company), Zhejiang Tobacco Monopoly Bureau (company), Dalian Tobacco Monopoly Bureau (company), Shanghai Tobacco Group Co., Ltd., Yunnan tobacco industry limited liability company.

1 Scope

This standard specifies the cigarette marketing system in the industrial, commercial and services common cigarette retail customers and consumers, provides for cigarette marketing Network business organization, business processes, work practices and marketing management.

This standard applies to cigarette marketing business.

2 Normative references

The following documents for the application of this document is essential. For dated references, only the dated version suitable for use herein Member. For undated references, the latest edition (including any amendments) applies to this document.

GB/T 9174 General cargo transport packaging technology GB 9683 Hygienic standard for composite laminated food packaging bag GB/T 12123 General requirements for packaging design GB/T 15233 packing unit size cargo GB/T 18771 Tobacco term YC/T 261 tobacco industry cigarette distribution center job specification YC/T 355 cigarette industrial enterprise logistics operation norms

3 Terms and Definitions

GB/T 18771 and defined by the following terms and definitions apply to this document.

Cigarette marketing network cigarettemarketingsupplychain Cigarette as a commodity from

production processes to wholesale circulation into the retail, market reach consumers involved in the supply chain, from the work Composed of three marketing industry cigarette marketing, commercial marketing of cigarettes and retail terminals.

Cigarette Business cigarettecommercialcompany Engaged in cigarette wholesale, distribution, services, business entities have legal qualifications.

Cigarette manufacturers cigaretteindustrialcompany Engaged in cigarette production, distribution, services, business entities have legal qualifications.

Cigarette retail terminal Most end of the cigarette marketing network, is the ultimate consumer of cigarettes to reach the port, cigarettes and consumers face to face transactions and display Link.