

# BI Manual

## Agenda :

1. To simplify the onboarding of a new customer.
2. To understand all important trackers and their contents.
3. To know how data travels from IT to MIS and automated reports are processed.
4. To understand all important terminologies used.
5. To know about PerformICS portal & application and their usage.

## Retail Industry

### Introduction

The retail industry is all about buying and selling things to customers. It includes stores you visit, online shopping, and more. Retailers get products from suppliers and sell them to people, making a profit. This industry is important because it gives us access to things we want to buy. It's very competitive and always changing to give us what we want.

- **General Trade** - General Trade is the smaller, traditional retail outlets like neighbourhood convenience stores, corner shops, and local markets. These stores may have limited space and offer a more personalized shopping experience. They often sell a variety of products based on the preferences of their local customers. General trade retailers may not use advanced technology as extensively as modern trade stores.
- **Modern Trade** - Modern Trade refers to larger, organized retail outlets like supermarkets, hypermarkets, and big chain stores. These places offer a wide variety of products and often have a more standardized shopping experience. They are typically spacious and well-organized, making it easy for customers to find what they need. Modern trade stores often use technology and data to manage their inventory and offer promotions to customers.

### Types Of Stores

Superstore	Hypermarket	Convenience Store	Cash & Carry	Discounted Stores
				

#### ➤ Super Stores

**Definition:** Superstores are large retail stores that offer a wide range of products, including groceries, household items, electronics, clothing, and more.

**Size:** Superstores are typically larger than regular grocery stores but smaller than hypermarkets.

**Product Variety:** They provide a diverse selection of goods, making it convenient for customers to shop for various needs in one location.

**Example:** Walmart is a well-known superstore chain in the United States.

#### ➤ Hyper Market

**Definition:** Hypermarkets are even larger than superstores and offer an extensive assortment of products, including groceries, electronics, clothing, furniture, and more.

**Size:** Hypermarkets are among the largest retail outlets, often covering vast floor areas.

**Product Variety:** They focus on providing a one-stop shopping experience, with an emphasis on both groceries and general merchandise.

**Example:** Carrefour and Tesco are global examples of hypermarket chains.

### ➤ Convenience Stores

**Definition:** Convenience stores, often referred to as "c-stores," are small retail outlets that cater to customers looking for quick and convenient purchases.

**Size:** These stores are typically compact and are often open 24/7.

**Product Variety:** They carry essential items such as snacks, beverages, toiletries, and basic groceries, emphasizing convenience and accessibility.

**Example:** 7-Eleven is a well-known international convenience store chain.

### ➤ Cash & Carry

**Definition:** A cash & carry store is a wholesale retail establishment catering mainly to businesses and bulk buyers. It offers products in large quantities at discounted prices.

**Size:** Cash & carry stores are typically spacious and warehouse-like, designed to accommodate bulk purchases. They have extensive shelving and storage areas.

**Product Variety:** These stores offer a diverse range of products, including groceries, electronics, cleaning supplies, office equipment, and more. The product selection can vary based on the specific store and location.

**Example:** One well-known example of a cash & carry store is "Costco," where businesses and individuals with memberships can purchase products in bulk at lower prices.

### ➤ Discounted Stores [D-mart]

**Definition:** Discounted stores are shops where you can buy things for less money than at regular stores. They do this by offering lower prices through various strategies.

**Size:** Discounted stores can be small or big, depending on the store. Some are small and specialize in certain items, while others are big and sell a wide range of products.

**Product Variety:** You can find many different types of things in discounted stores, like clothes, household items, electronics, and groceries. What they offer can vary from one store to another.

**Example:** A well-known discounted store is "D-Mart," where you can buy various items in discounted price.

## Merchandising

Merchandising is the process of displaying and promoting products in a way that encourages customers to buy them. It involves arranging products attractively and using innovative ways to make items more appealing to shoppers. The goal of merchandising is to increase sales and create a positive shopping experience for customers.

## PROMOTER vs MERCHANDISER

- **Merchandiser** - A merchandiser is primarily responsible for managing and optimizing the product assortment within a retail store or online platform to maximize sales and profitability.

Example: Imagine you work for a clothing store as a merchandiser. Your responsibilities may include choosing which clothing items to stock, deciding on their pricing, ensuring the store has the right mix of sizes and styles, and arranging them on the store floor to attract customers.

- **Promoter** - A promoter is responsible for promoting specific products or services to potential customers, typically through direct interaction or marketing campaigns. They aim to increase awareness, interest, and ultimately, sales of the product or service.

Example: Suppose you work as a promoter for a new energy drink. Your job might involve setting up a booth at a local fitness expo, offering free samples to attendees, explaining the benefits of the drink, and collecting contact information for potential customers. You would then follow up with these leads to encourage them to purchase the product.

## **Supervisor**

Supervisor is the reporting manager of promoter and merchandise. They make sure things run smoothly, promoters do their jobs well, and customers are satisfied.

## **KPI – Key Performance Indicator**

### ➤ **For Merchandiser (App)**

1. Coverage
2. Attendance
3. Stock Availability
4. SOS (Share of Shelf) Compliance
5. Visibility Compliance/Assets Compliance
6. Promotion Compliance

### ➤ **For Supervisor (App)**

1. Coverage
2. Attendance
3. Stock Availability
4. SOS (Share of Shelf) Compliance
5. Visibility Compliance/Assets Compliance
6. Promotion Compliance
7. Sales/Offtake

## **KPI's BIFURCATION**

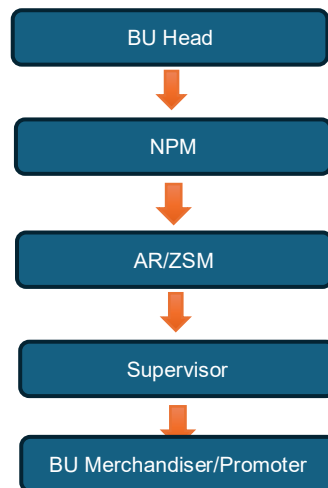
- **Coverage** - This report shows how different teams are doing in the retail market. It looks at things like how many stores they're supposed to visit, how many they actual visit, how many people are working in the field, and how well they're completing their tasks. It's a quick way to see if teams are meeting their goals in different parts of the retail market.
- **Attendance** - Directly linked to the Visit date marked in the PJP.
- **Stock Availability** - Stock availability refers to the quantity of a particular product or item that is currently in stock and available for purchase or use.
- **Share Of Shelf [SOS]** - Share of shelf is a metric that measures the presence and prominence of a brand within its in-store categories. It compares the facings of a given brand to the total facing positions available. Share of shelf is similar to market share but it is based on the allocation of shelf space instead of retail sales performance. It helps to track how hard the products are working on their shelves.
- **Visibility/Assets**
  - ❖ **Paid Visibility** – Paid visibility target is defined in the PerformICS application as per the start and end date provided by the client. The merch/promoter is required to update the visibility status with the execution image or reason of non-execution.
  - ❖ **Additional Visibility** - Unpaid Visibility/Additional Visibility is aligned free of cost by the promoter/merch basis the relationship with the store. They can track the same in the application from the list of predefined visibilities along with the image.
- **Promotion** - When stores or brands use special offers, discounts, or advertising to get more people to buy their products. For example, a "buy one, get one free" sale is a type of promotion to attract shoppers.
- **Sales/Offtake** - Sales is the number of SKU's sold out by the promoters. **Note : this KPI is applicable for promoter only.**

## Store and shelving Fundamentals

### Shelving Guidelines



### CPM Employee Hierarchy



### CPM Store Hierarchy

- **Channel** - Channels are Modern Trade (MT) & General Trade (GT)
- **Chain [MT]** - Multiple retail outlets in various locations that share brand, central management and standardized business practices, also known as Key Account.
- **Class** - Grading or bucketing the store under the store type
- **Store Type** - Type of stores like Super, Hyper, Convenience, etc
- **Store** - Name of the store or outlet.

### Product Hierarchy



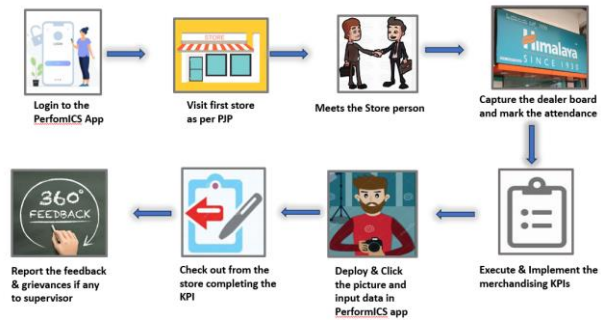
## Terminology

- **Journey Plan** - The plan which includes the projection visits of stores for Merchandiser & promoter.
- **Product/Stock** - Something which is made to sell to the customer to satisfy their needs. For example : Alp Eclairs 125 pch, Colgate, Dettol, etc.
- **Variant** – Different varieties in a particular product. For example: Color or sizes in the clothes varieties.
- **Customer Facing Time [CFT]** - refers to the amount of time an employee or a business interacts directly with customers, providing assistance, support, or service. It's a measure of how much time is spent engaging with customers to meet their needs or address their inquiries.
- **Market Work Time [MWT]** – refers to the time a merchandiser spends actively performing tasks related to product placement, presentation, and inventory management within a retail store or other selling locations. It involves ensuring that products are properly displayed, stocked, and presented to attract customers and drive sales.
- **Minimum Shelf Life/Stock Freshness** – represents the minimum period during which a product can be stored and remain safe for consumption or effective for use. It's often mentioned on food and perishable items.
- **On Shelf Availability [OSA]** – OSA refers to the measure of how well a product is stocked and available for purchase on store shelves or in online retail platforms. It assesses whether the product is in stock and ready for customers to buy. **Example:** If a grocery store consistently has empty shelves where a popular brand of cereal should be, it has a low OSA for that product.
- **Out Of Stock [OOS]** – OOS occurs when a product is temporarily unavailable for purchase because the retailer has run out of inventory. It can result from high demand, supply chain issues, or poor inventory management. **Example:** If a popular smartphone model is listed as "Out of Stock" on an online store, it means that the store has sold all available units and doesn't have any left for immediate purchase.
- **Planogram** – A planogram is a visual representation or diagram that shows the placement and arrangement of products on store shelves or displays. It's designed to optimize product visibility and sales. **Example:** In a supermarket, a planogram may dictate that popular snack items like chips and soft drinks should be placed on eye-level shelves to increase their visibility to shoppers.
- **Visibilities** – Visibilities are of two types "**Paid Visibility**" and "**Unpaid/Additional Visibility**".  
**Paid visibility** is when stores or brands pay money to advertise their products so that more people can see and buy them.  
**Unpaid/Additional Visibility** making things more noticeable without paying for ads. For instance, a store might put a special product at the front of the store or decorate their window display to attract more customers.
- **POSM** – POSM refers to promotional materials or displays used near the checkout area or the point of sale in retail stores. They are designed to capture the customer's attention and promote specific products or offers. **Example:** Dangler, Poster, etc
- **GT Window - GT-Window** usually refers to a prominent display window at the front of a retail store or near the counter. It's used to showcase featured or seasonal products to attract customers.

## Role/Activities Of Merchandiser

- Attendance with board signage
- Follow Call Cycle
- Merchandising the Stock
- POSM Deployment
- Rotate Stock [FIFO]
- Competition Visibility
- Implementation Of Planogram
- Reports on Other Survey/Feedback
- Maintain SOS

### TYPICAL DAY IN LIFE OF MERCHANDISER



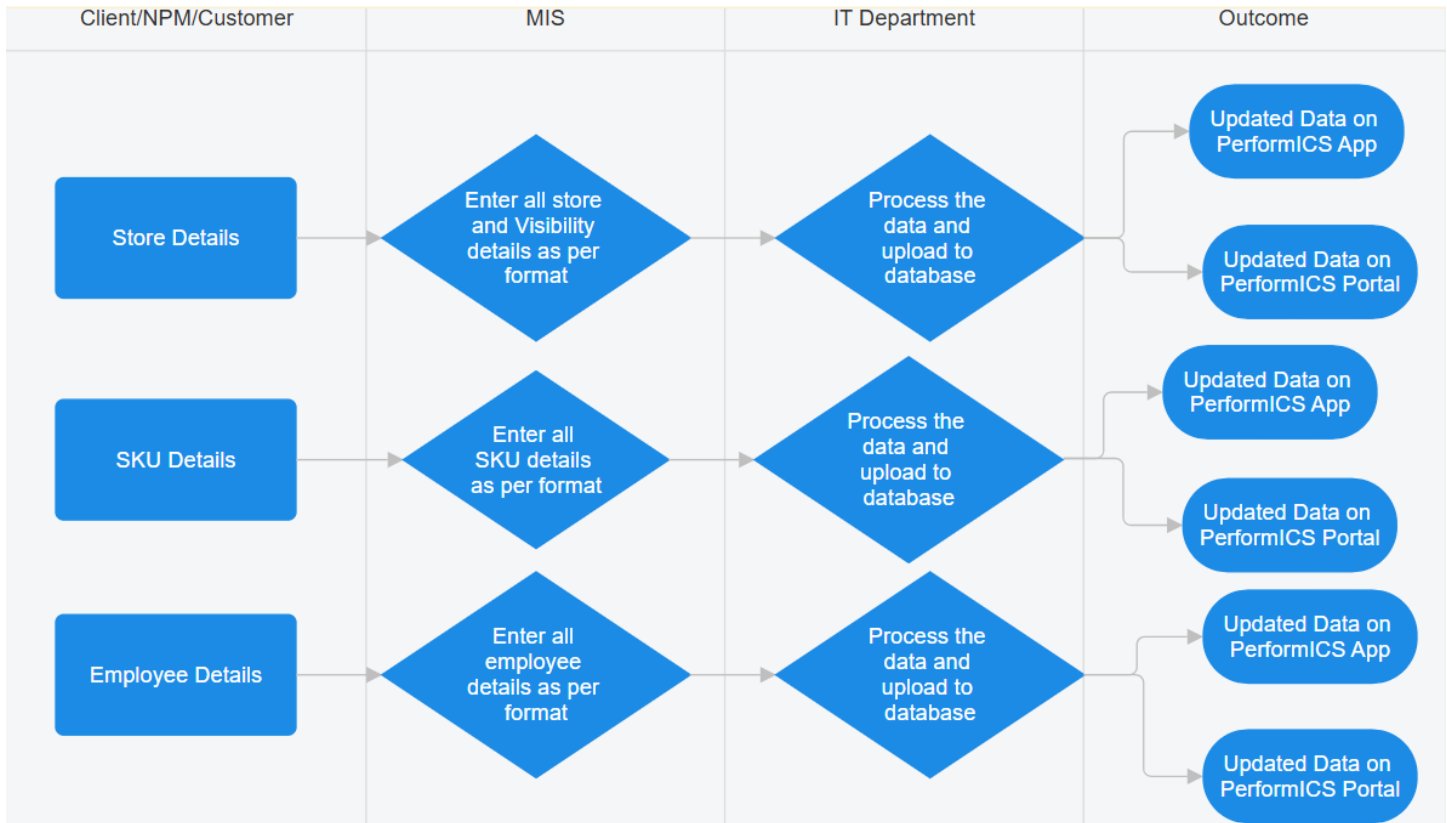
## Role/Activities Of Promoter

- Share Of Shelf
- Stock Maintenance: Fill & Maintain Opening stock, Mid day Stock, Closing Stock
- Knowledge of Promos
- Adhering the competition Visibility
- Display: Maintenance of Visibility
- Generating PO's

### TYPICAL DAY IN LIFE OF PROMOTER



## Masters



Sr.No	Activity	Sub Activity	Owner
1	Store Master	Format Available with NPM, to be populated and shared with IT Team	NPM & IT Team
2	Store Master	Populated data to float from IT to MIS	IT Team
3	Store Master	Final Store Master to be updated on Parinaam & PerformICS	IT Team
4	SKU/PRODUCT Master	Format Available with NPM, to be populated and shared with IT Team	NPM & IT Team
5	SKU/PRODUCT Master	populated data to float from IT to MIS	IT Team
6	SKU/PRODUCT Master	Assortment	IT Team & NPM
7	SKU/PRODUCT Master	Final SKU/PRODUCT Master to be updated on Parinaam & PerformICS	IT Team
8	Employee Master	Format Available with NPM, to be populated and shared with IT Team	NPM & IT Team
9	Employee Master	Populated data to float from IT to MIS	IT Team
10	Employee Master	Position codes to be added for all employees	MIS
11	Employee Master	PJP Upload	IT Team & NPM
12	Employee Master	Final Employee Master to be updated on Parinaam & PerformICS	IT Team
13	KPI's & Targets	all KPI's and targets corresponding to each KPI [SOS, OSA, Paid Visibility, Promotion, Login, etc]	NPM
14	KPI's & Targets	all KPI's and targets corresponding to each KPI to be updated in Parinaam & PerformICS	IT Team
15	Attendance Report	Standard Reports	MIS
16	Login Report	Standard Reports	MIS

17	Coverage report	Standard Reports	MIS
18	Paid Visibility Report	Standard Reports	MIS
19	OSA Report	Standard Reports	MIS
20	SOS Report	Standard Reports	MIS
21	Promotion	Standard Reports	MIS
22	IR	IR if applicable to calculate the KPI's	IR Team
23	IR Audit	If applicable	DQA Team
24	PerformICS & Parinaam	Onboarding and knowledge session for all Users	IT Team
<b>Followed By Daily Operations on agreed timelines for all reports and dashboards</b>			

## Store Master

Store Master contains Seven sheets

1. Store Master
2. City Master
3. State Master
4. Store Type master
5. Chain Master
6. Distributor Master
7. Channel Master

### Store Master

Sr. No.	Header	Description
1	StoreId	To be left blank – auto generated by IT
2	CityId	From City Master
3	ChannelId	Either GT or MT as per information provided by NPM and to be filled as per channel master
4	ChainId	From Chain Master
5	ChainName	Only in MT – to be given by NPM
6	DistributorName	Only in GT - To be provided by NPM
7	DistributorId	From Distributor Master
8	StoreTypeId	From Store Type Master
9	StoreClassId	From Store Type Master
10	StoreCategoryId	From Store Type Master
11	StLayerFourId	To be provided by NPM , if not available write 1
12	StoreCode	To be provided by NPM
13	StoreUniqueCode	To be left blank if not provided by NPM
14	StoreName	To be provided by NPM
15	Address	To be provided by NPM, add city name if not provided
16	Location	To be provided by NPM, leave blank if not provided
17	Landmark	To be provided by NPM, leave blank if not provided
18	Pincode	To be provided by NPM, leave blank if not provided
19	SAPStoreName	To be provided by NPM, leave blank if not provided – not mandatory
20	Latitude	To be provided by NPM, leave blank if not provided
21	Longitude	To be provided by NPM, leave blank if not provided
22	GeoTagPicture	This get populated on first check in at store, to be left blank
23	Phone	To be provided by NPM, leave blank if not provided
24	Mobile	To be provided by NPM, leave blank if not provided



25	TaxType	To be provided by NPM, leave blank if not provided
26	GSTno	To be provided by NPM, leave blank if not provided
27	GSTImage	To be provided by NPM, leave blank if not provided
28	PanNo	To be provided by NPM, leave blank if not provided
29	SAPCode	To be provided by NPM, leave blank if not provided
30	SAPStoreCode	To be provided by NPM, leave blank if not provided
31	ContactPerson	To be provided by NPM, leave blank if not provided
32	Email	To be provided by NPM, leave blank if not provided
33	Territory	To be provided by NPM, leave blank if not provided
34	AccountLayer	To be provided by NPM, leave blank if not provided
35	CameraAllow	Yes
36	MinTimeTaken	To be provided by NPM, leave blank if not provided
37	VisitFrequency	To be provided by NPM, leave blank if not provided
38	Active	Yes, if store is active and No, if store is Inactive
39	CreateDate	Store Created Date [ Current date for new store]
40	CreateBy	Auto populated by IT
41	TransactionId	Auto populated by IT

## City Master

Sr. No.	Header	Description
1	CityId	Updated City Master can be procured from IT. For any new city creation, this field to be left blank.
2	CityName	Updated City Master can be procured from IT. For any new city creation, Enter City Name.
3	Description	To be left blank.
4	StateId	Updated City Master can be procured from IT. For any new state, this field to be left blank.
5	CityCode	Updated City Master can be procured from IT. For any new City, this field to be left blank.
6	AlternateCityName	To be left blank
7	CityType	To be populated as "City" or "District"
8	ParentCityDistrict	To be left blank
9	CreateDate	Current Date
10	CreateBy	To be left blank – auto generated by IT
11	UpdateDate	To be left blank – auto generated by IT
12	UpdateBy	To be left blank – auto generated by IT
13	TransactionId	To be left blank – auto generated by IT

## State Master

Sr. No.	Header	Description
1	StateId	To be left blank – auto generated by IT
2	StateName	To be provided by NPM
3	Description	To be provided by NPM, leave blank if not provided
4	RegionId	To be left blank – auto generated by IT
5	Region Name	To be provided by NPM
6	CreateDate	Current Date
7	CreateBy	To be left blank – auto generated by IT
8	UpdateDate	To be left blank – auto generated by IT
9	UpdateBy	To be left blank – auto generated by IT
10	StateCode	To be left blank – auto generated by IT
11	TransactionId	To be left blank – auto generated by IT

## Store Type Master

Sr. No	Header	Description
1	StoreTypeId	To be left blank – auto generated by IT

2	StoreTypeCode	To be left blank – auto generated by IT
3	StoreType	To be provided by NPM
4	StoreClassID	To be provided by NPM, else leave blank
5	CreateDate	Current Date
6	CreateBy	To be left blank – auto generated by IT
7	UpdateDate	To be left blank – auto generated by IT
8	UpdateBy	To be left blank – auto generated by IT

## Chain Master

Sr. No.	Header	Description
1	ChainId	To be left blank – auto generated by IT
2	ChainCode	To be left blank – auto generated by IT
3	ChainName	To be provided by NPM
4	CreateDate	Current Date
5	CreateBy	To be left blank – auto generated by IT

## Distributor Master

Sr. No.	Header	Description
1	DistributorId	To be left blank – auto generated by IT
2	DistributorCode	To be left blank – auto generated by IT
3	DistributorName	To be provided by NPM
4	CityName	To be provided by NPM
5	CityId	Refer City Master
6	Latitude	To be provided by NPM, leave blank if not provided
7	Longitude	To be provided by NPM, leave blank if not provided
8	GeoTagImage	This get populated on first check in at store, to be left blank
9	CreateDate	Current Date
10	CreateBy	To be left blank – auto generated by IT

## Channel Master

Sr. No.	Headers	Description
1	ChannelId	To be left blank – auto generated by IT
2	ChannelCode	Either GT or MT as per information provided by NPM and to be filled as per channel master
3	ChannelName	Either GT or MT as per information provided by NPM and to be filled as per channel master
4	CreateDate	Current Date
5	CreateBy	To be left blank – auto generated by IT
6	UpdateDate	To be left blank – auto generated by IT
7	UpdateBy	To be left blank – auto generated by IT

# SKU/PRODUCT Master

SKU/Product Master Contains six sheets

1. Master\_Product
2. Master\_Category
3. Master\_SubCategory
4. Master\_Brand

5. Master\_SubBrand
6. Master\_Company

## Master\_Product

Sr. No.	Header	Description
1	ProductId	To be left blank – auto generated by IT
2	SubBrandId	Refer master_SubCategory
3	ProductCode	To be provided by NPM
4	ProductName	To be provided by NPM
5	FlavourId	To be left blank, if flavor master is not available
6	Mrp	To be provided by NPM
7	Ptr	To be provided by NPM
8	CaseSize	To be provided by NPM
9	PackType	To be provided by NPM
10	Grammage	To be provided by NPM
11	EanCode	To be left blank
12	ProductSequence	To be left blank
13	TransactionId	To be left blank
14	CreateDate	Current Date
15	CreateBy	To be left blank
16	UpdateDate	To be left blank
17	UpdateBy	To be left blank

## Master\_Category

Sr. No.	Header	Description
1	CategoryId	To be left blank – auto generated by IT
2	CategoryName	To be provided by NPM
3	CategoryCode	To be created by IT
4	CategorySequence	To be consulted from IT team.
5	CreateDate	Current Date
6	CreateBy	To be left blank

## Master\_SubCategory

Sr. No.	Header	Description
1	SubCategoryId	To be left blank – auto generated by IT
2	SubCategoryName	To be provided by NPM
3	SubCategoryCode	To be created by IT or populated by MIS post consulting IT
4	CategoryId	To be created by IT or populated by MIS post consulting IT
5	SubCategorySequence	To be created by IT or populated by MIS post consulting IT
6	CreateDate	Current Date
7	CreateBy	To be left blank
8	UpdateDate	To be left blank
9	UpdateBy	To be left blank

## Master\_Brand

Sr. No.	Header	Description
1	BrandId	To be left blank – auto generated by IT
2	SubCategoryId	To be created by IT or populated by MIS post consulting IT
3	BrandCode	To be created by IT or populated by MIS post consulting IT
4	BrandName	To be provided by NPM
5	BrandSequence	To be created by IT or populated by MIS post consulting IT
6	CompanyId	To be created by IT or populated by MIS post consulting IT
7	CreateDate	Current Date
8	CreateBy	To be left blank
9	TransactionId	To be left blank

## Master\_Sub Brand

Sr. No.	Header	Description
1	SubBrandId	To be left blank – auto generated by IT
2	BrandId	To be created by IT or populated by MIS post consulting IT
3	SubBrandCode	To be created by IT or populated by MIS post consulting IT
4	SubBrandName	To be provided by NPM
5	SubBrandSequence	To be created by IT or populated by MIS post consulting IT
6	CreateDate	Current Date
7	CreateBy	To be left blank
8	UpdateDate	To be left blank
9	UpdateBy	To be left blank

## Master\_Company

Sr. No.	Header	Description
1	CompanyId	To be left blank – auto generated by IT
2	Company	To be provided by NPM
3	CompanyCode	To be created by IT or populated by MIS post consulting IT
4	IsCompetitor	"1" if the company is competition else "0"
5	CompanySequence	To be created by IT or populated by MIS post consulting IT
6	CreateDate	Current Date
7	CreateBy	To be left blank
8	TransactionId	To be left blank

# User/Employee Master

User/Employee Master Contains four sheets

1. User List
2. Master\_City
3. Master\_Designation
4. Right\_Master
5. Position\_Master

## User List

Sr. No.	Header	Description
1	Id	To be left blank – auto generated by IT [can be written in sequence 1,2,3,4,5.....]
2	EmployeeName	To be provided by NPM
3	UserName	To be left blank – auto generated by IT
4	Address	To be provided by NPM
5	CityId	Refer City Master
6	DesignationId	Refer Designation Master
7	ManagerId	To be taken from User List – ID
8	BirthDate	To be provided by NPM
9	JoinDate	To be provided by NPM
10	ResignDate	To be provided by NPM
11	PositionCode	To be taken from Position Master
12	Gender	To be provided by NPM
13	LegacyCode	To be provided by NPM
14	RightId	Refer Right Master
15	ProjectId	Leave blank - Auto Generated by IT
16	ChannelTypeId	Refer Channel Master
17	Email	To be provided by NPM
18	EmailConfirmed	Fill "1"
19	PasswordHash	To be left blank
20	SecurityStamp	To be left blank
21	PhoneNumber	To be provided by NPM
22	TransactionId	To be left blank
23	PhoneNumberConfirmed	"1" if phone number is confirmed, else "0"
24	TwoFactorEnabled	"0"
25	LockoutEndDateUtc	blank
26	LockoutEnabled	blank
27	AccessFailedCount	Blank
28	CreateBy	To be left blank
29	CreateDate	Current Date

## Master City

Sr. No.	Header	Description
1	CityId	Updated City Master can be procured from IT. For any new city creation, this field to be left blank.
2	CityName	Updated City Master can be procured from IT. For any new city creation, Enter City Name.
3	Description	To be left blank.
4	StateId	Updated City Master can be procured from IT. For any new state, this field to be left blank.
5	CityCode	Updated City Master can be procured from IT. For any new City, this field to be left blank.
6	AlternateCityName	Blank
7	CityType	City, District
8	ParentCityDistrict	Blank
9	CreateDate	Blank
10	CreateBy	Blank
11	UpdateDate	Blank
12	UpdateBy	Blank
13	TransactionId	Blank

## Master\_Designation

Sr. No	Header	Description
1	DesignationId	To be left blank – auto generated by IT
2	DesignationCode	To be left blank – auto generated by IT
3	DesignationName	To be provided by NPM
4	UserGroupId	To be left blank – auto generated by IT
5	CreateDate	Current Date

6	CreateBy	To be left blank
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## Right\_Master

Sr. No.	Header	Description
1	RightId	To be left blank – auto generated from IT
2	RightName	To be provided by NPM
3	Created_On	Current Date
4	Created_By	To be left blank
5	Updated_On	To be left blank
6	Updated_By	To be left blank

## Position Master

Sr. No.	Header	Description
1	PositionId	To be left blank – auto generated from IT
2	PositionCode	As per position, to be filled in sequence 1,2,3,... and so on
3	DesignationId	From Designation Master
4	DesignationName	From Designation ID
5	DepartmentId	Enter Default – “Sales”
6	DepartmentName	Enter Default – “Sales”
7	CreateBy	To be left blank
8	CreateDate	Current Date
9	UpdateBy	To be left blank
10	UpdateDate	To be left blank

## Assortment

By default, MBQ should be 1 and not 0.

Sr. No.	Header	Description
1	ProductId	From Product Master
2	StateId	From State master
3	StoreTypeId	From Chain master
4	ChainId	From Store Master
5	StoreCategoryId	From Store Category Master
6	StoreClassId	From Store Class Master
7	ArticleCode	From Product Master
8	MBQ	To be provided by NPM, else enter “1”
9	MSL	To be provided by NPM, Number of Focus Product [Must Sale List]
10	FromDate	Current Date
11	ToDate	To be provided by NPM