

EAN.UCC XML
Business Message
Standard For

Retail Event

Version 1.3

July 2003



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Purpose

The purpose of this Business Message Standard is to provide the necessary information to implement this message as part of the EAN.UCC System. The information contained within this document is a direct result of the work conducted by the EAN.UCC's Plan Business Requirements Group.

The content of this document is actually a collection of material from several different sources to create a single source of information that will provide the necessary basics to understand and implement this EAN.UCC Business Message Standard. The core of this document originates from the Business Requirements Document that is created by the Business Requirements Groups to define the business needs that are to be addressed by this Message. The document then provides the technical details needed to implement the message: a report from the Global Data Dictionary, StyleSheet and Instance File.

This Business Message Standard is meant to be used in conjunction with the EAN.UCC XML Schemas that are available on the EAN and UCC websites. The implementer of these standards needs to be aware of the interrelationship amongst the XML Schemas and the importance of using only interoperable versions.

The reader will notice as they progress through this document that there are several different 'levels' of information that is presented. We begin with the business rationale for the message and then move into the technical details of how and what is needed to exchange this message. This design is deliberate to reach the broadest audience and to meet their needs. Based upon the reader's experience and intentions, specific sections of this document may be more valuable than others. This design and content of this document is based upon the direct feedback from our user community and as such, we are constantly revising and refining how and what we present.

Background

EAN.UCC Business Message Standard:	Retail Event	
Business Requirement Group:	Plan	
Business Requirement Document:	Retail Event	
Business Requirements Group Manager:	Andrew Hearn	Uniform Code Council
Global Data Dictionary:	EAN.UCC Global Data Dictionary v1.3	
Schemas:	EAN.UCC Schemas v1.3	
Schemas have been tested on Parser(s) and Version(s):	XML Spy Version 4.4, Xerces, XSV	

Business Requirements Document

Retail Event

Version 1.4

June 30, 2003



DOCUMENT HISTORY

Document Number:	
Document Version:	1.4
Document Date	June 30, 2003

Document Summary

Document Title	Retail Event
Owner	BRG: Plan Chairperson(s): Mike Baxter, Fred Kempkes EAN.UCC Director: Andrew Hearn
Status	<input type="checkbox"/> DRAFT <input checked="" type="checkbox"/> BRG Approved

Document Change History

Date of Change	Version	Reason for Change	Summary of Change	Model Build #	CR #
February 10, 2003	1.0	1 st draft BRD	Conversion of Retail Event Message Business Requirements Specification 0.9 to Business Requirements Document 1.0		03-000002
March 25, 2003	1.1	Comments Retail Event Feb 10 th Draft	See Comments Retail Event BRD—Feb 10 Draft		
March 28, 2003	1.2	Definitions added and adoption of modeler peer review.	Definition added.		
April 9, 2003	1.3	Use Case section filled in.	Additional use case diagrams added posting for BRG Vote		
June 30, 2003	1.4	Incorporation of ITRG comments	Renamed PromotionalEventTradeItem to PromotionEventLineItem		

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Forward

The purpose of the Business Requirements Document is to document a process – to – data approach for standards development and maintenance applying the Unified Modeling Language (UML) notation.

Introduction

The Retail Event Message Business Requirements Document defines the business need, lifecycle, structure and content of messages that communicate information about retail events (such as promotions, product introductions, community or environmental events) that affect supply or demand. These messages are intended to replace the existing EAN.UCC XML Event message

Promotions and other retail events have a major impact on sales volume in the retail channel, at times generating many months' worth of sales for a product in a single week. Such major swings in demand can result in out-of-stock situations, high logistics costs, and large amounts of excess inventory if they are not planned and executed well.

Understandably, retail events are also a major focus of retailer/manufacturer collaboration initiatives such as Collaborative Planning, Forecasting and Replenishment (CPFR®). To be successful, both parties need a clear view of upcoming events, with agreed timing, terms and volume estimates. They also need to be alerted to any changes in promotion plans or product availability as quickly as possible

1.1 Business Need

The benefits of a usable XML standard that facilitates retail event collaboration include:

- More efficient planning and negotiation
- Reduction in errors, resulting in fewer stockouts and less residual stock
- Better integration of event impact into forecasts and replenishment plans
- More accurate, detailed understanding of event impact

1.2 Problem Statement

In spite of the importance of collaborating on promotions and other types of retail events, there are no widely used standards today for communicating information about them. The most common practice among manufacturers and retailers is to share proprietary spreadsheets with event details. There is also an ANSI X 12 EDI transaction set for Promotional Announcement (889), but it is rarely implemented.

® CPFR is a Registered Trademark of the Voluntary Interindustry Commerce Standards (VICS) Association.

The growth of XML standards offers a new opportunity to create a usable standard for coordinating retail event information. EAN International and the Uniform Code Council have created a global XML Business Message Standard, which already includes a rudimentary Event message. The intent of this specification is to replace this overly simplistic message with a more robust document, which better represents typical event management practices among major retailers and manufacturers.

1.3 Audience

The audience of this standard is any participant in the global supply chain. This includes retailers, manufacturers, service providers, and other third parties.

1.4 Scope

In the broadest sense, a retail event is *any incident that disrupts the normal flow of supply and demand*. Events may be environmental – arising from weather-related, community, seasonal causes. A heat wave, back-to-school and Thanksgiving are all examples of environmental events. Some environmental events can be planned (such as a holiday) while others (a transportation strike) may not.

Alternatively, events may be instigated. Again, these may be planned (such as a store opening or sale), or they may be unplanned (such as a price cut in response to a competitor's sale).

The topic of retail events is very broad and complex. The scope may be limited at first to accelerate the availability of a usable standard.

This initial specification focuses primarily on promotional events. It also provides information about other event types, but at a much more basic level. Future versions of this specification may elaborate non-promotional events further, depending on user feedback.

The specification is further restricted in the lifecycle stages of the promotional events process that it represents. Currently it only considers the sharing of whatever details of a planned promotion that affect product demand or supply, as well as notifying partners of any significant changes in status, timing, location or price. Trade funds management, costing and negotiation are excluded, following the recommendations of the breakout team at the October 2002 VICS meeting. (Consumer promotional pricing is in scope, however.) Future versions may cover negotiation, exception management and post-event-analysis in a more comprehensive way.

Readers should be careful to distinguish between this specification of XML message details and the features of any software that they use to create and collaborate upon events. Users in different organizations have entirely different vocabulary for their event tactics, which may be reflected in their applications. This specification merely defines a standard mapping from that vocabulary to terms that can be interpreted by other organizations. As a consequence, it is adequate that the standard provide some identifier for each type of tactic; it does not have to encompass all of the event-related jargon that different manufacturers and retailers use.

1.5 References

This specification was developed based upon requirements collected from the following sources:

1. *GSMP Change Request # 03-000002*
2. Retail Event Message Business Requirements Specification v 0.9 February 5, 2003
3. *Promotion Announcement* (889) VICS EDI transaction set
4. *EAN.UCC CPFR Event* XML message specification
5. GCI/ECR CPFR June 2002 Event Management breakout session notes
6. VICS CPFR Process team April 2002 requirements document
7. Eric Aronowitz's event data model based on the VICS CPFR Process team feedback
8. Matt Johnson's *Promotional Events: Business Scenarios and Functional Requirements* document, subsequently revised by Andrew Hearn
9. Andrew Hearn's *889 Promotional Announcement Field List* document
10. October 2002 VICS CPFR Event Breakout Team presentation and notes.
11. Comments Retail Event Feb 10th Draft
12. Modeler Peer Review of Retail Event V1.1 2003-03-27 by Anders Grangard

1.6 Acknowledgements

This specification is the result of the efforts of many people. Key contributors include members of the EAN.UCC Event Task Team chartered by the Plan Business Requirements Group (BRG), the VICS CPFR Events breakout team and the ECR CPFR focus group. EAN.UCC Event Task Team members include:

Name	Company	Role
Mike Baxter	L'Oreal USA	Plan BRG Co Chair
Fred Kempkes	Unilever	Plan BRG Co Chair
Eric Aronowitz	Kimberly-Clark	Member
Tom Darnell	Agilisys	
John Durovek	Transora	
Tanya Erger	Kimberly-Clark	
David Ferrell	Wal-Mart	Member
Aaron Gomez	Drummond Group	
Matt Johnson	Syncra Systems	Member
Robert Rzepka	WWRE	Member
Bill Tonetti	Agilisys	
John Wolfson	Kraft Foods	Member
Andrew Hearn	Uniform Code Council	Plan BRG Global Director
John Ryu	Uniform Code Council	Global Business Process Modeler
Anders Grangard	Gencod	Global Business Process Modeler

2.0 Requirements

2.1 Business Requirements

Events and the CPFR 9-Step Model

Table 1 summarizes the interactions between the CPFR business process and event management activities. Events affect the CPFR model at every stage, from the initial collaboration arrangement to delivery execution.

Table 1: Interaction between Promotion Management and CPFR

Step	Name	Activity	Examples
1	<i>Collaboration Arrangement</i>	Identify points of event collaboration	Event-managed Stock Keeping Unit (SKU)s, categories
		Identify the key performance indicators that will be used to measure effectiveness, and agree on post-event review process.	Pipeline volume at beginning of event; on-shelf availability; event-specific service level
		Establish commercial terms	Trade funds balance
		Define event exception criteria and roles and responsibilities for action.	Default tolerance for difference or change to promotional forecast.
2	<i>Joint Business Plan</i>	Identify events and event types that are subject to collaboration.	
		Determine the event attributes that drive the volume.	Type of promotion, price, support, penetration by channel, timing, cannibalization

Step	Name	Activity	Examples
		Determine the forecasting approach to be used.	Algorithm, horizon for different event types, data sources.
		Refine exception tolerances as appropriate to the event.	Tolerance for advance shipment requirements for the promotion.
3	<i>Generate Sales Forecast</i>	For each event a forecast is generated according to the drivers and forecasting approach defined in the Joint Business Plan.	
4	<i>Identify Sales Forecast Exceptions</i>	Deliver event-specific exception alerts	<ul style="list-style-type: none"> • Significant changes to event terms or sales estimates • Gaps between trading partners' sales estimates for the event
5	<i>Collaborate on Sales Forecast Exceptions</i>		
6	<i>Generate Order Forecast</i>	Align specific demands for the event.	<ul style="list-style-type: none"> • Different time / location • Stock building at Customer Distribution Center (DC) • Alternative delivery strategies (e.g. direct to store)
7	<i>Identify Order Forecast Exceptions</i>	Identify event-specific logistics planning issues that may affect execution.	<ul style="list-style-type: none"> • Inventory and receiving capacity • Lead time and transportation network changes
8	<i>Collaborate on Order Forecast Exceptions</i>		
9	<i>Order Generation/Delivery</i>	Collect event metrics for post-event analysis.	

3.0 Business Process View

3.1 Relationship to the General Business Model

This diagram illustrates the position of the Retail Event within the overall EAN.UCC General Business Model.

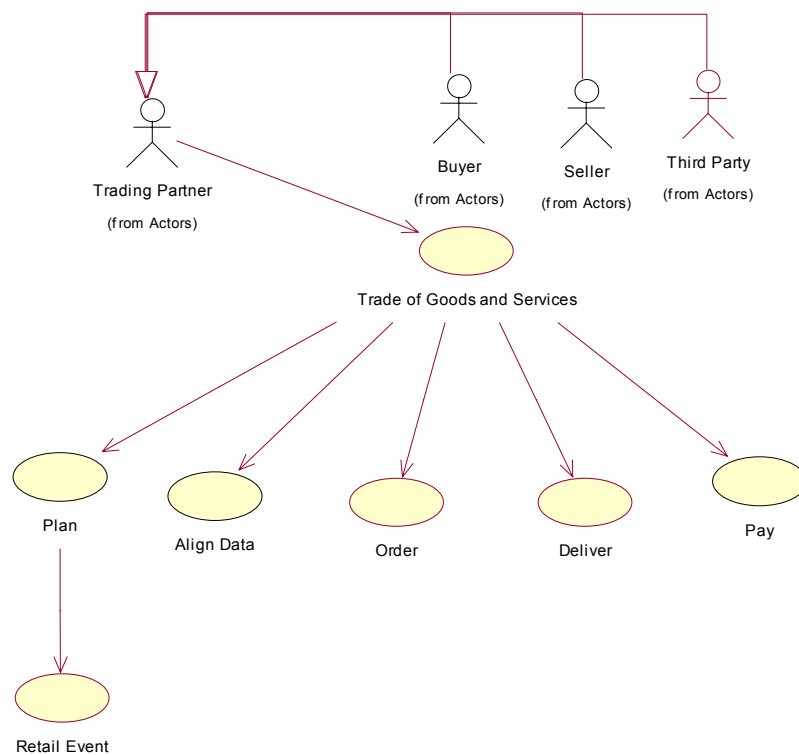


Figure 1 - General Business Model – Retail Event

3.2 Use Case View

There are four phases in a promotional event lifecycle.

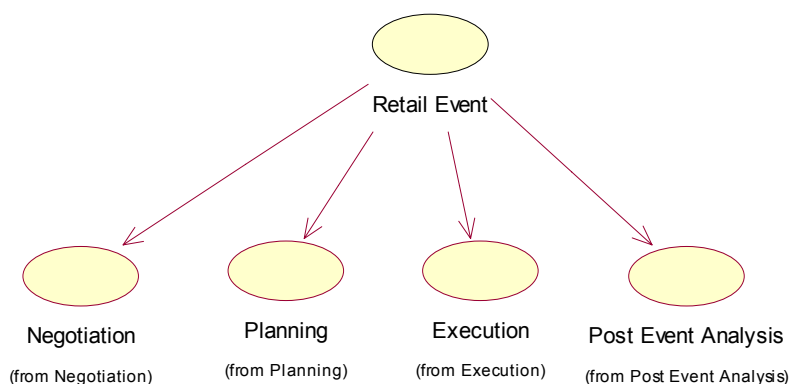


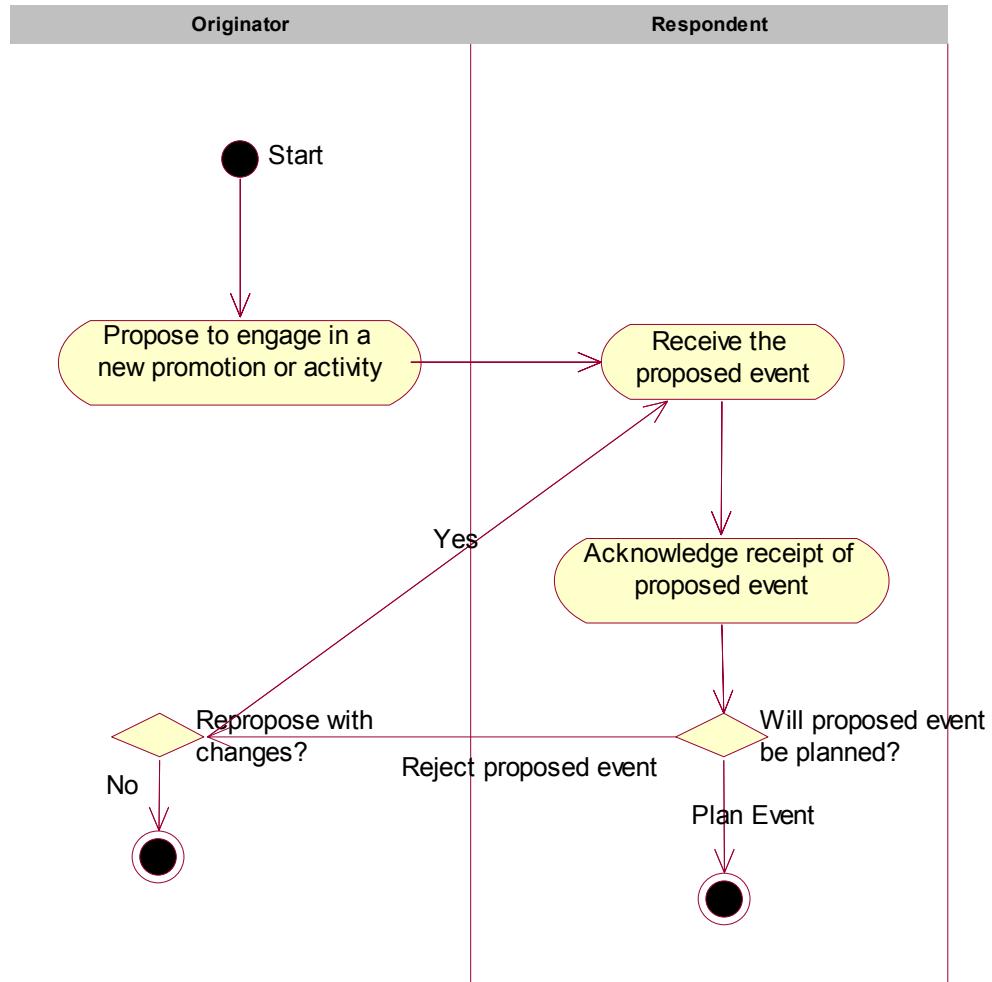
Figure 2 - Use Case View – Retail Event

Use Case Scenario for Retail Event

3.3.1 Negotiation

Use Case Name	Negotiation
Use Case Description	This Use Case describes the processes of negotiation within the promotional event lifecycle.
Actors	Manufacturer or Retailer acts as the originator of the promotion event. The respondent acts as the recipient of the promotional event.
Preconditions	Trading partner wishes to engage in some sort of promotional event.
Process Start State	The negotiation begins when the manufacturer or retailer submits a business case for the event.
Successful End Condition	The originator of the event may modify and resubmit a proposed event or it will not take place.
Failed End Condition	Rejection of proposal
Main Process Flow	<ol style="list-style-type: none"> 1. Either the retailer or the manufacturer makes the business case for the event – items and expected results. 2. The other party either accepts the proposal or rejects it. 3. The originator of the event may modify and resubmit a proposed event, subject to rules established for the trading relationship.

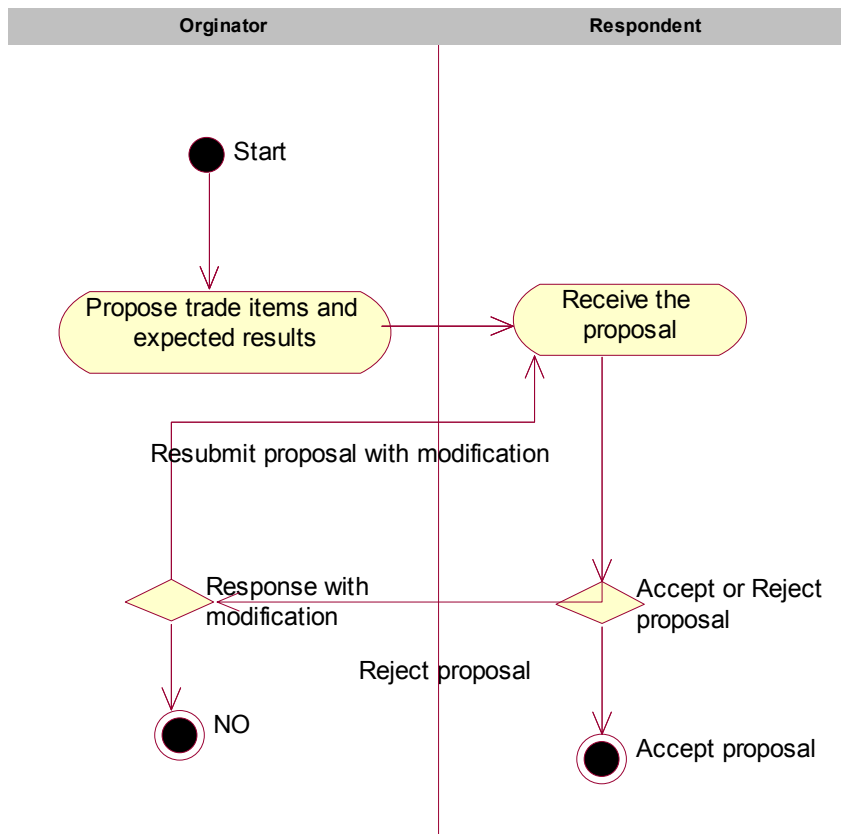
Figure 3 Activity Diagram Negotiation phase of Event.



3.3.2 Planning

Use Case Name	Planning
Use Case Description	This Use Case describes the trading partners identifying which products and locations are to be included in the promotion, and decide what specific price points, advertisements, displays, and other promotional activities will be included in the event. The parties also estimate what consumer demand will be, and what order quantities and timing will be required to keep the affected products in stock. This phase may overlap with negotiation.
Actors	Manufacturer or Retailer acts as the originator of the promotion event. The respondent acts as the recipient of the promotional event.
Preconditions	Trading partner wishes to engage in some sort of promotional event.
Process Start State	The planning begins when the manufacturer or retailer submits a series of products, quantities and timetables for an event or promotion.
Successful End Condition	Both parties accept the event or promotion.
Failed End Condition	Rejection or cancellation of a proposal.
Main Process Flow	<ol style="list-style-type: none"> 1. Either the retailer or the manufacturer makes the business case for the event – proposing items and expected results. 2. The other party either accepts the proposal or rejects it. 3. The originator of the event may modify and resubmit a proposed event, subject to rules established for the trading relationship.

Figure 4 Activity Diagram Planning phase of Event.



3.3.3 Execution

Use Case Name	Execution
Use Case Description	This Use Case describes any displays, ad materials or incremental product quantities are staged and presented to consumers.
Actors	Manufacturer or Retailer acts as the originator of the promotion or event. The respondent acts as the recipient of the promotional event.
Preconditions	Trading partner wishes to engage in some sort of promotional event.
Process Start State	The negotiation begins when the manufacturer or retailer submits a business case for the event.
Successful End Condition	The originator of the event may modify and resubmit a proposed event or it will not take place.
Failed End Condition	Rejection of proposal
Main Process Flow	<ol style="list-style-type: none"> 1. Either the retailer or the manufacturer makes the business case for the event including specific advertising tactics 2. The other party either accepts the proposal or rejects it. 3. The originator of the event may modify and resubmit a proposed event, subject to rules established for the trading relationship.

3.3.4 Post event analysis

Use Case Name	Post-event analysis
Use Case Description	This Use Case describes both the manufacturer and the retailer evaluating the effectiveness of the promotion in meeting the objectives set out at the beginning of the process. Analysis of sales and delivery performance is used to develop more effective future promotional events
Actors	Manufacturer and Retailer
Preconditions	Trading partner wishes to report the results of an event. Example: Snow Storm.
Process Start State	The post-event analysis begins when the manufacturer or retailer reports the effects of an event on a series of products, quantities and timetables for an event or promotion.
Successful End Condition	The recipient of the data successfully receives the transaction.
Failed End Condition	The recipient of the data does not receive the transaction.
Main Process Flow	<ol style="list-style-type: none"> 1. Either the retailer or the manufacturer transmits the results of an event. 2. The other party receives the data.

State Chart Diagram Event Lifecycle

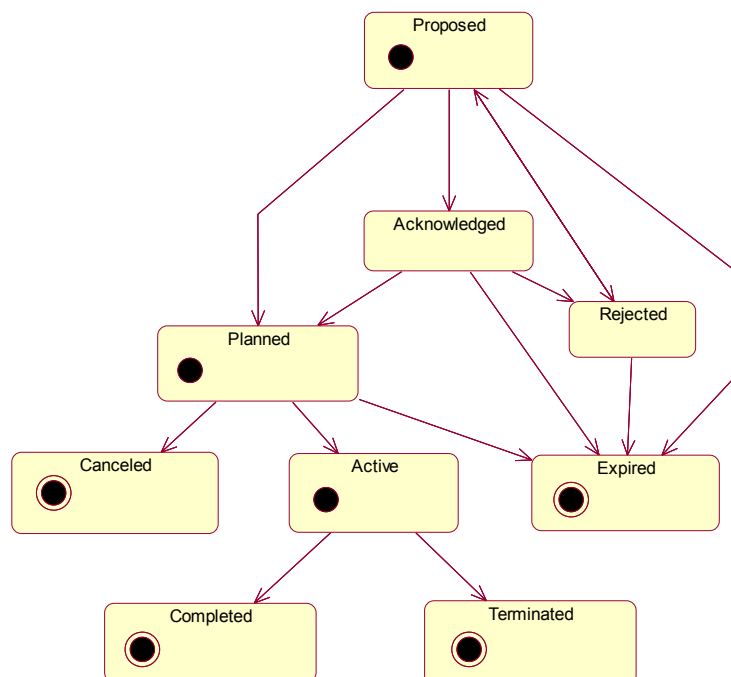


Figure 5: Event Lifecycle

Table 2 and Figure 5 describes each logical status of an event, along with the permitted transitions that may occur among status values.

Not all event types utilize all status values. For example, some weather-related events may only be noted after they have completed.

Table 2: Retail Event Status Code List

Status Value	Description
Proposed	The originator of the event (buyer or seller) is communicating a prior agreement or proposes to engage in a new promotion or activity.
Acknowledged	The company that received the proposed event ("respondent") acknowledges that it has received the document.
Planned	The event activity is planned to take place.
Rejected	The respondent rejects the event proposal. Either the event must be re-proposed with changes, or it will not take place.
Expired	An event that was either proposed, acknowledged, or rejected passed its begin date without being executed. This status notification may or may not be sent as an explicit message.
Canceled	A planned event was canceled by either party.
Active	An planned event has reached its begin date, and is being executed. This status change may or may not be sent as an explicit message.
Terminated	An event was prematurely terminated.
Completed	An event was completed.

4.0 Data View

Figure 6 presents a high-level class diagram for events. Classes in gray already exist in the current EAN.UCC model. Those in tan are new, or replace those in the existing Event message.

All events are subtypes of the EAN.UCC Document class. Attributes within the Document class identify the begin and end dates for the event as a whole, the buyer and seller who are coordinating the event, as well as the optional planner identification and role (buyer or seller) of the planner who was the source of the event.

All events share an abstract Event class as their common root. The Event class provides a name and an optional description for the event, status information, last modification date, last status change date, and optional buyer and optional seller event Identification that can be used to tie the message contents back to each organization's planning systems.

All event messages can also include zero, one or more comments, which include the planner Identification and date/time they were made.

There are two subtypes of Event: promotional events and miscellaneous events.

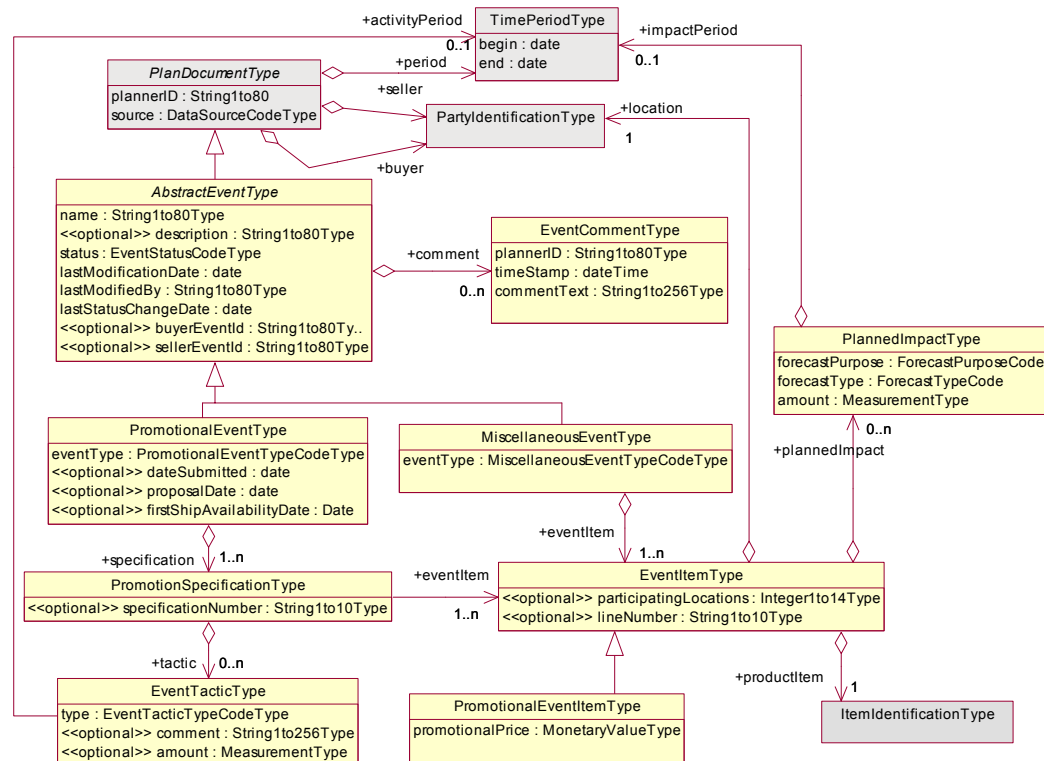


Figure 6: Retail Event Model submitted in BRW to create the models in BRD.

Promotional Events

A promotional event describes a coordinated set of event tactics— such as consumer incentives, advertisements and special product displays – that are intended to promote short-term sales activity for one or more products at one or more retail locations.

The promotional event class is a subtype of the abstract event class. This class includes an event type attribute, which further refines the type of promotional event being communicated. Table 2 lists the standard event types that a promotional event may have.

Table 2: Promotional Event Type Codes

Event Type Code	Definition
Holiday	Promotional activity timed to coincide with a national, regional or religious holiday.
Seasonal Event	Promotional activity timed to coincide with a change in the season, or an annual cultural phenomenon (such as “back to school”)
Manufacturer Promotion	A manufacturer-executed event
Retailer Event	A retailer-executed event
Jointly-Sponsored Retailer Event	A retailer event that is sponsored in part by the manufacturer
Trade Item Introduction	Promotional activity timed to coincide with the introduction of a new product to a location or market
Trade Item Discontinuation	Promotional activity timed to coincide with the elimination of a product from a location or market (e.g. clearance sale)
Store Opening	Promotional activity timed to coincide with the opening of one or more new store locations (e.g. grand opening sale)
Store Closing	Promotional activity timed to coincide with the elimination of one or more store locations (e.g. going-out-of-business sale)
Community Event	Promotional activity timed to coincide with a local, regional, or national event (charity drive, Indy 500, Grammy Awards)
Other	A promotional event type not covered by standard event type codes

Promotional events may include additional lifecycle information beyond the status and last modification date provided for all events. The `PromotionalEvent` class contains optional attributes for the date a proposed promotion was submitted (`dateSubmitted`), the deadline for accepting a proposal (`proposalDate`) and the date that the first shipment for the promotion is expected to be available.

Beyond these common attributes, promotional details can differ within a single event. A promotional event has one or more *promotional specifications* that associate a group of products and the class contains an optional attribute (`specificationNumber`) and locations with a set of tactics (ads, displays, coupons, etc.) that are focused on them during all or part of the promotion period.

There may be zero or more tactics associated with each promotion specification within an event. Each event message should include all that are appropriate for the event being communicated. Though there is one combined list of event tactics, they fall into four general categories:

- **Feature:** A media advertisement in support of the promotional event, whether in third-party publications, or in the retailer's own flyers available at the store.
- **Display:** Temporary signage or storage location that draws attention to the promoted product.
- **Trade Item, Packaging or Labeling:** Changes to the product size, special labeling, attached free samples or other temporary changes to the product offered to the consumer.
- **Consumer incentive:** A device (such as a coupon or rebate) that offer the consumer a financial incentive for buying the product.

Some qualifiers (such as number of pallets per store for a stack display) require numeric values, so optional quantity and unit of measure attributes are also provided. Table 3 provides definitions for the permitted event tactics by category.

Table 3: Event Tactic Type Code List

Tactic Type Code	Definition
<i>Feature Tactic Type Code List</i>	
Direct mail ad	An ad that is mailed to consumers at their home addresses
Direct mail blow-in	An ad inserted into a another company's mass mailing (e.g. discount product offer inserted in monthly frequent flyer statement)
Flyer	A retailer's printed advertisement distributed in the store or delivered directly to consumers (e.g. newspaper, direct mail, home drop)
Internet ad	An ad that appears in a retailer, manufacturer or third party web site. May be a pop-up or banner ad or could offer a consumer incentive e.g. Rebate Offer, printable coupon etc
Retail circular	A retailer's multiple-page printed advertisement that may be distributed in the store or delivered directly to consumers (e.g. newspaper, direct mail)
Handbill	An ad that is distributed directly to consumers in store, at home or at public locations or events
Shelf Talker	An advertisement attached to the front edge of a store shelf
Free-standing insert	A multi-page advertisement that is inserted into a newspaper as a separate section
Newspaper ad	A print advertisement within a section of the newspaper
Line ad	A minor print advertisement
Magazine ad	A print advertisement in a magazine
Radio ad	A broadcast advertisement on commercial radio
Billboard	An advertisement displayed on a billboard.
Mobile ad	A ad placed on a bus, trolley, subway, train or other vehicle
Television ad	A broadcast advertisement on commercial television
<i>Display Tactic Type Code List</i>	
Dump bin	A free-standing unit that incorporates and open box or basket

display	area that facilitates dumping product for display
Floor stack display	A free-standing display that incorporates stacked product
End cap display	A display placed at the end of a store aisle.
Display (general)	An unspecified display type, or type different than the standard types
Floor graphics	
Shelf extender display	A container for promotional or related products that extends from the front of a store shelf.
Shipper display	A shipping container that can be opened and used directly as a product display.
Module	A custom-shipping unit based on a pallet footprint that goes directly to the retail floor. Generally display ready (Cut cases or trays, signage)
Rack	A temporary fixture used to merchandise products in a second location.
On-counter display	A display of promoted items placed on a store counter
Transparency	A large, back-lit picture
Temporary outpost	An additional selling or display location in the store for the duration of the event. (Also known as a second location.)
Trade Item, Packaging, Labeling Tactic Type Code List	
Bonus size	A special package that increase the product size or content volume relative to the normal package for the same item
Co-branded Trade Item	Special items that incorporate both the brand of the manufacturer and that of the retailer, or two non-competing manufacturer brands
Pre-priced Trade Item	An item that includes the retail price pre-printed on the packaging
In-pack Trade Item	An additional item contained within the item's packaging
On-pack Trade Item	An additional item attached to the item's packaging
Near-pack Trade Item	An additional item placed near another item for joint selection
Consumer Incentive Tactic Type Code List	
Temporary price reduction	A reduction in the normal retail price of the product for the term of the promotion (otherwise known as a sale)
Coupon	A certificate that the consumer may present at time of payment for a reduction in price or some other benefit
Coupon book	A coupon contained within a book of coupons distributed in a community
Instant rebate	Money returned to the consumer immediately upon purchase of an item
Mail-in rebate	Money returned to the consumer upon receipt of proof of purchase via mail at a rebate processing center
In-store dispenser	A vehicle for communicated a consumer incentive (coupon or rebate offer) at point of purchase
Membership card	A price reduction or other benefit based upon the presentation of a membership card at the time of purchase

Purchase with purchase	A special price offered contingent upon the purchase of another specified product
In-store sample/demo	Free samples of the product or live demonstrations provided by third-party or retailer personnel
Mailed samples	Samples of the product mailed directly to consumers
Gift with purchase	A free item offered contingent upon the purchase of another specified product
Sweepstakes	An offer to consumers to participate in a drawing for prizes
Free item	An item offered to consumers for free
BOGO/buy x get y	One or more free items offered based upon the purchase of one or more items of the same type (e.g. "buy one, get one free")
Special EDLP Event	A consumer offer based upon a special wholesale purchase, packaging, samples or co-marketing that is not primarily driven by a temporary price reduction.
No price change	Merchandising event incorporates retailer's everyday low price (EDLP)
Major event	An indicator that the event is expected to generate substantial market impact
Other consumer incentive	A consumer incentive other than those provided in the standard
Scan	Consumer offer is reflected in the purchase price when the product is scanned at check-out.

A comment may be provided for any event tactic type, in order to clarify or further qualify details of the tactic.

In addition to identifying the event tactics associated with a promotion, a promotion specification defines which products participate in these tactics, at which locations. The CollaborativeTradeItem class collects item-location information at the promotion planning level.

There is one event item for each item in a promotion. There is also identification of the location at which this item is being planned. A location may be a physical store, or it may be a logical location grouping (a DC-store group, region, or an entire retail chain). If the locations specified are at a higher level than the store, then the participatingLocations attribute may be used to give a count of retail locations that are participating in the event within the scope of the higher-level location.

An event item may refer to zero, one or more estimated impacts for the item at the specified location(s). Estimated impacts could include the sales quantity or lift expected for the event, as well as estimated impact on orders (expressed as either lift or total order quantity). Because impacts may vary over the term of an event, an estimated impact may specify the period to which it applies, and multiple impacts of the same type can be defined for the same event item for different periods within the event.

Note that an estimated impact may also be negative, if it represents the cannibalization effect of a promoted item on a non-promoted item, or estimates post-promotion declines in consumer demand for a previously promoted item.

If the item is to be promotionally priced during the event, the PromotionalEventLineItem variant of the EventLineItem should be used. It provides a price and currency for the promoted price of the item at the specified location. Note that different prices for the same item at different locations within the same event can be supported by creating separate promotional event line items for them.

Miscellaneous Events

Miscellaneous events are a catch-all category for incidents that disrupt consumer demand or supply, but are not promotions. Table 4 lists the standard miscellaneous events supported in the standard. An event type of “Other” can always be used along with a comment to identify event types that have not been included in this list.

Table 4: Miscellaneous Event Type Code List

Event Type Code	Definition
Test market	Selling a new item at a limited set of locations to gauge consumer interest, or testing an existing item in a new channel or location.
Location opening	One or more new locations is opening that will carry the item. No promotion is associated with the item during the opening.
Location closing	One or more locations that carry the item are closing. No promotion is associated with the item during the closing.
Price increase	The price is increasing for the item at the retail location(s).
Price decrease	The price is decreasing for the item at the retail location(s).
Assortment change	The set of items that the location carries for this category is changing, affecting one or more items.
Store format or planogram change	The store format or planogram is changing, affecting one or more items.
Forecast increase	The forecast needs to be adjusted upward to reflect seasonal or other demand profile changes.
Forecast decrease	The forecast needs to be adjusted downward to reflect seasonal or other demand profile changes.
Out of stock	Notes a stockout situation that affects demand.
Inventory policy change	The inventory policy at the store or retail distribution center is changing, resulting in changes to the estimated supply of the item.
Packaging/ labeling change	The packaging or labeling of the item is changing, possibly affecting demand or distribution.
Freight flow/allocation	Item availability is restricted, due to unexpected demand, transportation issues, production problems or some other reason.
Labor	A strike or other labor issue affects supply.
Weather	A heat wave, cold front, snow storm or other weather phenomenon affected supply or demand.
Disaster	Hurricane, tornado, accident, attack or some other catastrophic, unexpected event affected supply or demand.
Other	An uncategorized event is occurring.

Miscellaneous events have a simpler structure than promotional events, because (at present) they do not include tactics that occur in conjunction with the event. A Miscellaneous event only specifies one or more item-location groups, with their associated planned impacts.

Event Exceptions

The VICS CPFR model includes a detailed exception management process for forecast, product activity and performance history values that go out of tolerance. These exceptions are always specified in terms of a particular item-location combination that does not apply to parameters agreed in the Collaboration Arrangement or Joint Business Plan.

Events transcend individual item-location combinations, so an exception model that accommodates event plans or actual performance needs to be extended from the current CPFR message specification. Events may also have unique exception types. The CPFR Event Management breakout team listed the following exception types as a starter set:

- Duration date change
- Milestone missed
- Quantity change from plan
- Start date change
- Status change
- Variance in lift from plan

Future versions of this specification will define these event exception extensions in detail.

Event Performance History

Measurement of event performance has unique attributes. As with exceptions, both the identification of the scope of the measurement and the types of measurements applied differ from those contained in the existing CPFR Performance History message. The CPFR Event Management breakout team listed the following event performance history types as a starter set:

- Cannibalization impact
- Consumer capture rate
- Lift (measure: units &/or currencies,)
- Number of days sold
- Out-of-stock / in-stock
- Percent share after (category)
- Percent share before (category)
- Inventory reduction
- Price reduction
- Promotion forecast accuracy
- Related item(s) impact / synergy
- Sell through rate
- Compliance to market area
- Compliance to market process

Future versions of this specification will define these event exception extensions in detail.

Implementation Guidelines

The Event message is somewhat complex, reflecting the potential complexity of promotional events run at large retail chains. Not all implementations will require this level of complexity to be effective. Simplification opportunities (for specific projects) include:

- Restricting the use of the message to a unidirectional promotional announcement, rather than a bidirectional exchange of messages over the entire lifecycle of the promotion.
- Limiting promotions to having one promotion specification (all items/locations have the same set of activities).
- Requiring that event tactics have the same duration as the promotion.
- Restricting the number of event tactics associated with a particular event.
- Choosing not to use the promotionally priced item subtype of the event item (do not communicate promotional pricing).
- Using a single buyer (retailer) location – the entire retail chain – for all event items.
- Limiting the impact types (for example, sales forecast impact only).
- Requiring that only a single impact value be specified per item/location for the entire promotion period.

All of these choices yield messages that are compatible with the specification, but are simpler in structure, and simpler to implement.

4.1 Data Definition Table

New Item?	Mandatory?	Class Name	Attribute Name	Definition	Attribute Data Type	Attribute Length
N	Root	Retail Event		Defines the business need, lifecycle, structure and content of messages that communicate information about retail events		
Y	M		eventName	A title, theme, slogan or other identifier for the event that trading partner users can recognize.	Alpha Numeric	1 To 80
Y	M		eventStatus	Describes the logical status of the event during its lifecycle	Event Status Code List	No attribute length enumeration attribute
Y	O		buyerEventIdentification	An event tracking number provided by the Buyer	Alpha Numeric	1 to 80
Y	O		sellerEventIdentification	An event tracking number provided by the Seller	Alpha Numeric	1 to 80
Y	O		eventDescription	A detailed description of the type of event this is	Alpha Numeric	1 to 80
Y	M	EventComment		Additional information about this specific event that is not captured via the other attributes		
Y	M		commentText	Generic field for communicating additional information	Alpha Numeric	1 to 265
Y	M		plannerIdentification	Generic field to denote the specific planner involved with	Alpha Numeric	1 to 80

				planning this event. This can be either Seller assigned or Buyer assigned		
Y	M		timeStamp	The Date and time that the Comment was made	DateTime	
Y	O	PromotionalEvent		A coordinated set of event tactics that are intended to promote short-term sales A further refinement of type of promotional event that is being communicated	promotionalEventCodeList	No attribute length enumeration attribute
Y	M		promotionalEventType			CCYYMMDD
Y	O		dateSubmitted	Date that the proposed event or promotion was submitted	Date	
Y	O		firstShipmentAvailabilityDate	The first day that product would be available to ship to the Buyer from the Seller for a specific event or promotion	Date	CCYYMMDD
Y	O		proposalDate	Deadline for accepting a promotion or event	Date	CCYYMMDD
Y	M	PromotionalSpecification		An association of a group of products and locations with a set of tactics. There may be zero or more tactics associated within an event An identifier that distinguishes promotional specifications from one another within a single promotional event.		
Y	O		specificationNumber		Alpha Numeric	1 To 10
Y	O	MiscellaneousEvent		A category that describes incidents that disrupt consumer demand or supply,		

Y	M		miscellaneousEventType	but are not promotions A further refinement of type of miscellaneous event that is being communicated	miscellaneous EventTypeCo deList	No attribute length enumeration attribute
Y	O	EventTactic		Describes a specific type of action or situation arranged by the Buyer or the Seller to promote the product or products. Identifies the specific type of tactic being used, which may fall into one of four categories: Feature, Display, Product, Consumer Incentive		No attribute length enumeration attribute
Y	M		eventTacticType	Generic field to add additional information or to specify mutually defined eventTacticTypes that are not currently listed	eventTacticTy peCodeList	No attribute length enumeration attribute
Y	O		commentText	The currencies, units, etc. that describes what is need for the event or promotion. Example: Number of pallets per store for a stack display	Alpha Numeric	1 to 256
Y	O		amount		Measurement Value	
Y	M	EventLineItem		Collects item-location-specific information related to this event. An identifier that distinguishes event line items from one another within a single promotional specification.		
Y	O		lineNumber		Alpha Numeric	1 to 10
Y	O		participatingLocations	A count of the number of	Numeric	1 to 14

				locations that are to be involved in the event or promotion or are included within the scope of the location specified (when a store group or chain).		
Y	O	PromotionalEventLineItem		A type of event line item that allows a promoted price to be specified.		
Y	M		PromotionalPrice	The retail price of the item during the specified promotion	MonetaryAmount	
Y	O	EstimatedImpact		Describes the effect that the event or promotion will have on the designated products		
Y	M		Amount	The actual dollar or unit effect that an event or promotion is expected to have. This effect may be positive or negative	MeasurementValue	
Y	M		forecastPurpose	Identifies the type of forecast. E.g., sales or order	ForecastPurposeCodeList	No attribute length enumeration attribute
Y	M		forecastType	Defines the kind of information that is being estimated; forecasting sales, orders, etc.	forecastTypeCodeList	No attribute length enumeration attribute

6.0 Appendix

Figure 7 Retail Event Class Diagram

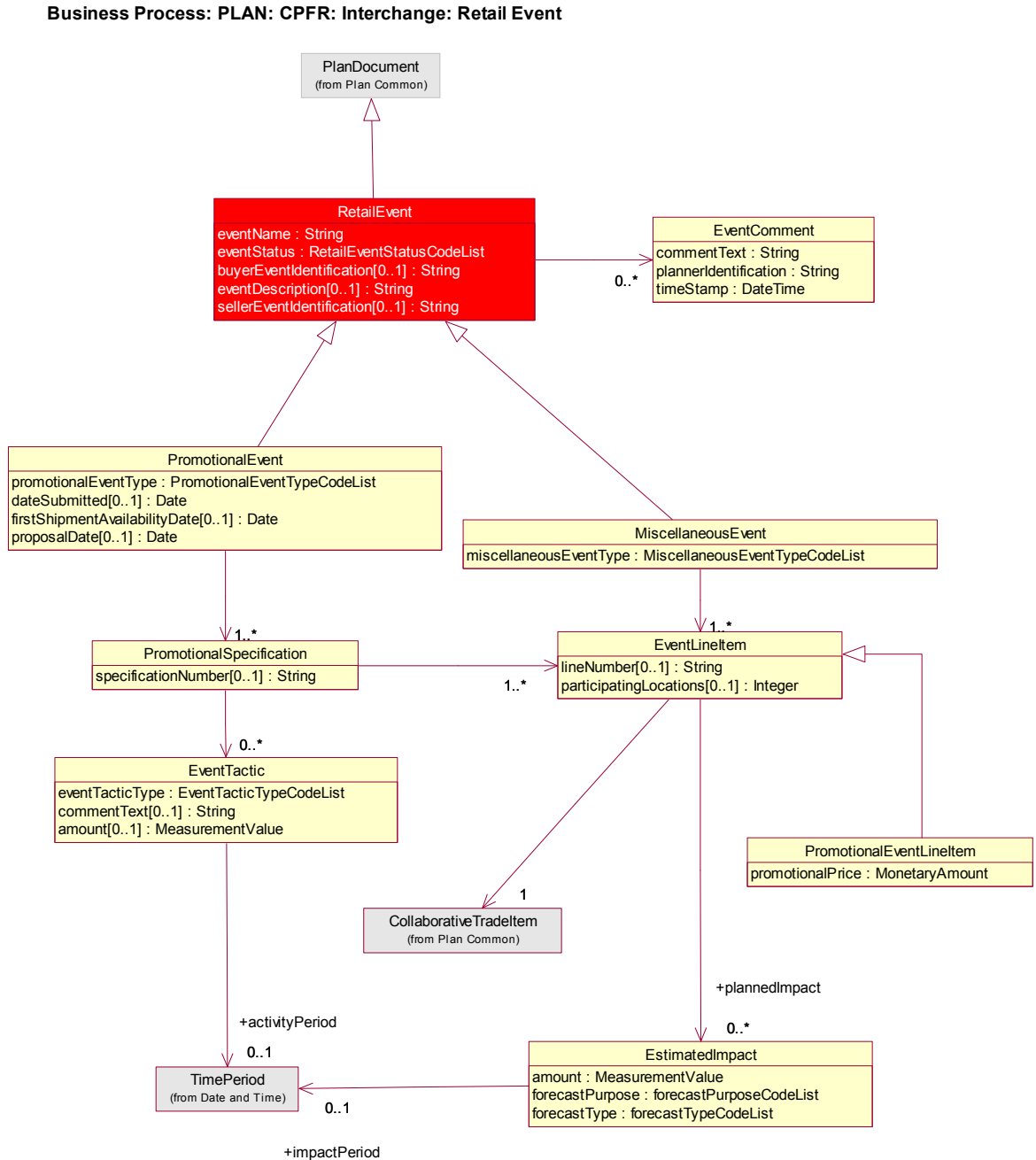


Figure 8 Amount Class Diagram

Common Library: Common: Components: Amount

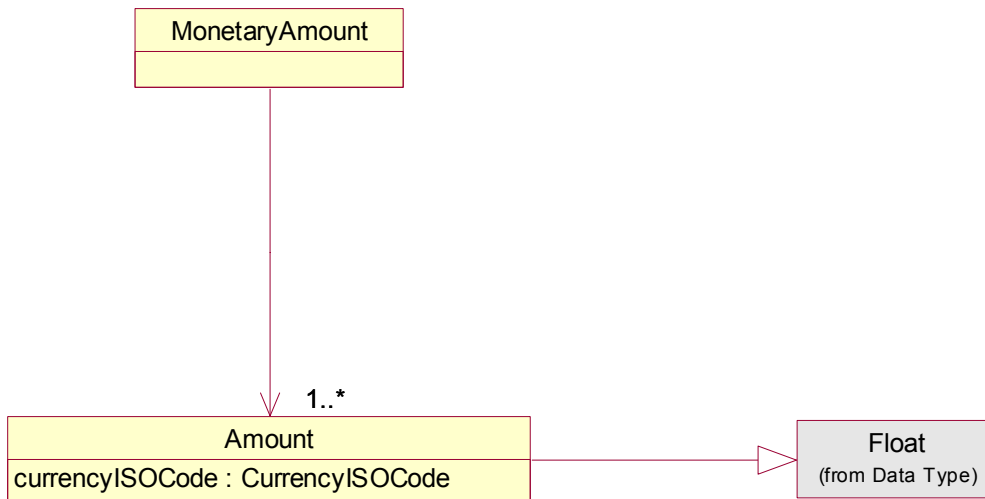


Figure 9 Date And Time Class Diagram

Common Library: Common: Components: Date and Time

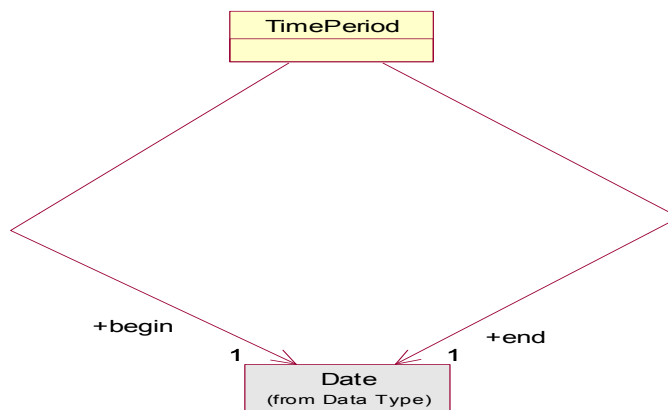


Figure 10 Document Class Diagram

Common Library :Common: Components: Document

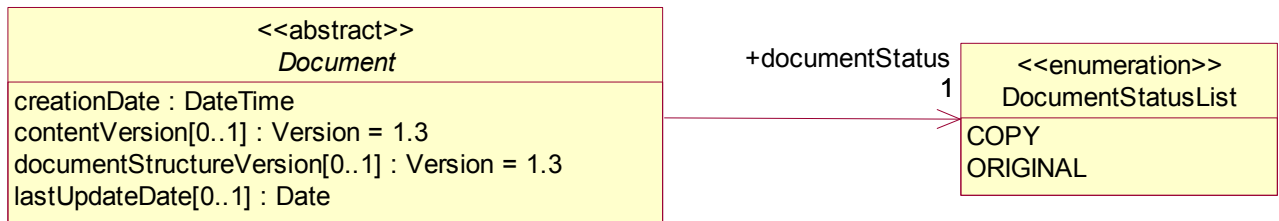


Figure 11 Retail Event Enumeration Class Diagram

Business Process: PLAN: CPFR: Interchange: Retail Event Enumeration Class

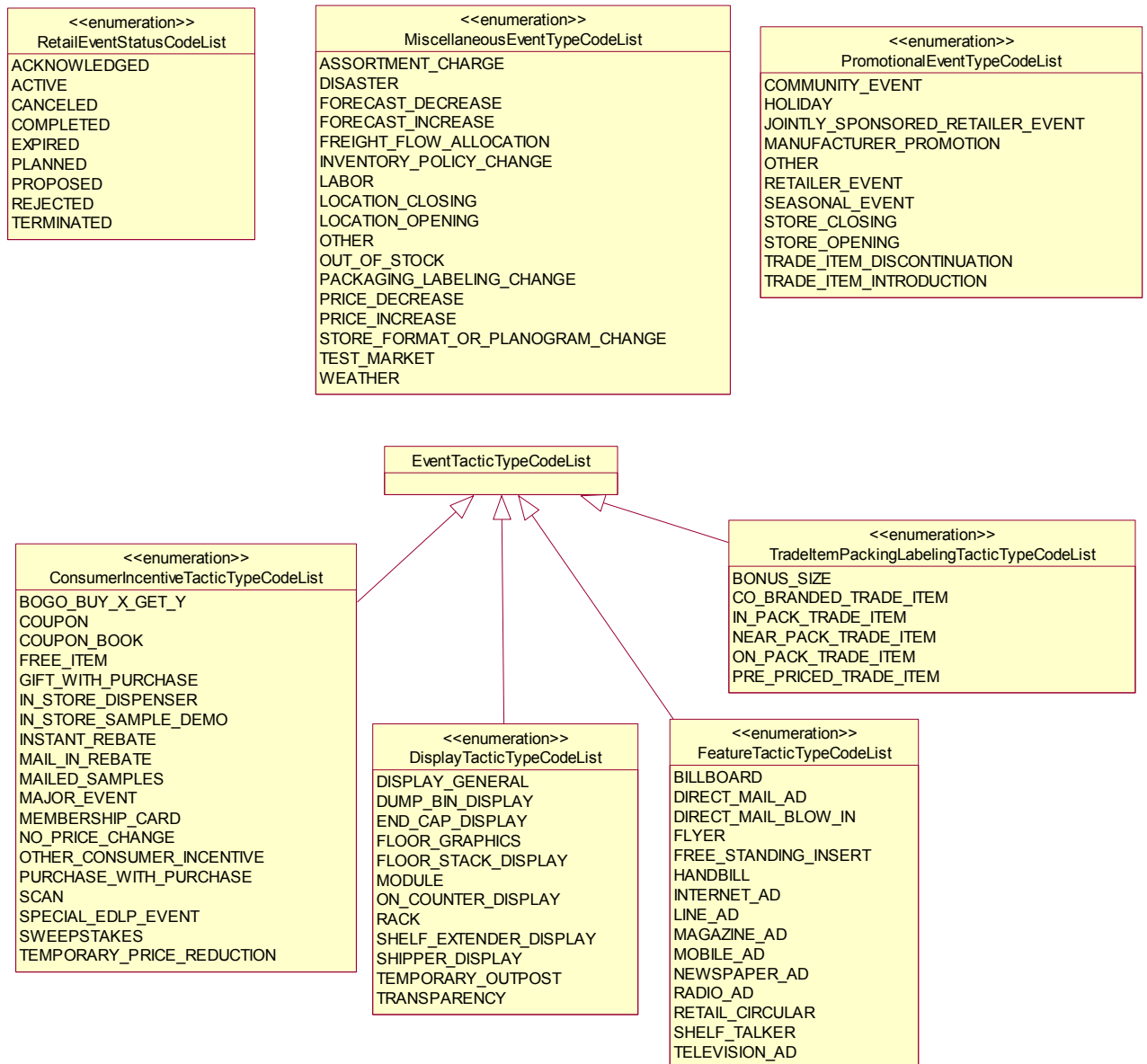


Figure 12 Measurement Class Diagram

Common Library: Common: Components :Measurement

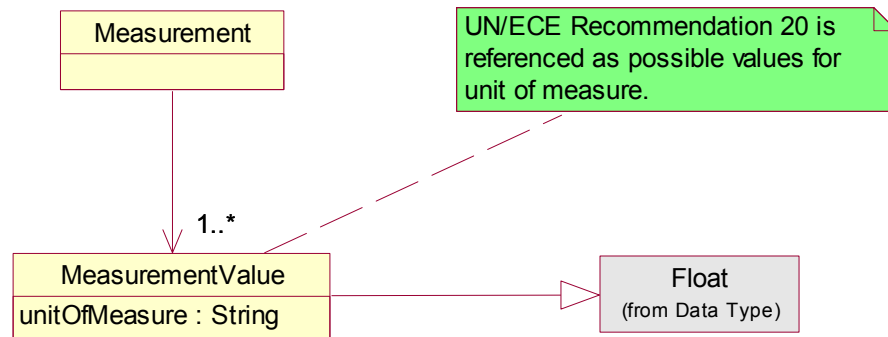


Figure 13 Party Identification Class Diagram

Common Library: Common: Identification: Party Identification

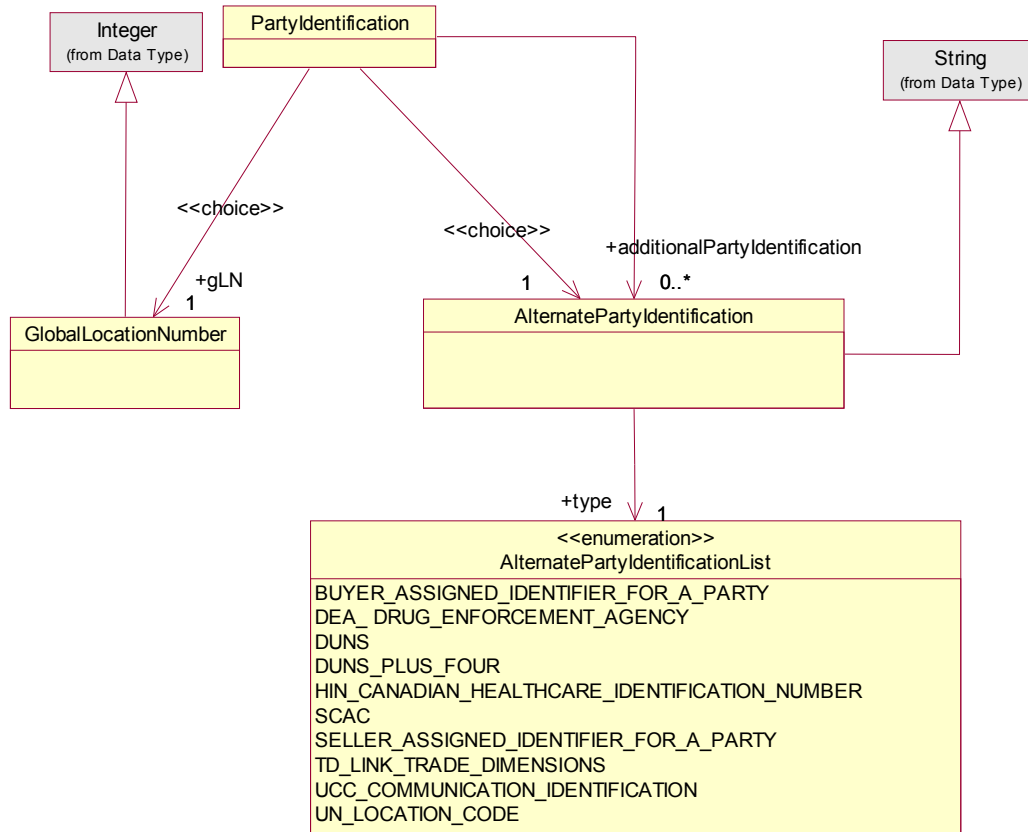


Figure 14 Plan Common Class Diagram

Business Process: PLAN: CPFR: Plan Common

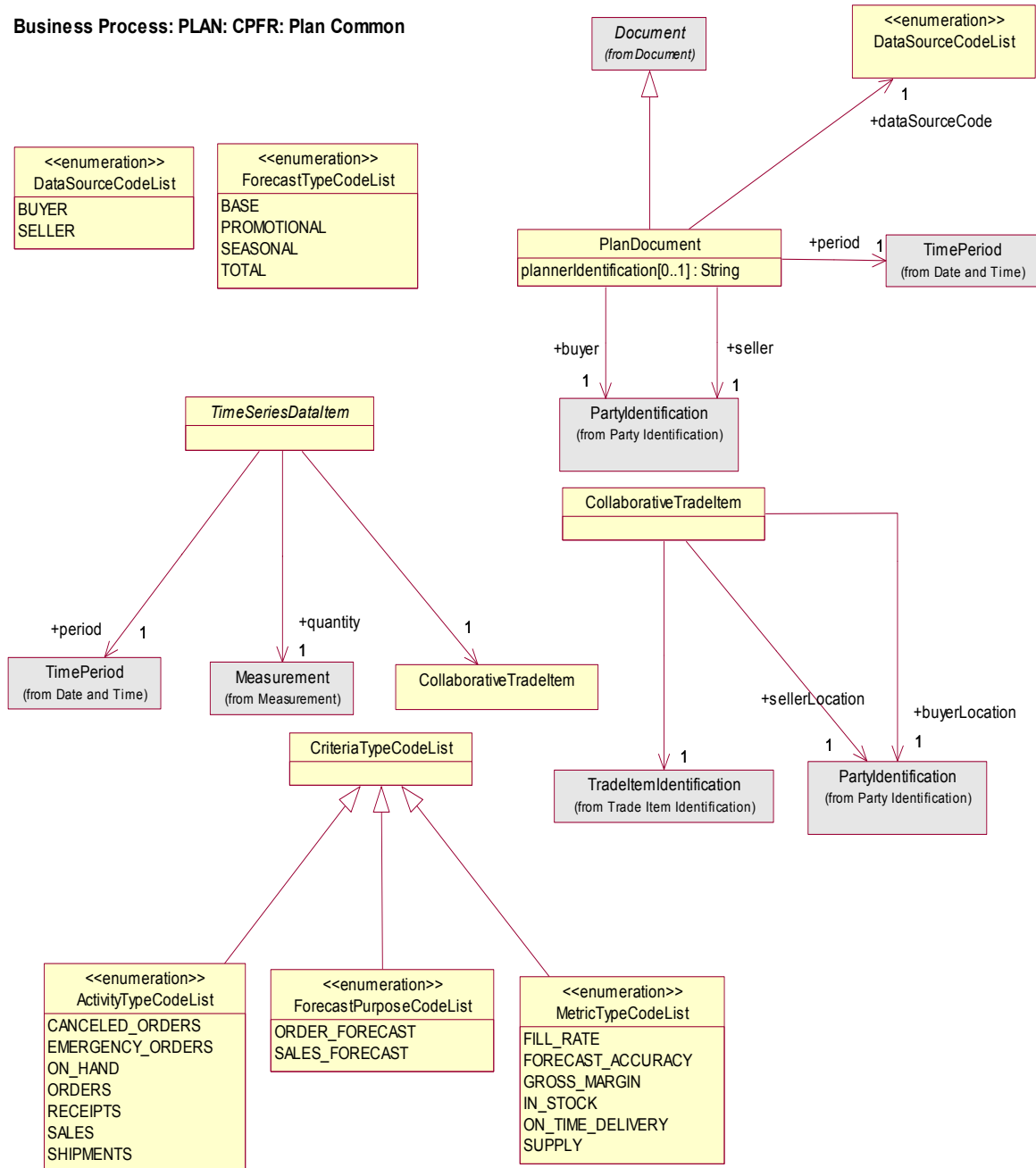
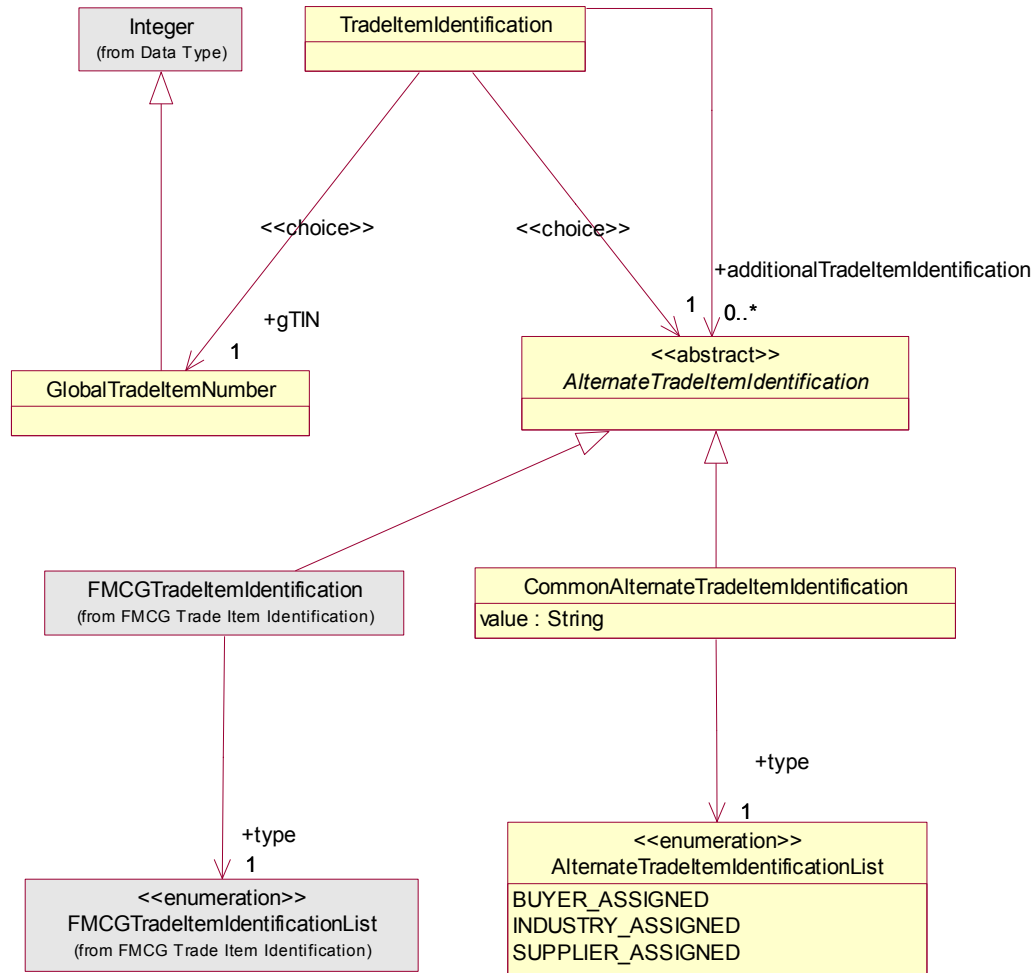


Figure 15 Trade Item Identification Class Diagram

Common Library: Common: Identification: Trade Item Identification



Style Sheet

Description

This HTML has been created using a Style Sheet that is a visual representation of the data. It is not an actual Style Sheet, but an example of what a Style Sheet may look like.

HTML Example

Message MSG-123

Creation Date	August 02, 2001 12:00:00	Representing Party	0012345000065
Msg From Party	0614141000012	Msg To Party	0012345000065

Transaction**Creator ID = OJGROWER-TRANS-12345****Content Owner = 0614141000012****Command ADD****Creator ID = OJGROWER-ITEM-12345****Content Owner = 0614141000012**

Document Information

Creation Date	October 01, 2004 09:30:47-05:00	Last Update Date	October 01, 2004
Content Version	1.3	Doc Structure Version	1.3
Status	COPY		

Plan Document Information

Planner ID	UCC	Data Source	BUYER
Seller	0012345000058	Buyer	0012345000359
Period Begin	March 28, 2004	Period End	March 29, 2004

Promotional Retail Event Information

Promotional Event Type	SEASONAL_EVENT	Date Submitted	2003-10-05
First Ship. Avail. Date	2004-06-01	Proposal Date	2003-12-14

Promotional Specifications

Promotional Specification 1

Specification Number 7/3/3701

Line Items

Line Item 1

Trade Item ID	12548963047859		
Buyer Location	0052369852481	Seller Location	0050263581935
Participating Locations	72		

Event Tactics

Type	Comment	Amount	Activity Period
COUPON			

Retail Event Document**Document Information**

Creation Date	October 01, 2004 09:30:47-05:00	Last Update Date	October 01, 2004
Content Version	1.3	Doc Structure Version	1.3
Status	COPY		

Plan Document Information

Planner ID	UCC	Data Source	BUYER
Seller	0012345000058	Buyer	0012345000359
Period Begin	March 28, 2004	Period End	March 29, 2004

Retail Event Information

Event Name	BuyOneGetOne	Event Status	ACTIVE
Buyer Event ID	568972BOGO	Seller Event ID	BOGO-Intro-5876
Event Description	String		

Miscellaneous Retail Event Information

Miscellaneous Event Type	TEST_MARKET
---------------------------------	-------------

Line Items

Line Item 36

Trade Item ID	25386917524865
---------------	----------------

Buyer Location	0056987415326
----------------	---------------

Seller Location	0012345000058
-----------------	---------------

Participating Locations	12
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Planned Impacts

Purpose	Type	Amount	Impact Period
SALES_FORECAST TOTAL		12000 LBS	September 06, 2004 to October 05, 2004

GLOBAL DATA DICTIONARY

1.0 Retail Event Class Data Descriptions v1.3

Class Name	Role Name	Enumerated Value for List Class	Attribute Name	Description	Min/Max Size	M/O	EAN.UCC XSD
AlternatePartyIdentification	additionalPartyIdentification			Only one primary party identifier is used for each party. If an alternate identifier, other than GLN is used, there is no guarantee of data integrity across the process. It is the responsibility of the company electing the choice to ensure data integrity.		O	Identification
AlternatePartyIdentificationList	type			Only one primary party identifier is used for each party. If an alternate identifier, other than GLN is used, there is no guarantee of data integrity across the process. It is the responsibility of the company electing the choice to ensure data integrity.		M	Identification
		BUYER_ASSIGNED_IDENTIFIER_FOR_A_PARTY		This optional code will be used for cross-reference on a one-to-one relationship.			
		DEA_DRUG_ENFORCEMENT_AGENCY		This optional code will be used for cross-reference on a one-to-one relationship.			

		DUNS		This optional code will be used for cross-reference on a one-to-one relationship.			
		DUNS_PLUS_FOUR		This optional code will be used for cross-reference on a one-to-one relationship.			
		HIN_CANADIAN_HEALTHCARE_IDENTIFICATION_NUMBER		This optional code will be used for cross-reference on a one-to-one relationship.			
		SCAC		This optional code will be used for cross-reference on a one-to-one relationship.			
		SELLER_ASSIGNED_IDENTIFIER_FOR_A_PARTY		This optional code will be used for cross-reference on a one-to-one relationship.			
		TD_LINK_TRADE_DIMENSIONS		This optional code will be used for cross-reference on a one-to-one relationship.			
		UCC_COMMUNICATION_IDENTIFICATION		This optional code will be used for cross-reference on a one-to-one relationship.			
		UN_LOCATION_CODE		This optional code will be used for cross-reference on a one-to-one relationship.			
AlternateTradeItemIdentification	additionalTradeItemIdentification			AlternateTradeItemIdentification is an abstract class from Item Identification used to identify a value for item identification other than GTIN.		O	Identification
AlternateTradeItemIdentificationList				Contains an enumeration list from the CommonAlternateTradeItemIdentificationClass.		M	Identification

		BUYER_ASSIGNED		This optional code will be used to cross-reference the Vendors internal trade item number to the GTIN in a one-to-one relationship.			
		INDUSTRY_ASSIGNED		This optional code will be used to cross-reference the Vendors internal trade item number to the GTIN in a one-to-one relationship.			
		SELLER_ASSIGNED		This optional code will be used to cross-reference the Vendors internal trade item number to the GTIN in a one-to-one relationship.			
CollaborativeTradeItem				This external class originates in Plan Common and is a class that is used in more than one CPFR class diagram. Collaborative Trade Item identifies the product with the buyer and seller locations.		M	PlanComponentLibrary
CommonAlternateTradeItemIdentification				Industry neutral Trade Item Identification.		M	Identification
			value	The default value to be used for the field when that field is not present in the file.	1/80	M	
ConsumerIncentiveTacticTypeCodeList				ConsumerIncentiveTacticTypeCodeList is an external class that defines the allowable formats for an offer to the consumer of a financial incentive for buying the product.		O	RetailEvent

		BOGO_BUY_X_GE T_Y		One or more free items offered based upon the purchase of one or more items of the same type (e.g. "buy one, get one free")			
		COUPON		A certificate that the consumer may present at the time of payment for a reduction in price or some other benefit			
		COUPON_BOOK		A coupon contained within a book of coupons distributed in a community			
		FREE_ITEM		An item offered to consumers for free			
		GIFT_WITH_PURC HASE		A free item offered contingent upon the purchase of another specified product.			
		IN_STORE_DISPE NSER		A vehicle for communicated a consumer incentive (coupon or rebate offer) at the point of purchase			
		IN_STORE_SAMP LE_DEMO		Free samples of the product or live demostartions provided by third-party or retailer personnel.			
		INSTANT_REBATE		Money returned to the consumer immediately upon purchase of an item			
		MAIL_IN_REBATE		Money returned to the consumer upon receipt of proof of purchase via mail at the rebate processing center			
		MAILED_SAMPLE S		Samples of the product mailed directly to consumers			

		MAJOR_EVENT		AN indicator that the event is expected to generate substantial market impact			
		MEMBERSHIP_CARD		A price reduction or other benefit based upon the presentation of a membership card at the time of purchase			
		NO_PRICE_CHANGE		Merchandising event incorporates retailers everyday low price (EDLP)			
		OTHER_CONSUMER_INCENTIVE		A consumer incentive other than those provided in the statement			
		PURCHASE_WITH_PURCHASE		A special price offered contingent upon the purchase of another specified product			
		SCAN		Consumer offer is reflected in the purchase price when the product is scanned at check-out			
		SPECIAL_EDLP_EVENT		A consumer offer based upon a special wholesale purchase, packaging, samples or co-marketing that is not primarily driven by a temporary price reduction.			
		SWEEPSTAKES		An offer to consumers to participate in a drawing for prizes			
		TEMPORARY_PRICE_REDUCTION		A reduction in the normal retail price of the product for the term of the promotion (otherwise known as a sale)			

DataSourceCodeList	dataSourceCode			DataSourceCode is an external class that originates in Plan Common. The data source code list has the following attributes: ·Buyer ·Seller		M	PlanComponentLibrary
		BUYER		buyer			
		SELLER		seller			
DisplayTacticTypeCodeList				DisplayTacticTypeCodeList is an external class that defines the allowable formats for temporary signage or storage location that draws attention to the promoted product.		O	RetailEvent
		DISPLAY_GENERAL		An unspecified display type, or type different than the standard types.			
		DUMP_BIN_DISPLAY		A free-standing unit that incorporates an open box or basket area that facilitates dumping product for display.			
		END_CAP_DISPLAY		A display placed at the end of a store aisle			
		FLOOR_GRAPHICS		Floor Graphics			
		FLOOR_STACK_DISPLAY		A free-standing display that incorporates stacked product.			
		MODULE		A custom-shipping unit based on a pallet footprint that goes directly to the retail floor. Generally display ready (Cut cases or trays, signage).			
		ON_COUNTER_DISPLAY		A display of promoted items placed on a store counter.			

		RACK		A temporary fixture used to merchandise products in a second location.			
		SHELF_EXTENDER_DISPLAY		A container for promotional or related products that extends from the front of a store shelf.			
		SHIPPER_DISPLAY		A shipping container that can be opened and used directly as the product display.			
		TEMPORARY_OUTPOST		An additional selling or display location in the store for the duration of the event. (Also known as a second location.)			
		TRANSPARENCY		A large, back-lit picture			
Document				This class is used to specify the basic information about the context of the message.		M	Components
			creationDate	DateTime			
			contentVersion	Version = 1.3			
			documentStructureVersion	Version = 1.3			
			lastUpdateDate	Date			
DocumentStatusList	documentStatus			Indicates if the document is a copy or an original.		M	Components
			COPY	A copy of the original document			
			ORIGINAL	The original document			
EstimatedImpact	plannedImpact			Describes the effect that the event or promotion will have on the designated products.		O	RetailEvent
			amount	The currencies, units, etc. that describes what is needed for the event or promotion.	1/10	M	

			forecastPurpose	The actual dollar or unit effect that an event or promotion is expected to have. This effect may be positive or negative. Identifies the type of forecast (e.g. sales or order). Refers to the ForecastPurposeCodeList.	1/35	M	
			forecastType	Defines the kind of information that is being estimated; forecasting sales, orders, etc.	1/35	M	
EventComment				Additional information about this specific event that is not captured via the other attributes.		M	RetailEvent
			commentText	Generic field for communicating additional information or to specify mutually defined eventTacticTypes that are not currently listed.	1/80	M	
			plannerIdentification	Generic field to denote the specific planner involved with planning this event. This can be either Seller assigned or Buyer assigned.	1/80	M	
			timeStamp	The Date and Time that the comment was made.	19/19	M	
EventLineItem				Collects item-location-specific information related to this event.		M	RetailEvent
			lineNumber	An identifier that distinguishes event line items from one another within a single promotional specification.	1/80	O	

			participatingLocations	A count of the number of locations that are to be involved in the event or promotion or are included within the scope of the location specified (when a store group or chain).	1/14	O	
EventTactic				Describes a specific type of action or situation arranged by the Buyer or the Seller to promote the product or products.		O	RetailEvent
			amount	The currencies, units, etc. that describes what is needed for the event or promotion.	1/10	O	
			commentText	Generic field for communicating additional information or to specify mutually defined eventTacticTypes that are not currently listed.	1/80	O	
			eventTacticType	Identifies the specific type of tactic being used, which may fall into one of four categories: Feature, Display, Product, Consumer Incentive	1/35	M	
EventTacticType CodeList				Identifies the specific type of tactic being used, which may fall into one of four categories: Feature, Display, Product, Consumer Incentive. It refers to the EventTacticTypeCodeList.		M	RetailEvent

FeatureTacticTypeCodeList				FeatureTacticTypeCodeList is an external class that defines the allowable formats for media advertisement in support of the promotional event, whether in third-party publications, or in the retailer's own flyers available at the store.		O	RetailEvent
		BILLBOARD		An advertisement displayed on a billboard			
		DIRECT_MAIL_AD		An ad that is mailed to consumers at their home address			
		DIRECT_MAIL_BLOW_IN		An ad inserted into a another company's mass mailing (e.g. discount product offer inserted in monthly frequent flyer statement)			
		FLYER		A retailer's printed advertisement distributed in store or delivered directly to consumers (e.g. newspaper, direct mail, home drop)			
		FREE_STANDING_INSERT		A multi-page advertisement that is inserted into a newspaper as a separate section.			
		HANDBILL		An ad that is distributed directly to consumers in store, at home or at public locations or events.			
		INTERNET_AD		An ad that appears in a retail, manufacturer or third party web site. May be a pop-up or banner ad or could offer a consumer incentive (e.g. Rebate Offer, printable coupons, etc.)			

		LINE_AD		A minor print advertisement			
		MAGAZINE_AD		A print advertisement in a magazine			
		MOBILE_AD		A ad placed on a bus, trolley, subway, train or other vehicle.			
		NEWSPAPER_AD		A print advertisement within a section of the newspaper.			
		RADIO_AD		A broadcast advertisement on commercial radio			
		RETAIL_CIRCULAR		A retailer's multiple-page printed advertisement that may be distributed in the store or delivered directly to consumers (e.g. newspaper, direct mail)			
		SHELF_TALKER		An advertisement attached to the front edge of a store shelf.			
		TELEVISION_AD		A broadcast advertisement on commercial television.			
FMCGTradeItemIdentification						O	FMCGIdentification
			value	The default value to be used for the field when that field is not present in the file.	1/80	M	
FMCGTradeItemIdentificationList	type					M	FMCGIdentification
		ISBN_NUMBER		ISBN Number			
		ISSN_NUMBER		ISSN Number			
		LOTTERY_GAME_NUMBER		Lottery Game Number			
		LOTTERY_PACK_BOOK_NUMBER		Lottery Pack Book Number			
		MANUFACTURER_PART_NUMBER		Manufacturer Part Number			

		NABCA_PRODUCT_CODE		NABCA Product Code			
ForecastPurposeCodeList				This external class originates in Plan Common and is a class that is used in more than one CPFR(R) class diagram. There are two types of forecasts based upon the purpose of the forecast and a code identifies the purpose of the forecast with the variance.		O	PlanComponentLibrary
		ORDER_FORECAST		Order Forecast			
		SALES_FORECAST		Sales Forecast			
ForecastTypeCodeList				This external class originates in Plan Common and is a class that is used in more than one CPFR(R) class diagram. This class identifies the forecast type codes. The Forecast Purpose Code List has the following attributes: ·Base ·Promotional ·Seasonal ·		M	PlanComponentLibrary
		BASE		Base			
		PROMOTIONAL		Promotional			
		SEASONAL		Seasonal			
		TOTAL		Total			

GlobalLocationNumber	gLN			The Global Location Number (GLN) is a structured Identification of a physical location, legal or functional entity within an enterprise. The GLN is the recommended primary party identifier. Each party identified in the trading relationship must have a prim		O	Identification
GlobalTradeItemNumber	gTIN			A particular Global trade item Number, a numerical value used to uniquely identify a trade item. A Trade item is any trade item (product or service) upon which there is a need to retrieve pre-defined information and that may be planned, priced, ordered, d		O	Identification
MiscellaneousEvent				A category that describes incidents that disrupt consumer demand or supply, but are not promotions.		O	RetailEvent
			miscellaneousEvent	A further refinement of the type of miscellaneous event that is being communicated. Refers to the MiscellaneousEventTypeCodeList.		M	
MiscellaneousEvent				A category that describes incidents that disrupt consumer demand or supply, but are not promotions.		M	RetailEvent
		ASSORTMENT_CHARGE		The set of items that the location carries for this category is changing, affecting one or more items.			

		DISASTER		Hurricane, tornado, accident, attack or some other catastrophic, unexpected event affected supply or demand.			
		FORECAST_DECREASE		The forecast needs to be adjusted downward to reflect seasonal or other demand profile changes.			
		FORECAST_INCREASE		The forecast needs to be adjusted upward to reflect seasonal or other demand profile changes.			
		FREIGHT_FLOW_ALLOCATION		Item availability is restricted, due to unexpected demand, transportation issues, production problems or some other reason.			
		INVENTORY_POLICY_CHANGE		The inventory policy at the store or retail distribution center is changing, resulting in changes to the estimated supply of the item.			
		LABOR		A strike or other labor issue affects supply.			
		LOCATION_CLOSING		One or more locations that carry the item are closing. No promotion is associated with the item during the closing.			
		LOCATION_OPENING		One or more new locations is opening that will carry the item. No promotion is associated with the item during the opening.			
		OTHER		An uncategorized event is occurring.			
		OUT_OF_STOCK		Notes a stockout situation that affects demand			

		PACKAGING_LABELING_CHANGE		The packaging or labeling of the item is changing, possibly affecting demand or distribution.			
		PRICE_DECREASE		The price is decreasing for the item at the retail location(s).			
		PRICE_INCREASE		The price is increasing for the item at the retail location(s).			
		STORE_FORMAT_OR_PLANOGRAM_CHANGE		The store format or planogram is changing, affecting one or more items.			
		TEST_MARKET		Selling a new item at a limited set of locations to gauge consumer interest, or testing an existing item in a new channel or location.			
		WEATHER		A heat wave, cold front, snow storm or other weather phenomenon affected supply or demand.			

PartyIdentification	buyer			There is a choice of selecting either a GLN (Recommended) or Alternate Party Identification as your primary party identification. Additionally, optional party identification, which cannot be GLN may be included. For example you may select one GLN as your one GLN as your primary party identification with additional party identification (ie. GLN cross referenced to DUNS or you may select an Alternate as your primary party identification with reference to additional party identification alternates). If you elect to use a DUNS number as your primary party identification, you may cross-reference this to another alternate number such as a buyer assigned customer number. However, again GLN may not be used as the additional alternate.		M	Identification
	buyerLocation					M	
	seller					M	
	sellerLocation					M	

PlanDocument				This external class originates in Plan Common and is a class that is used in more than one CPFR class diagram. Plan Document class is the EAN-UCC System equivalent to CPFR Message class. This class has an attribute that provides the identification of the		M	PlanComponentLibrary
			plannerIdentification	Generic field to denote the specific planner involved with planning this event. This can be either Seller assigned or Buyer assigned.	1/80	O	
PromotionalEvent				A coordinated set of event tactics that are intended to promote short-term sales.		O	RetailEvent
			dateSubmitted	Date that the proposed event or promotion was submitted.	8/8	O	
			firstShipmentAvailabilityDate	The first day that product would be available to ship to the Buyer from the Seller for a specific event or promotion.	8/8	O	
			promotionalEventType	A further refinement of type of promotional event that is being communicated. Refers to the PromotionalEventTypeCodeList.		M	
			proposalDate	Deadline for accepting a promotion or event	8/8	O	
PromotionalEventLineItem				A type of event line item that allows a promoted price to be specified.		O	RetailEvent
			promotionalPrice	The retail price of the item during the specified promotion.	1/10	M	

PromotionalEvent TypeCodeList				This class includes an event type attribute, which further refines the type of promotional event being communicated.		M	RetailEvent
		COMMUNITY_EVENT		Promotional activity timed to coincide with a local, regional or national event (charity drive, Indy 500, Grammy Awards)			
		HOLIDAY		Promotional activity timed to coincide with a national, regional or religious holiday.			
		JOINTLY_SPONSORED_RETAILER_EVENT		A retailer event that is sponsored in part by the manufacturer			
		MANUFACTURER_PROMOTION		A manufacturer-executed event			
		OTHER		A promotional event type not covered by standard event type codes.			
		RETAILER_EVENT		A retailer-executed event			
		SEASONAL_EVENT		Promotional activity timed to coincide with a change in the season, or an annual cultural phenomeon (such as "back to school").			
		STORE_CLOSING		Promotional activity timed to coincide with the elimination of one or more store locations (e.g. going-out-of-business sale)			
		STORE_OPENING		Promotional activity timed to coincide with the opening of one or more new store locations (e.g. grand opening sale)			

		TRADE_ITEM_DISCONTINUATION		Promotional activity timed to coincide with the elimination of a product from a location or market (e.g. clearance sale).			
		TRADE_ITEM_INTRODUCTION		Promotional activity timed to coincide with the introduction of a new product to a location or market.			
PromotionalSpecification				An association of a group of products and locations with a set of tactics. There may be zero or more tactics associated within an event.		M	RetailEvent
			specificationNumber	An identifier that distinguishes promotional specifications from one another within a single promotional event.	1/80	O	
RetailEvent				This is the root class of the Retail Event Message.		M	RetailEvent
			buyerEventIdentification	An event tracking number provided by the Buyer	1/80	O	
			eventDescription	A detailed description of the type of event this is.	1/80	O	
			eventName	A title, theme, slogan or other identifier for the event that trading partner users recognize.	1/80	M	
			eventStatus	Describes the logical status of the event during its lifecycle. Refers to the RetailEventStatusCodeList.		M	
			sellerEventIdentification	An event tracking number provided by the seller.	1/80	O	

RetailEventStatus CodeList				RetailEventStatusCodeList is an external class that defines the allowable formats that describes the logical status of the event during its lifecycle		M	RetailEvent
		ACKNOWLEDGED		The company that received the proposed event ("respondant") acknowledges that it has received the document.			
		ACTIVE		A planned event has reached its begin date and is being executed. This status change may or may not be sent as an explicit message.			
		CANCELLED		A planned event was cancelled by either party.			
		COMPLETED		An event was completed.			
		EXPIRED		An event that was either proposed, acknowledged, planned or rejected passed its begin date without being executed. This status notification may or may not be sent as an explicit message.			
		PLANNED		The event activity is planned to take place.			
		PROPOSED		The originator of the event (buyer or seller) is communicating a prior agreement or proposes to engage in a new promotion or activity.			

		REJECTED		The respondent rejects the event proposal. Either the event must be re-proposed with changes, or it will not take place.			
		TERMINATED		An event was prematurely terminated.			
TimePeriod	activityPeriod			This external class originates in Date and Time and is a class that is used in more than one class diagram. This class identifies the effective dates.		O	Components
	impactPeriod					O	
	period					M	
TradeItemIdentification				A unique identification of the trade item or service. It is recommended to use the Global Trade Item Number (GTIN) as the primary trade item identification.		M	Identification
TradeItemPackingLabelingTacticTypeCodeList				TradeItemPackingLabelingTacticTypeCodeList is an external class that defines allowable formats that describes unique forms of packaging.		O	RetailEvent
		BONUS_SIZE		A special package that increases the product size or content volume relative to a normal package for the same item.			
		CO_BRANDED_TRADE_ITEM		Special items that incorporate both the brand of the manufacturer and that of the retailer, or two non-competing manufacturer brands.			

		IN_PACK_TRADE_ITEM		An additional item contained within the item's packaging			
		NEAR_PACK_TRADE_ITEM		An additional item placed near another item for joint selection.			
		ON_PACK_TRADE_ITEM		An additional item attached to the item's packaging.			
		PRE_PRICED_TRADE_ITEM		An item that includes the retail price pre-printed on the packaging			

Instance File

Description

The Instance File is an example of what the schema may look like when it includes live data. This can be used as comparison to a completed schema and can serve as a point of reference for development.

Instance File Example

```
<?xml version="1.0" encoding="UTF-8"?>
<?xml-stylesheet type="text/xsl" href="../../4_XSL/Main.xsl"?>
<!-- This is a sample file-->
<eanucc:envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:eanucc="http://www.ean-ucc.org/schemas/1.3/eanucc"
xsi:schemaLocation="http://www.ean-ucc.org/schemas/1.3/eanucc
../2_XSD_PROXY/RetailEventProxy.xsd" communicationVersion="1.3">
  <messageHeader creationDate="2001-08-02T12:00:00">
    <userId>OJGROWER-12345</userId>
    <password>SECRET</password>
    <messageIdentifier>MSG-123</messageIdentifier>
    <to>
      <gln>0012345000065</gln>
    </to>
    <from>
      <gln>0614141000012</gln>
    </from>
    <representingParty>
      <gln>0012345000065</gln>
    </representingParty>
  </messageHeader>
  <body>
    <eanucc:transaction>
      <entityIdentification>
        <uniqueCreatorIdentification>OJGROWER-TRANS-
12345</uniqueCreatorIdentification>
        <contentOwner>
          <gln>0614141000012</gln>
        </contentOwner>
      </entityIdentification>
      <command>
        <eanucc:documentCommand>
          <documentCommandHeader type="ADD">
            <entityIdentification>
              <uniqueCreatorIdentification>OJGROWER-ITEM-
12345</uniqueCreatorIdentification>
              <contentOwner>
```

```

        <gln>0614141000012</gln>
    </contentOwner>
</entityIdentification>
</documentCommandHeader>
<documentCommandOperand>
    <eanucc:retailEvent contentVersion="1.3" documentStructureVersion="1.3"
lastUpdateDate="2004-10-01" creationDate="2004-10-01T09:30:47-05:00"
documentStatus="COPY" xsi:type="eanucc:PromotionalEventType">
    <plannerIdentification>UCC</plannerIdentification>
    <dataSourceCode>BUYER</dataSourceCode>
    <seller>
        <gln>0012345000058</gln>
    </seller>
    <buyer>
        <gln>0012345000359</gln>
    </buyer>
    <period begin="2004-03-28" end="2004-03-29"/>
    <eventName>Summer Promotion</eventName>
    <eventStatus>ACKNOWLEDGED</eventStatus>
    <buyerEventIdentification>1285694AZ</buyerEventIdentification>
    <eventDescription>String</eventDescription>
    <sellerEventIdentification>Summer-AZ-1786</sellerEventIdentification>
    <promotionalEventType>SEASONAL_EVENT</promotionalEventType>
    <dateSubmitted>2003-10-05</dateSubmitted>
    <firstShipmentAvailabilityDate>2004-06-01</firstShipmentAvailabilityDate>
    <proposalDate>2003-12-14</proposalDate>
    <promotionalSpecification>
        <specificationNumber>7/3/3701</specificationNumber>
    <eventLineItem>
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        <collaborativeTradeItem>
            <tradeItemIdentification>
                <gtin>12548963047859</gtin>
            </tradeItemIdentification>
            <buyerLocation>
                <gln>0052369852481</gln>
            </buyerLocation>
            <sellerLocation>
                <gln>0050263581935</gln>
            </sellerLocation>
        </collaborativeTradeItem>
        <participatingLocations>72</participatingLocations>
    </eventLineItem>
    <eventTactic>
        <eventTacticType>COUPON</eventTacticType>
    </eventTactic>
    </promotionalSpecification>
</eanucc:retailEvent>
    <eanucc:retailEvent contentVersion="1.3" documentStructureVersion="1.3"
lastUpdateDate="2004-10-01" creationDate="2004-10-01T09:30:47-05:00"
documentStatus="COPY" xsi:type="eanucc:MiscellaneousEventType">
    <plannerIdentification>UCC</plannerIdentification>
    <dataSourceCode>BUYER</dataSourceCode>
    <seller>
        <gln>0012345000058</gln>
    </seller>

```

```

<buyer>
  <gln>0012345000359</gln>
</buyer>
<period begin="2004-03-28" end="2004-03-29"/>
<eventName>BuyOneGetOne</eventName>
<eventStatus>ACTIVE</eventStatus>
<buyerEventIdentification>568972BOGO</buyerEventIdentification>
<eventDescription>String</eventDescription>
<sellerEventIdentification>BOGO-Intro-5876</sellerEventIdentification>
<miscellaneousEventType>TEST_MARKET</miscellaneousEventType>
<eventLineItem xsi:type="eanucc:PromotionalEventTradeItemType">
  <lineNumber>36</lineNumber>
  <collaborativeTradeItem>
    <tradeItemIdentification>
      <gtin>25386917524865</gtin>
    </tradeItemIdentification>
    <buyerLocation>
      <gln>0056987415326</gln>
    </buyerLocation>
    <sellerLocation>
      <gln>0012345000058</gln>
    </sellerLocation>
  </collaborativeTradeItem>
  <participatingLocations>12</participatingLocations>
  <plannedImpact>
    <forecastPurpose>SALES_FORECAST</forecastPurpose>
    <forecastType>TOTAL</forecastType>
    <amount unitOfMeasure="LBS">12000</amount>
    <impactPeriod begin="2004-09-06" end="2004-10-05"/>
  </plannedImpact>
  <promotionalPrice>
    <amount currencyISOCode="USD">1.75</amount>
  </promotionalPrice>
</eventLineItem>
</eanucc:retailEvent>
</documentCommandOperand>
</eanucc:documentCommand>
</command>
</eanucc:transaction>
</body>
</eanucc:envelope>

```