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

YC/T 455.3-2013

**Information collection, analysis and application for cigarette
market. Part 3: Information analysis and application
(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 3 455.

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.

1 Scope

YC/T of the provisions of section 455 of the cigarette retail market information and analytical applications of information collection mode analysis, content analysis, Framework, data calculated metrics, application procedures and application requirements.

This section applies to the retail cigarette market information collection and analysis application analysis and application of information collection.

2 Analysis Mode

Analysis of the information collected using annual, quarterly and monthly analysis mode. Use units at all levels at the end of the acquisition cycle should be carried out the current analysis information to guide marketing, brand management, customer service, consumer tracking, business collaboration, and to carry out other work.

Cigarette companies and municipal business information analysis of the situation at the county level should also be reported to the marketing department of the parent unit.

The use of units to collect more detailed information on a regular basis or from time to time based on further analysis, specific analysis period, content analysis and the use of discretion in accordance with the actual situation of the market area, analyze the content may refer to content analysis report (see Appendix A).

3.1 Pricing Analysis

It should include the retail price index and bars, including the retail price index rate of matching two. Other indicators may demand the use of units at all levels of jurisdiction and in accordance with the actual situation of the market to set their own zone.

3.2 Inventory Analysis

It should include social and community inventory sales ratio two indicators. Other indicators may be based on actual use levels of demand and market area of the unit Set their own situation.

3.3 Retail Customer Management Analysis

Customer shall include gross margin, stock market rates, the market dynamic sales rate three indicators. Other indicators may demand the use of units at all levels of jurisdiction and in accordance with the actual situation of the market to set their own zone.

3.4 Dynamic Analysis of the cigarette brand (specifications) market

It should include a single brand (specifications) OTC rate, single-brand (specifications) heavy demand rate, single-brand (specifications) dynamic sales rate, single-brand (standard) pin ratio, single Brands (specifications) company stock rate, single-brand (size) of customers out of stock rate six indicators. Other indicators may be based on the needs of all levels and the use of units the actual situation of the market to set their own jurisdiction.

Above indicators should Overall, regional, market type and format type to analyze four levels, demand for the units but also with countries Tobacco Monopoly Bureau published industry index for comparison, in order to market the area horizontal comparison and positioning.

4 Analytical Framework

Analysis newspaper framework at all levels of the use of units from the following three dimensions unfold.