



## Explanatory Notes on Main Statistical Indicators

**Wholesale Trade** refers to the activities of selling wholesale commodities for daily use and capital goods to other enterprises of wholesale and retail trades (including self-employed individuals) and other enterprises, institutions and government agencies and organizations, and the activities of engaging in import and export and acting as a trade agent. The wholesaler may have the ownership of the commodities for wholesale and trade in the name of its own (a company), and the wholesaler can act as commission agent or commodity broker without the ownership of commodities. Also included are the wholesale activities at the fixed stalls in wholesale market and the acquisition for sales purpose.

**Retail Trade** refers to the activities of department stores, supermarkets, franchised stores, brand stores, retail stalls and on-the-spot-making-selling stores selling commodities to the final consumers (residents) by any means, including internet, post, telephone, sales machine. It also includes shops with sales and production located in the same places (such as bakeries). Retail trade excludes the activities of sales of capital goods such as grain, seed, feed, livestock, mineral products, raw material for production, industrial chemicals, chemical products for agricultural use, machine and equipment (excluding vehicles, computers and communication equipment). Most retailers have the ownership of commodities to sell, but some are acting as agents or brokers to make transactions for a commission. Retail is categorized by sales channels into store-based retail and non-store retail. Store-based retail is further divided into general retail and specialized retail.

**Purchase, Sales and Stock of Commodities by Wholesale and Retail Trades** refer to the total volume of commodities purchased, total volume of sales and exports, and the stock of commodities by wholesale and retail enterprises (establishments) of different statistical categories of registration from domestic and overseas markets. This indicator reflects the relationship among purchase, sales and stock of commodities in the circulation of goods and reveals the existing problems.

**Total Purchases of Commodities** refer to the total value of purchases of commodities by enterprises (establishments) from other establishments or individuals (including direct import from abroad) for the purpose of re-selling, either with or without further processing of the commodities purchased as well as the amount of goods purchased from this unit with value-added tax invoices issued. The commodities include: (1) commodities purchased from agricultural and industrial producers, wholesalers, retailers, hotels and catering services, publishing houses and other enterprises, institutions and individual operators of service business; (2) commodities purchased from institutions and government departments; (3) smuggled or confiscated goods purchased from the customs authorities or market regulation agencies; (4) second-hand

goods purchased from households. The commodities exclude (1) commodities purchased by enterprises (establishments) for use in their own business operation, commodities obtained without buying or selling procedures, such as materials, consumable goods of low value, office appliance, etc. (2) received goods without trading, such as goods handed over from others, borrowed goods, goods kept for others, donated goods from others, processed and retrieved goods, etc. (3) goods of direct settlement between buyer and seller with handling fees introduced by others, (4) goods returned or refused to pay by the buyer, (5) excessive goods, (6) futures trading commodities.

**Import** refers to the amount of goods imported directly from abroad or imported entrusted to foreign trade enterprises as agents, excluding imports purchased from relevant domestic units. Foreign trade enterprises only count imported goods independently, not imported goods entrusted by agents.

**Total Sales of Commodities** refer to value of commodities sold by the establishments to other establishments and individuals (including VAT), and the value of commodities sold to the establishments themselves and invoiced for VAT. The commodities include: (1) commodities sold to individuals and social groups for their consumption; (2) commodities sold to establishments in all industries for their production and operation, including agriculture, industry, construction, and catering services, including commodities sold to wholesale and retail establishments for re-selling, with or without further processing; (3) commodities for direct export to abroad. Excluded are (1) goods returned after purchase, (2) extended commodities without trading, such as goods handed over to other enterprises and institutions because of the change of organizations, lent goods, return of goods kept for others, extended processing materials and samples donated to others, (3) goods sold by coupon rebates that are not included in business income, (4) goods of direct settlement between buyer and seller with handling fees introduced by others, (5) prepaid cards for goods without transfer of ownership, such as gas cards, (6) Service-oriented economic activities such as automobile maintenance and telephone card sales, (7) damaged and spoiled goods, (8) sale of fixed assets for self-use by this unit, (9) futures trading commodities, (10) water, electricity and gas, ect supplied by water supply enterprises, electric power enterprises and natural gas supply enterprises.

**Export** refers to the amount of goods exported directly to foreign countries (or customers outside the borders), or exported entrusted to foreign trade enterprises as agents. Commodity export does not include goods sold to foreign trade enterprises for export or exported after processing, as well as goods sold in foreign currencies in the domestic market. Foreign trade enterprises only count the goods they export independently, excluding those exported by trusted agents.

**Total Stock of Commodities at End of Period** For corporate units and self-employed individuals engaged in wholesale and retail trade, it refers to total value (including VAT) of commodities possessed at the end of the reference period; and for wholesale and retail establishments, it refers to the value (including VAT) of all commodities actually in stock and owned by their corporate units at the end of reference period. The commodities in stock includes: (1) commodities located in storage, garages, counters, and shelves of operating places of wholesale and retail trades (such as sale stores, wholesale centres, procurement stations and operating offices); (2) commodities in the process of being selected, sorted, and packed; (3) commodities not arrived but recorded as purchased in the account, i.e. commodities not arrived but payment receipts for the commodities from the sellers or the banks arrived; (4) commodities deposited in other places rather than places mentioned above, for instance: commodities in the hold of purchasers temporarily due to the refusal of payment; (5) commodities entrusted to other units to sell but not sold yet; (6) commodities purchased for other units but not delivered yet. Commodities not included as stock are those not owned by the enterprises (units), commodities on commission for processing, imported commodities of agency of foreign trade enterprise but not yet delivered to ordering units and finally those put in stock on behalf of the state reserves units.

**Chain Head Stores (Headquarters)** refer to the core leading stores responsible for development, allocation, administration and utilization of resources (name of stores, brand of stores, operation model, service standard, management way, etc.) of chain stores. Chain stores refer to the stores engaged in providing homogeneous commodities or services, with the central leadership of the head stores (headquarters) and guided by common policies, conduct centralized purchase and distributed selling of commodities, in order to gain better efficiency through standardized operation. The chain stores include regular chain stores, franchise chain stores and voluntary chain stores.

**Regular Chain store** refers to chain stores that are

invested or controlled by the headquarters. They operate under direct and unified management from the headquarters.

**Franchise chain store** refers to the chain stores (franchisees) which are franchised with operation resources such as trade marks, names, patent and operation know-how by the franchisors in form of contract, and pay the operation fees to the franchisors.

**Voluntary chain store** refers to the stores operating jointly on the voluntary basis while maintaining their status of independent legal entities with full ownership of their assets. They sell goods of same brand from same channel of resources to the consumers.

**Large Commodity Markets with Transaction Value over 100 Million Yuan** refers to the commodity markets with an annual transaction at and above 100 million. The commodity markets refer to markets approved and managed by related departments, where there are fixed sites, facilities, managers and administrative offices, where there are a certain number of traders to operate for at least three months or all the year, where the commodities, including articles for daily consumption and capital goods and services, are traded in a centralized, independent and open way. Such markets include markets for daily goods, markets of capital goods, etc.

**Total Retail Sales of Consumer Goods** refer to the revenue received by enterprises (units, self-employed individuals) through direct sales of non-production and non-business physical commodities to individuals and social institutions, and revenue from providing catering services. Individuals include rural and urban households, population from abroad, social institutions include government agencies, social organizations, military units, schools, institutions, neighbourhood (village) committees, etc.

**Online Retail Sales** refer to the total retail sales of goods and services through public online trading platforms (including self-built websites and third-party platforms). Goods and services include physical goods and non-physical goods (such as virtual goods, service goods, etc.).