



# **Business Message Standard (BMS) Promotional Trade Item Extension**

**BMS Release: 2.3, BRG Name: Align**

***Issue 0.0.3, 14-Oct-2008***

## Document Summary

Document Item	Current Value
Document Title	Business Message Standard (BMS)
BMS Name	Promotional Trade Item Extension
BMS Release	2.3
BRG Name	Align
Document Number	Issue 0.0.3
Date Last Modified	14-Oct-2008
Status	Approved
Owner	
BMS Template Version	1.8

## Change Request Reference

Date of CR Submission to GSMP:	CR Submitter(s):	Refer to Change Request (CR) Number(s):
11/15/2004 & 01/19/2005	Carrefour & ECCC	04-219 & 05-008

## Business Requirements Document (BRAD) Reference

BRAD Title:	BRD Date:	BRAD Version
Data Alignment for Free Quantity Promotional Trade Items	29-Nov-2005	29-Nov-2005

## Document Change History

Date of Change	Version	Changed By	Reason for Change	Summary of Change	Model Build #
20-Mar-2006	0.0.1	Brian Bennett	Add initial Requirements		
09-Apr-2007	0.0.2	Giovanni Biffi	Code Value added to the Promotional Type Code List	Change corresponding to the GDSN MR1	
14-Oct-2008	0.0.3	Eric Kauz	Template Update		

## Disclaimer

Whilst every effort has been made to ensure that the guidelines to use the GS1 standards contained in the document are correct, GS1 and any other party involved in the creation of the document HEREBY STATE that the document is provided without warranty, either expressed or implied, of accuracy or fitness for purpose, AND HEREBY DISCLAIM any liability, direct or indirect, for damages or loss relating to the use of the document. The document may be modified, subject to developments in technology, changes to the standards, or new legal requirements. Several products and company names mentioned herein may be trademarks and/or registered trademarks of their respective companies.

# Table of Contents

<b>1. Business Domain View .....</b>	<b>4</b>
1.1. Problem Statement / Business Need .....	4
1.2. Objective.....	4
1.3. Audience.....	4
1.4. References .....	4
1.5. Acknowledgements .....	4
1.5.1. BRG Members .....	4
1.5.2. ITRG Members .....	5
1.5.3. Task/Project Group Participants ( <i>where applicable</i> ) .....	5
1.5.4. Design Team Members .....	6
<b>2. Business Context .....</b>	<b>6</b>
<b>3. Additional Technical Requirements Analysis.....</b>	<b>6</b>
3.1. Technical Requirements (optional).....	6
<b>4. Business Transaction View .....</b>	<b>7</b>
4.1. Business Transaction Use Case Diagram .....	7
4.2. Use Case Description.....	7
4.3. Business Transaction Activity Diagram(s).....	8
4.4. Business Transaction Sequence Diagram(s) (optional).....	8
<b>5. Information Model (Including GDD Report) .....</b>	<b>9</b>
5.1. Data Description: .....	9
5.2. GDD Report: .....	9
5.3. Class Diagrams .....	11
5.4. Code Lists.....	11
<b>6. Business Document Example .....</b>	<b>12</b>
<b>7. Implementation Considerations.....</b>	<b>12</b>
<b>8. Testing.....</b>	<b>12</b>
8.1. Pass / Fail Criteria .....	12
8.2. Test Data .....	12
<b>9. Appendices .....</b>	<b>12</b>
<b>10. Summary of Changes.....</b>	<b>13</b>

# 1. Business Domain View

## 1.1. Problem Statement / Business Need

Having free quantity promotional trade items is a very common business practice. During a limited period of time, promotional trade items offer free quantities either included in the regular quantity or added to the regular quantity.

There is a need to give information on these promotional trade items and to be able to link them to the standard trade items they replace or complement.

## 1.2. Objective

This set of information will enable retailers to properly merchandise the promotional trade items and to calculate the impact and benefits of the promotional offer.

## 1.3. Audience

The audience of the standards would be any participant in the global supply chain. This would include retailers, manufacturers, service providers and other third parties.

## 1.4. References

Reference Name	Description
Business Requirements Analysis Document for Data Alignment for Free Quantity Promotional Trade Items	
Business Requirements Analysis Document For GDSN Item Maintenance	Release 1: Version: 0.0.2

## 1.5. Acknowledgements

The following is a list of individuals (and their companies) who participated in the creation, review and approval of this BMS.

### 1.5.1. BRG Members

Function	Name	Company / Organisation
BRG Chair	Jim Funk	S.C. JOHNSON & SON, INC.
BRG Member	Javier Arias	GS1 SPAIN
BRG Member	Neale Austen	GS1 AUSTRALIA
BRG Member	Michael Bammer	CVS PHARMACY, INC.
BRG Member	Giovanni Biffi	GS1 COLOMBIA
BRG Member	Loek Boortman	GS1 NEDERLAND
BRG Member	Benjamin Couty	GS1 FRANCE

Function	Name	Company / Organisation
BRG Member	MaryAnn Goodrich	UNILVER HOME & PERSONAL CARE NA
BRG Member	Hideki Ichihara	GS1 JAPAN
BRG Member	Nancy Laskero	SEARS, ROEBUCK AND CO
BRG Member	Hanjoerg Lerch	METRO GROUP BUYING GMBH
BRG Member	Markus Mathar	SINFOS GMBH
BRG Member	Roberto Matsubayashi	EAN BRASIL
BRG Member	Alistair McArthur	ALLIED DOMECQ SPIRITS & WINE LTD
BRG Member	Michael Moise	NESTLE AG
BRG Member	Olivier Mouton	CARREFOUR
BRG Member	Barbara Munro	KRAFT FOODS, INC
BRG Member	Staffan Olsson	GS1 SWEDEN
BRG Member	Anakaryna Palacios	GS1 VENEZUELA
BRG Member	Hector German Piñeros	IBC SOLUTIONS COLOMBIA
BRG Member	Paul Povey	PROCTER & GAMBLE COMPANY
BRG Member	Rebecca Quigley	COCA-COLA BOTTLERS SALES AND SERVICES
BRG Member	Julie Rodriguez	LEVI STRAUSS & CO
BRG Member	Joy Schneck	GENERAL MILLS, INC.
BRG Member	Peggy Spofford	3M COMPANY
BRG Member	Steve Vazzano	1SYNC
BRG Member	Lionel Tussau	GEORGIA-PACIFIC CORPORATION
BRG Member	Patricia Vessey	BEST BUY COMPANY, INC.
BRG Member	Marcel Yska	AHOLD NV
BRG Member	Greg Zwanziger	SUPERVALU, INC.

### 1.5.2. ITRG Members

Function	Name	Company / organisation
ITRG Chair		
ITRG Member		

### 1.5.3. Task/Project Group Participants (*where applicable*)

Function	Name	Company / organisation
Participant	Rebecca Quigley	Coca Cola Bottlers
Participant	Barb Munro	Kraft

Function	Name	Company / organisation
Participant	Javier Arias	GS1 Spain
Participant	Olivier Mouton	Carrefour

#### 1.5.4. Design Team Members

Function	Name	Organisation
Modeller	Brian Bennett	GS1
XML Technical Designer	Dipan Anarkat	GS1
EANCOM Technical Designer		
Peer Reviewer	Eric Kauz	GS1

## 2. Business Context

Context Category	Value(s)
Industry	All
Geopolitical	All
Product	All
Process	Align_Promotional Trade Items
System Capabilities	GDSN
Official Constraints	None

## 3. Additional Technical Requirements Analysis

This section documents the analysis of additional technical requirements.

### 3.1. Technical Requirements (optional)

Number	Statement	Rationale

## 4. Business Transaction View

### 4.1. Business Transaction Use Case Diagram

Not Applicable

### 4.2. Use Case Description

Use Case ID	UC-1																		
Use Case Name	Align Item (Promotional Trade Item)																		
Use Case Description	This Use Case is an extension of the Align Item Use Case.																		
Actors (Goal)	See Use Case For Align Trade Item																		
Performance Goals	See Use Case For Align Trade Item																		
Preconditions	See Use Case For Align Trade Item																		
Post conditions	See Use Case For Align Trade Item																		
Scenario	See Use Case For Align Trade Item																		
Alternative Scenario	Not Applicable																		
Related Requirements	See related data requirements in associated BRAD																		
Related Rules	<table> <tr> <td>1</td><td>The GTIN of the standard trade item is populated for simple free quantity promotional trade items and for free quantity promotional multi-packs.</td></tr> <tr> <td>2</td><td>If it exists, the associated trade item identification must already be in the home data pool in order to ensure data integrity.</td></tr> <tr> <td>3.</td><td>The GTIN of the associated standard trade item is only applicable to consumer units.</td></tr> <tr> <td>4.</td><td>If the GTIN of the standard trade item is provided then the type of association is mandatory.</td></tr> <tr> <td>5</td><td>The unit of measure used for the free quantity must be the same as the unit of measure of the net content. If the free quantity is expressed as a percentage on the package (for example, "15% free") it must be converted into a quantity expressed in the same unit of measure as the net content in the message.</td></tr> <tr> <td>6.</td><td>The free quantity is populated for simple free quantity promotional trade items (except the sample promotions) and for free quantity promotional multi-packs.</td></tr> <tr> <td>7.</td><td>The free quantity is only applicable to consumer units.</td></tr> <tr> <td>8.</td><td>The promotional offer description is only applicable to consumer units.</td></tr> <tr> <td>9.</td><td>The free quantity of next lower level trade item is only used for free quantity combination packs. If the free quantity promotional trade item is simple or is a multi-pack the free quantity is populated. In the case a sample promotion is described, there is no free quantity provided.</td></tr> </table>	1	The GTIN of the standard trade item is populated for simple free quantity promotional trade items and for free quantity promotional multi-packs.	2	If it exists, the associated trade item identification must already be in the home data pool in order to ensure data integrity.	3.	The GTIN of the associated standard trade item is only applicable to consumer units.	4.	If the GTIN of the standard trade item is provided then the type of association is mandatory.	5	The unit of measure used for the free quantity must be the same as the unit of measure of the net content. If the free quantity is expressed as a percentage on the package (for example, "15% free") it must be converted into a quantity expressed in the same unit of measure as the net content in the message.	6.	The free quantity is populated for simple free quantity promotional trade items (except the sample promotions) and for free quantity promotional multi-packs.	7.	The free quantity is only applicable to consumer units.	8.	The promotional offer description is only applicable to consumer units.	9.	The free quantity of next lower level trade item is only used for free quantity combination packs. If the free quantity promotional trade item is simple or is a multi-pack the free quantity is populated. In the case a sample promotion is described, there is no free quantity provided.
1	The GTIN of the standard trade item is populated for simple free quantity promotional trade items and for free quantity promotional multi-packs.																		
2	If it exists, the associated trade item identification must already be in the home data pool in order to ensure data integrity.																		
3.	The GTIN of the associated standard trade item is only applicable to consumer units.																		
4.	If the GTIN of the standard trade item is provided then the type of association is mandatory.																		
5	The unit of measure used for the free quantity must be the same as the unit of measure of the net content. If the free quantity is expressed as a percentage on the package (for example, "15% free") it must be converted into a quantity expressed in the same unit of measure as the net content in the message.																		
6.	The free quantity is populated for simple free quantity promotional trade items (except the sample promotions) and for free quantity promotional multi-packs.																		
7.	The free quantity is only applicable to consumer units.																		
8.	The promotional offer description is only applicable to consumer units.																		
9.	The free quantity of next lower level trade item is only used for free quantity combination packs. If the free quantity promotional trade item is simple or is a multi-pack the free quantity is populated. In the case a sample promotion is described, there is no free quantity provided.																		

Use Case ID	UC-1
	10. The unit of measure used for the free quantity of next lower level must be the same as the unit of measure of the Net content of the child trade item.
	11. The free quantity of next lower level is only applicable to consumer units.
	12. The free quantity of next lower level trade item is associated with next lower level as well as the quantity of next lower level trade item; the trade item identification of next lower level trade item.
	13. If the trade item is a promotional trade item, then the first ordering date is mandatory.
	14. If the trade item is a promotional trade item, then the last ordering date is mandatory.
	16. The promotional trade item may replace temporarily or coexist with the standard trade item on the shelves.
	17. The promotional trade item is available for a limited period of time.
	18. Dates of availability to order may be trading partner dependent.
	19. If the free quantity promotional trade item is a multi-pack (a grouping of trade items with only one child), the free quantity applies to the promotional trade item itself. There is no need to use the next lower level to express the free quantity.
	20. If the free quantity promotional trade item is a combination pack (a grouping of trade items with more than one child), the free quantity does not apply to the promotional trade item but to the child(ren) to/of which the free is added or included. All relevant information about the free quantity is given at the child(ren) level.
	21. For products where the bonus is the same as the standard product, the free quantity amount will be expressed in the same unit of measure as the net content. For combination packs, that will not be the case.

### 4.3. Business Transaction Activity Diagram(s)

Not Applicable

### 4.4. Business Transaction Sequence Diagram(s) (optional)

Not Applicable

## 5. Information Model (Including GDD Report)

### 5.1. Data Description:

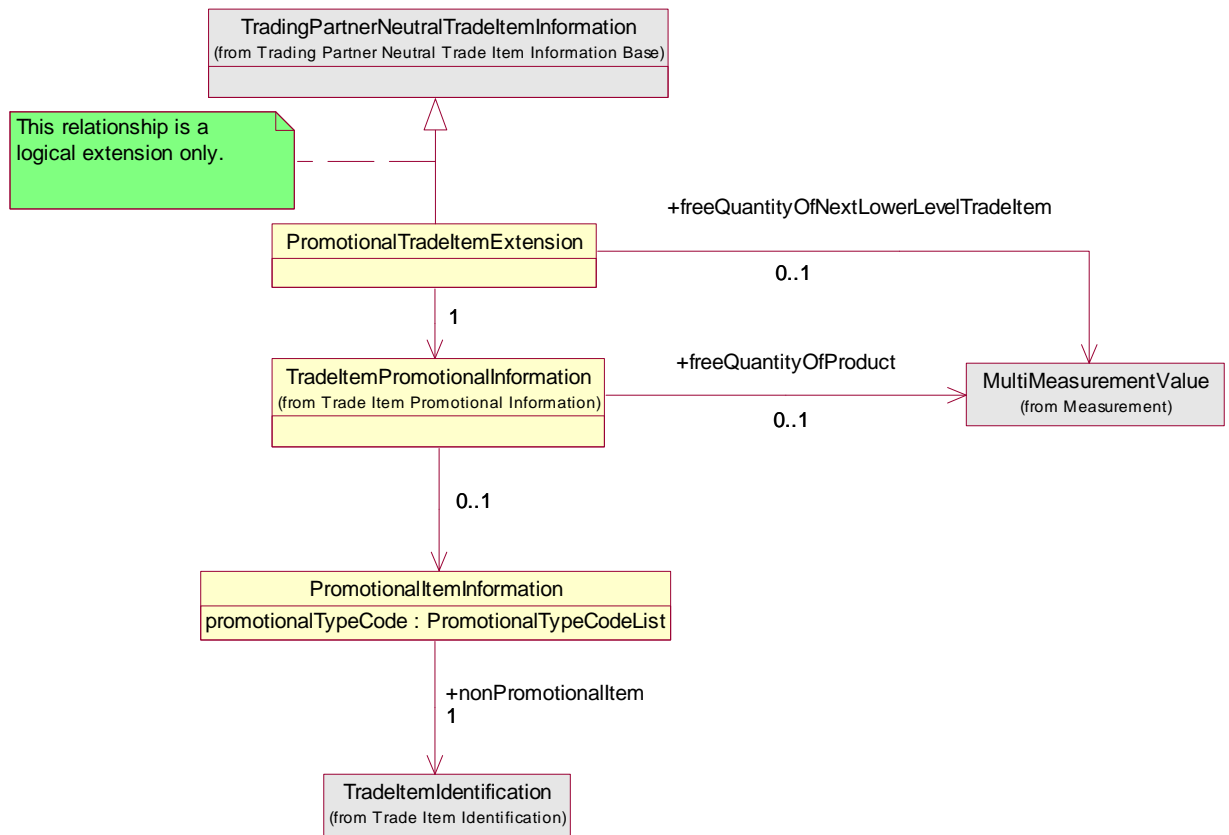
Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Related Requirements
PromotionalItemInformation				
	promotionalTypeCode			Ref 1.{7.1.2}
		nonPromotionalItem	TradeItemIdentification	Ref 1.{7.3.2}
PromotionalTradeItemExtension				
		freeQuantityOfNextLowerLevelTradeItem	MultiMeasurementValue	Ref 1.{7.1.5}
		None	TradeItemPromotionalInformation	
TradeItemPromotionalInformation				
		freeQuantityOfProduct	MultiMeasurementValue	Ref 1.{7.1.3}
		None	PromotionalItemInformation	

### 5.2. GDD Report:

Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity
PromotionalItemInformation				Promotional Item. Details	Provides details of the type of promotional item and its relationship to the non-promotional item.	
	promotionalTypeCode			Promotional Item. Promotional Type. Promotional Type_ Code	Used to identify the different types of free quantity promotional trade items and the nature of the link between the standard trade item and the promotional trade item.	1..1
		nonPromotionalItem	TradeItemIdentification	Promotional Item. Nonpromotional Item. Trade Item Identification	The GTIN of the standard Trade Item. Used to indicate which trade item the promotional trade item replaces or coexists with. To enable the linking of identification and there for of information be-teen the two trade items.	1..1

Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity
PromotionalTradeItemExtension				Promotional Trade Item Extension. Details	Extension used to send attributes associated with items used for promotions.	
		freeQuantityOfNextLowerLevelTradeItem	MultiMeasurementValue	Promotional Trade Item Extension. Association. Multi Measurement Value	The numeric quantity of free items in a combination pack. If the free quantity promotional trade item is simple or is a multi-pack the free quantity is populated. The unit of measure used for the free quantity of next lower level must be the same as the unit of measure of the Net Content of the Child Trade Item	0..1
		None	TradeItemPromotionalInformation	Promotional Trade Item Extension. Association. Trade Item Promotion	None	1..1
TradeItemPromotionalInformation				Trade Item Promotion. Details	Provides details regarding the promotional trade item and its link to the standard trade item.	
		freeQuantityOfProduct	MultiMeasurementValue	Trade Item Promotion. Free Quantity Of Product. Multi Measurement Value	To indicate the quantity which is free. It is needed to update the price per unit of measure as displayed on the shelves. The unit of measure must be the same as the unit of measure of the Net Content. If the free quantity is expressed on the package it must be converted to a quantity expressed in the same unit of measure as the net content in the message.	0..1
		None	PromotionalItemInformation	Trade Item Promotion. Association. Promotional Item	Provides details of the relationship between the promotional and standard item.	0..1

### 5.3. Class Diagrams



### 5.4. Code Lists

Code List Name	Code List Description
PromotionalTypeCodeList	Used to identify the different types of free quantity promotional trade items and the nature of the link between the standard trade item and the promotional trade item.
Code Name	Code Description
BONUS_PACK	The free quantity promotional trade item contains free additional quantities. The additional quantity is written on the package as free.
FREE_COMPONENTS	It contains free included components or material. The price is lower since the trade item includes a part of its content free. The free quantity is written on the package.
FREE_QUANTITY	It contains free quantity, a “special offer” sticker on the package indicates the promotional offer but the free quantity is not written on the package. If the free quantity promotional offer results in a change of GTIN and the quantity of product is the same as the standard trade item, it qualifies as a free quantity promotional trade item. The linkage has to be provided.

Code List Name	Code List Description
MULTI_PACK_AND_COMBINATION_PACK	It is a promotional grouping with included free quantity. The grouping is created for promotional activities only. In the grouping a part of the quantity is free.
SAMPLE	A product that is not the product contained in the standard trade item but given together with the product of the standard trade item for free. This added product is contained in the package of the standard trade item or attached to it.

## 6. Business Document Example

Not Applicable

## 7. Implementation Considerations

Not Applicable

## 8. Testing

This section describes the testing criteria for business solutions.

### 8.1. Pass / Fail Criteria

No.	Test Criteria	Related Requirement	Design Element	Pass Criteria	Fail Criteria
1					
2					
3					

### 8.2. Test Data

Attribute	Value
freeQuantityOfNextLowerLevelTradeItem	4 PCE
freeQuantityOfProduct	1 LT
promotionalTypeCode	Bonus_Pack
nonPromotionalItem	06110123456784

## 9. Appendices

Not Applicable

## 10. Summary of Changes

Change	BMS Version	Associated CR Number
Initial Build	0.0.1	04-219
New code value SAMPLE added to the Promotional Type Code List	0.0.2	07-00053