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**YC**

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

**YC/T 552-2016**

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**Standard system of cigarette commercial domain  
(English Translation)**

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### Foreword

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

This standard is proposed by the State Tobacco Monopoly Bureau.

This standard is under the jurisdiction of the National Tobacco Standardization Technical Committee's Tax Marketing Subcommittee (SAC/TC144/SC12).

This standard drafting unit. China Tobacco Standardization Research Center, China Cigarette Sales Company, Fuzhou, Wuhan, Shaoxing, Changzhou, Jinan, silver Sichuan, Fujian, Zhejiang, Jiangsu, Fujian, Shandong, Hebei, Shaanxi, and so on.

Provincial Tobacco Monopoly Bureau (company), Beijing Tobacco Monopoly Bureau (company).

### Introduction

Since 2013, YC/T 479-2013 "Tobacco Commercial Enterprise Standard System Composition and Requirements", YC/T 503-2014 "Tobacco Merchants Industry enterprise standardization construction guide" has been released and implemented, and promote the tobacco industry business enterprise service quality and management level. 2015 Year, the industry set up the National Tobacco Standardization Technical Committee of the cigarette marketing standardization sub-technical committee, put forward the system to establish a cigarette business camp Sales of industry standards, scientific planning cigarette commercial marketing industry standard system requirements; with the cigarette market orientation of market-oriented reform gradually in-depth, it is necessary to further analyze and identify the basic structure of the tobacco commercial marketing standards, and according to the formulation or implementation of the relevant policies the main body, the tobacco business sector cigarette marketing standard system simply by the industry (head office) standard composition, to the industry (head office), provincial companies, cities Company grading-led, including the industry level (head office level), provincial company level, city level, including the level of standard change.

Industry organizations to develop industry (head office) marketing standards, according to this standard in the industry (head office) management level of standard planning, group Weaving project development. Provincial tobacco commercial enterprises in the construction of provincial enterprise marketing standard system, according to this standard on the provincial standard company cloth (In the form of technical, or (and) management, or (and) work standards; the relevant industry (head office) level standards can be directly quoted, or to develop technical or management standards that are critical of the industry (head office) level. Municipal tobacco commercial enterprises in the construction of city - level corporate marketing standards system , The layout of the city-level standards may be formulated in accordance with this standard, in the form of technical, or (and) management, or (and) work standards;

Offline industry (head office), provincial company-level standards can be directly quoted, or the development of strict industry (head office), provincial company-level technical or management standards.

Tobacco business sector cigarette marketing standard system

## **1 Scope**

This standard specifies the structure, hierarchy and composition of the standard system for cigarette marketing in the tobacco business sector.

This standard applies to the tobacco business sector Cigarette marketing industry-level (head office) standard revision management, also applies to the guidance of cigarettes at all levels Commercial enterprises to establish and improve the Organization's cigarette marketing standards system.

## **2 Normative reference documents**

The following documents are indispensable for the application of this document. For dated references, only the dated edition applies to this article Pieces. For undated references, the latest edition (including all modifications) applies to this document.

GB/T 13016 standard system table preparation principles and requirements GB/T.20000.1 Standardized Work Guide Part 1. General terms for standardization and related activities

## **3 Terms and definitions**

The following terms and definitions apply to this document. For ease of use, the following is repeated in GB/T.20000.1, GB/T 13016 Some terms and definitions.

Standard

Through the standardization of activities, in accordance with the prescribed procedures developed by consensus, for the various activities or their results to provide rules,

guidelines or characteristics for Commonly used and reused files.

**Note 1:** Standards should be based on a combination of science, technology and experience.

**Note 2:** The prescribed procedure refers to the standard development procedure issued by the agency.

**Note 3:** such as international standards, regional standards, etc., as they can be publicly available and, if necessary, through amendments or revisions to keep pace with the latest technological level, So they are considered to constitute a recognized technical rule. At other levels through the standards, such as professional (science) standards, corporate standards, etc.

Geographically affecting several countries.

[GB/T.20000.1-2014, definition 5.3] 3.2 Standard system