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

YC/T 455.1-2013

**Fundamental specification for collection, analysis and
application of cigarette retail market information. Part 1: Profile
(English Translation)**

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Foreword

YC/T 455 "cigarette retail market information collection and analysis application of the basic norm" is divided into three parts.

--- Part 1. General;

--- Part 2. information gathering;

--- Part 3. Information analysis applications.

This section YC/T Part 1 455.

This section drafted in accordance with GB/T 1.1-2009 given rules.

This part by the State Tobacco Monopoly Bureau.

This part of the National Technical Committee of Standardization Technical Committee on

Tobacco Enterprise (SAC/TC144/SC4) centralized.

This section is drafted. Chinese cigarette sales company, Shandong Provincial Tobacco Monopoly Bureau (company), China Tobacco Standardization Research Center, Dezhou Tobacco Monopoly Bureau (company), Beijing Jing An Lide Technology Co., Ltd.

Introduction

Cigarette retail market information collection and analysis applications is an important basis for the tobacco industry to enhance the level of the market and the overall level of marketing by in the municipal commercial companies as the main cigarette retail market long-term mechanism of information gathering and analysis applications, the ability to dynamically control the national volume Tobacco retail market, and to provide a scientific basis for the industry production and management decision-making, to promote "the marketing level" to provide effective support.

Cigarette retail market information collection and analysis applications Basic specification - Part 1. General

1 Scope

YC/T of the provisions of section 455 of the retail cigarette market information collection and analysis of business processes and applications staff responsibilities, infrastructure management and guidance.

This section applies to information collection and analysis applications for retail cigarette market.

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 2260 People's Republic of China administrative division code GB 12904 barcode for commodity retail commodity numbering and bar code YC/T 190 tobacco industry coding rules for the organization YC/T 455.2 retail cigarette market information collection and analysis applications Basic specification - Part 2. Information collection YC/T 455.3 retail cigarette market information collection and analysis applications Basic specification - Part 3. Information Analysis

3 Terms and Definitions

GB/T 2260, GB 12904 and YC/T 190 defined in the following terms and definitions apply to this document.

Cigarette retail market information collection collection of cigarette retail market information
Organized by the company at all levels to carry out the cigarette business, access to retail cigarette market information activities.

Cigarette retail market information and analysis applications
analysis and application of cigarette retail market information the levels of commercial companies to carry out the cigarette, retail market information summary, statistics, analysis and application activities and processes.

Information collection point retailer for information collection the levels of cigarette commercial companies selected, continuous or periodic access to their inventory, prices and other information on cigarette retail cigarette business customers.

Information collection staff workman for information collection the levels of cigarette commercial companies drawn from the account manager, who carried out the work of the retail cigarette market information collection.

Information Management Analyst administrator for information collection and analysis
Designated by the commercial companies at all levels of cigarette, retail market information collection management, retail cigarette market information analysis