Digital Excellence: E2E 101

Fashion

Walmart

Walmart Antitrust Overview

During this meeting, you must avoid discussing:

- Pricing
- Cost of goods, margins, profits, production levels or anything that could affect pricing
- Terms of sale
- Your competitive strategies
- Promotional plans
- Dividing markets or customers
- Your business plans with other retail customers
- Non-public information regarding employee wages and benefits
- Any other competitively sensitive information

You will have an opportunity to discuss strategic issues with your Walmart buying team on an individual basis – do not do so in front of your competitors.

Follow your company's antitrust policy and Walmart's Supplier Antitrust Guidelines.

If you have any questions, please contact your company's legal counsel.

GTIN Principles

GTINs should be reused to help identify products year over year and used *appropriately* to set up new products.

Consistency

Reusing GTINs allows Brands, Suppliers, and Associates to track identical fashion items year after year, ensuring:
1. Reliable sales data and reporting.
2. Product pages are consolidated into PowerPDPs.
3. Existing content/assets are reused.
4. Reviews and SEO build over time.

Simplified Inventory Management

Maintaining the same GTIN for unchanged products makes inventory management easier across different seasons and collections. It will enable:
1. Consistent inventory flow across multiple seasons.
2. BOP/EOP inventory accuracy.
3. Overstock/Understock control and visibility.
4. Exits and liquidations.

GTIN Requirements

We *must* confirm:
— **No product attributes** have changed before reusing a GTIN.
— **Old markdowns** are lifted or are set to expire prior to new receipts.

New products should have new GTINs set up to *systemically distinguish* newness. New Case GTINs should also be used when we plan on shipping Merchandise differently through the network.

New Item (Base/Item ID)

New items are defined as items with any of the below changes:

- Design

- Features

- Fabric Content or Composition

- Pack Size Updates

- New colors or sizing updates

New Configuration (Supply Chain)

Item configurations are a supply chain concept. We should use a new **case GTIN** when the below are changed:

- Packout details

- Case/Inner quantities

- Product or Carton Dimensions

- Packaging methods or equipment (i.e., polybag)

- Country of Origin

Fashion Item Catalog

Walmart

Item Catalog: Item Data Identifiers

Product Level

Each GTIN/UPC
The 14-digit Global Trade Item Number, including the check digit, that identifies the Each (selling unit). AKA Sellable/Consumable GTIN. UPC, Universal Product Code, is the same as GTIN, with 12 digits (no leading zeroes)

Item ID/Base ID
The ID assigned by Walmart that appears at the end of the item page URL. A Base ID is an Item ID that is set as the primary representation of the item's variant relationship.

WUPC
The Each GTIN without the final check-digit or any leading zeroes. Utilized in store related lookup databases, e.g. OIF, SIUPC, etc. as well as AIMS dotcom ordering

Configuration Level

Orderable GTIN
Used by INTERNAL Walmart Supply chain to refer to specific configurations orderable to the FCs or other Walmart nodes. These map back to the Case GTIN of a WIN.

Walmart Item Number (WIN)
An internal number assigned to a supplier's item, which is linked to their GTIN. The item number will represent the configuration of how they will sell, ship, and replenish their merchandise. Multiple item numbers may be associated to the GTIN to support numerous agreements between the supplier and buyer.
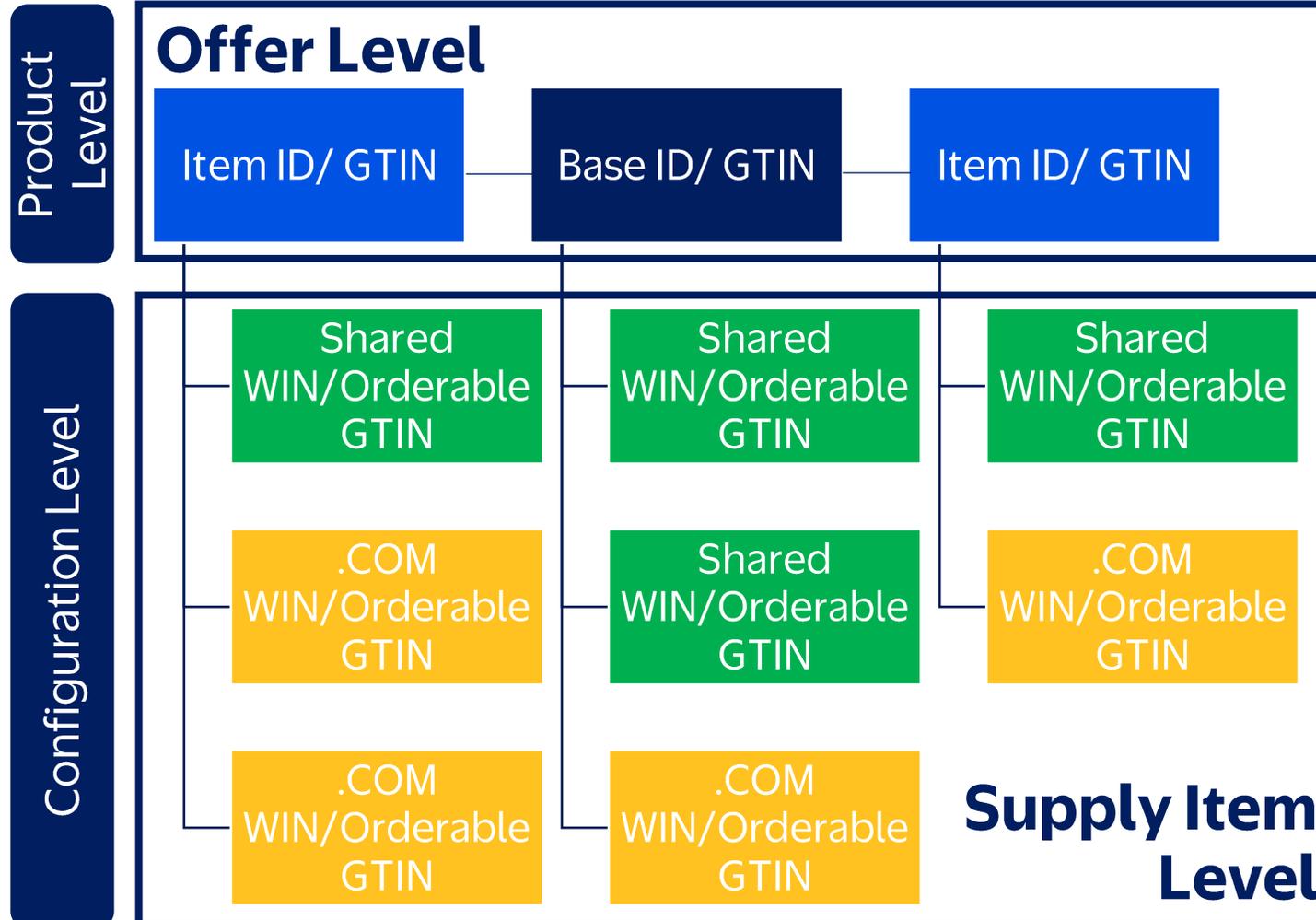
Consumer ID (CID)
Groups items to enable accurate forecasting and replenishment when changes occur in the relationship between standalone items, items in a Cross-Reference chain and assortment items.

Item Basics: Item Relationships Today

- Multiple Supply Items can exist for each Product
- "Item" to a Merchant = "Product" to Item Ops
- A "Base ID" is just an Item ID that is made the primary variant

Item Basics: Shippers (Initial Sets/Assortment)

Product Level

Shipper GTIN
Total: 6

Small – 2 Item ID/GTIN

Medium – 2 Item ID/GTIN

Large – 2 Item ID/GTIN

What would you like to set up today?

Item

Shipper

Multibox Items

View Pre-Setup Submissions ▲

Item Proposals
Browse potential new items proposed by suppliers who don't yet have a contract with Walmart.

GDSN Publications
View details of a supplier's new GDSN publications and complete setup of the items or shippers.

Supplier Quote
View all item quotes by department and continue setup of the items.

ITEM BASICS: CASES AND INNERS (REPLENISHMENT)

Represented by One Walmart Item Number

Each	Inner Pack	Case Pack	Pallet
UPC-A	GS1-128	GS1-128	ITF-14

Each barcode: 0 12345 67890 1

Inner Pack barcode: Count01234567

Case Pack barcode: (01) 1 0012345 67890 2 (10) 123ABC

Optional

Optional

Consumable GTIN *or* **Sellable GTIN**

Orderable GTIN

PowerPDP

Walmart

Search & Browse Algo Relevance

Customer Review Count

Online CC Productivity

PowerPDP Flywheel

Increases CVR

Inventory Stability

Marketing, Editorial, and CTLs
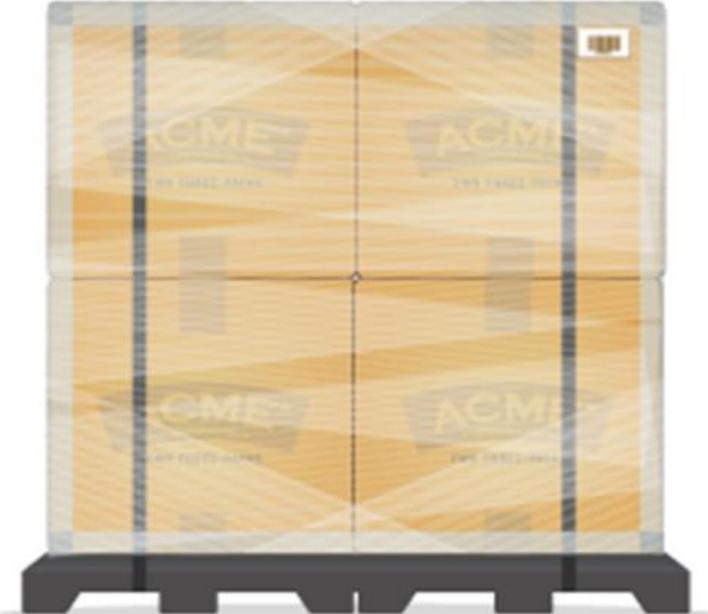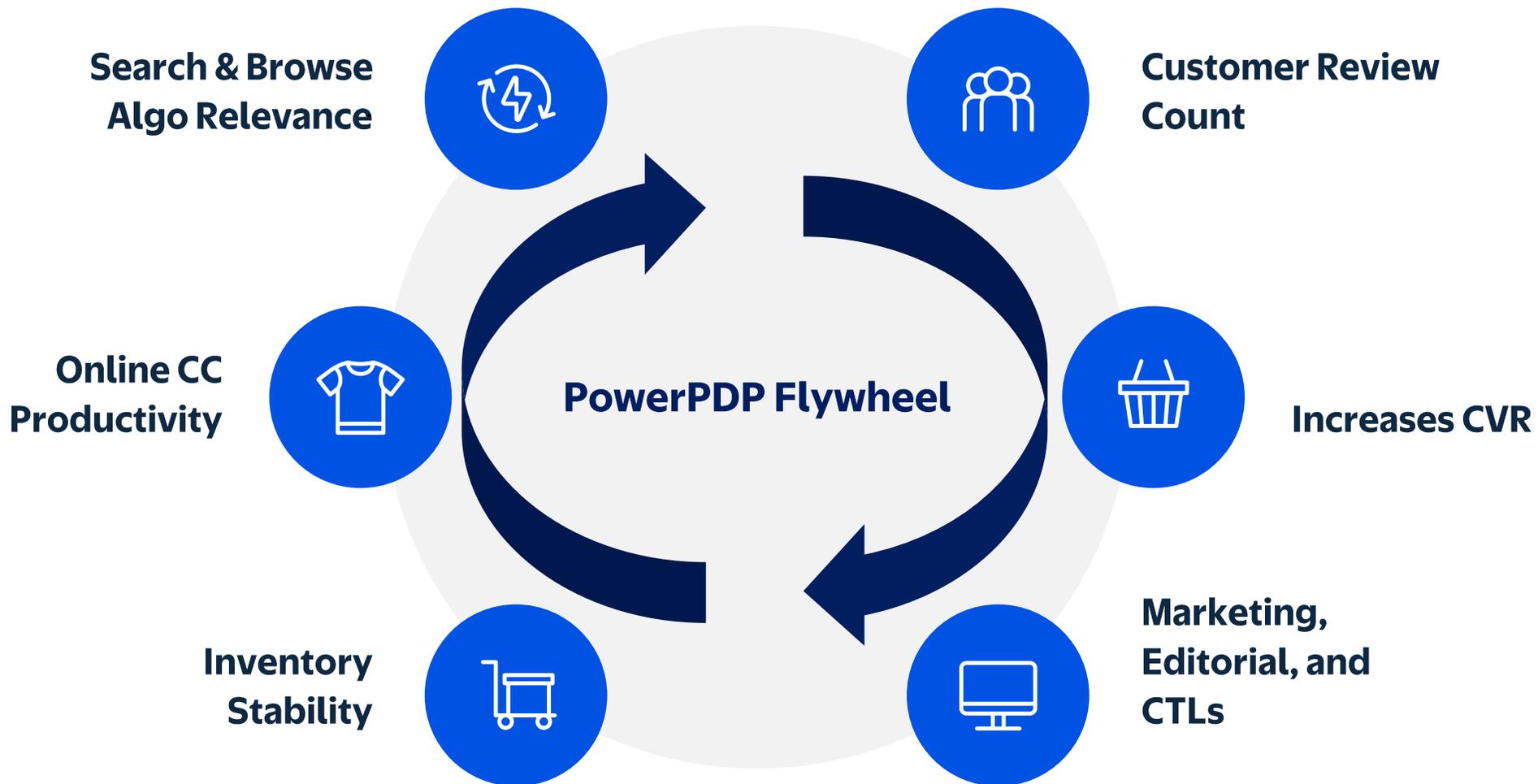
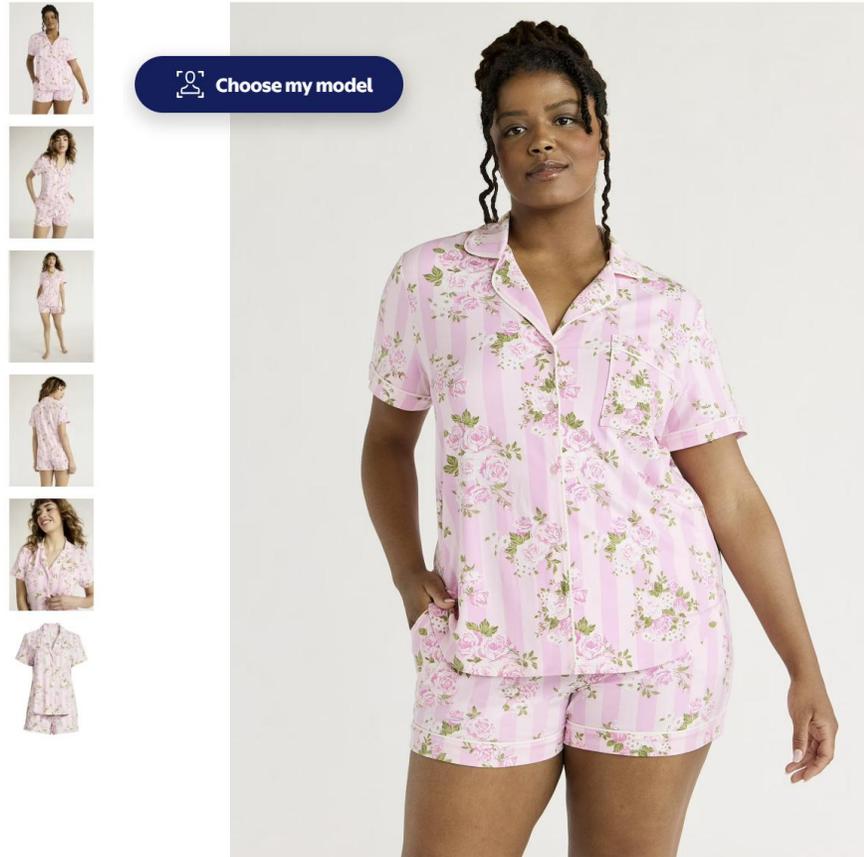# Components of a PowerPDP
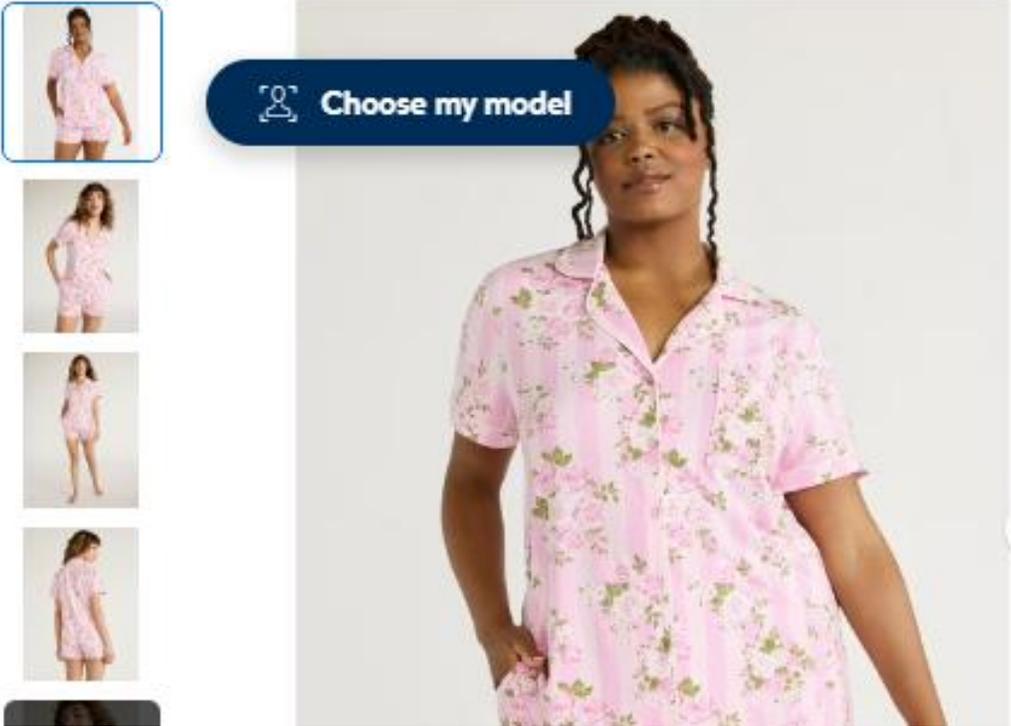
Result!

Consolidated customer reviews from old GTINs through Bazaarvoice

Seasonal, store-shared colors, added to this PDP each year

OLX Anchor Colors, in-stock year round

OLX sizes on store-shared colors

Components of a PowerPDP – 2 Years Later

PowerPDP Recommendations

Don't Combine

- Long Sleeve with Short Sleeve (same for Pants & Shorts)

- Fit or differentiated styles (boot cut with skinny jeans)

- Sold separately tops & bottoms (swim 2 piece, bras & panties)

Tip: Does the main image accurately represent all options on the PDP? Would the customer know to click in to find what they're looking for? If not, don't combine it.

Do Combine

- Pack Sizes

- Regular and Extended Sizes

- Tall, Regular, and Petite lengths

- Past and Current colorways

Pack Size: Single

| Single $5.98 | 3 Pack |

Color: Auburn Sun

Clothing Size: XL   Size guide

Fit Predictor Calculate your size

| XS | S | M | L |
| XL | XXL | XXXL | |

Variant Group Maintenance - Supplier

Important Notes:
- Do **not** use duplicate colors names for ccs that have different patterns. I.e, Black Soot Solid vs. Black Soot Stripe.
- Leverage a Base ID that will be perpetually in stock and consistent. Maintain the original if possible.

Detailed Process: https://supplieracademy.northpass.com/courses/dcb2c97a-7f9d-4bcb-91fe-501c40944f85/activities/72f0e3b2-05d2-4279-bfb7-926ff148374f

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Power PDP Creation: How-To Guide (Internal Merchants)

Key Principles

- Ensure color values are unique – especially between patterns that share the same base color.

- Align with your Merchant prior to merging variants.

Variant Group Creation

①

②

③

Important Notes:

- Do **not** use duplicate colors names for ccs that have different patterns. I.e, Black Soot Solid vs. Black Soot Stripe
  - **NOTE**: images will cascade to all colors that share the same spelling/character count.
- Leverage a Base ID that will be perpetually in stock and consistent. Maintain the original if possible.
- Copy the entire column and Insert Copied Cells. Most variant groups will have color and size as Variant Group Attributes.
  - **NOTE**: if you neglect to variant group with both Color and Clothing Size, images will **fail** to cascade to all variants.

Rich Media & Video

Video file format	.mp4 or .mov
Maximum video file size	100MB
Video resolution	1920 px x 720 px
Video file name	Cannot include special characters

How To Upload:
1. Supplier One – Navigate to **Items and Inventory**
2. Select **Maintenance Hub** > **Rich Media**
3. Click Videos>Upload video file
4. Drag the file into the designated area from your computer OR click Select File
5. Follow the remaining prompts, review, and click **Submit**

Detail: https://supplieracademy.northpass.com/app/courses/185b9e17-2abe-4966-8558-2c16038899c2

FC Inventory Flow

Walmart

Item Basics: Item Relationships Today

- Multiple Supply Items can exist for each Product
- "Item" to a Merchant = "Product" to Item Ops
- A "Base ID" is just an Item ID that is made the primary variant

Transitioning to Shared Inventory will reduce complexity with Item Setup where this transition is possible. ✳

- All store configurations are automatically created Store Shared (FDC & FC orderable)
- Only one configuration will be required if:
  - The same configuration can be used for store/FC
  - Eaches are polybagged
  - Product can be ordered from the same ship point

Product Level

Offer Level

| Item ID/ GTIN | Base ID/ GTIN | Item ID/ GTIN |

Configuration Level

| Shared WIN/Orderable GTIN | Shared WIN/Orderable GTIN | Shared WIN/Orderable GTIN |

Supply Item Level
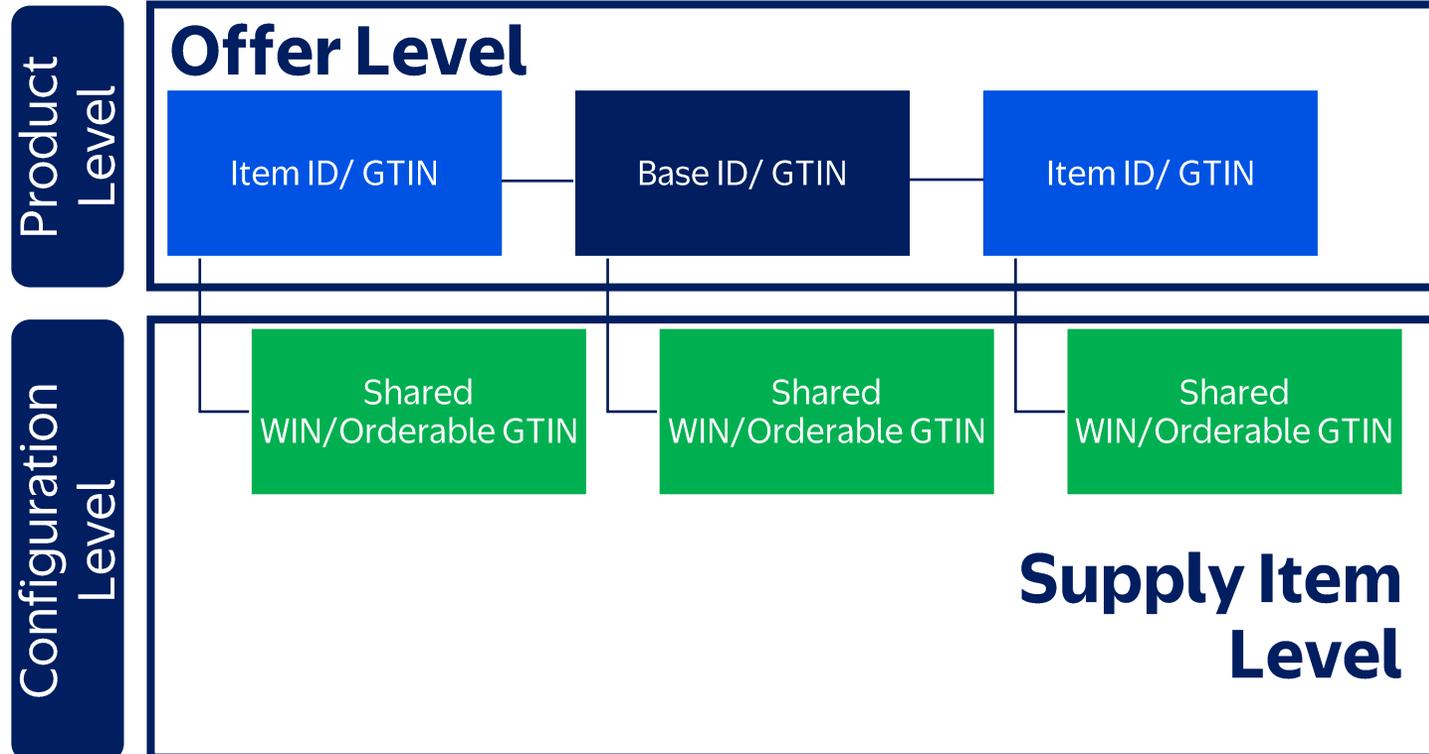
Best seller

George

George Men's and Big Men's 100% Cotton Regular Fit Jeans
★★★★½ (4.6) 10662 reviews

Free 90-day returns

$12.98
Price when purchased online ⓘ

Add to cart

Clothing Fit: Classic Fit

| Classic Fit $12.98 |

Color: Light

Clothing Size: 29X30   Size guide

f Fit Predictor Calculate your size

29X30	29X32	30X30
30X32	31X30	31X32
32X30	32X32	View all 46

Old Process: Two+ Item Configurations Per Product were required when selling online & in store

Sellable GTIN: 01234567891234

Item Configuration 1: Store

WIN: 0123456

GTIN: 40123456789123

Config: 12/2 Breakpack

Retail: $6.00

Cost: $2.00

Item Configuration 2: eCommerce

WIN: 6543210

GTIN: 60123456789123

Config: 12/12 Casepack

Retail: $6.00

Cost: $1.90

National DC Consolidates Direct-to-FC Lanes and Unlocks New Flow Capabilities for eComm Only Item Configurations

NEW National DC Flow

Current Domestic Flow: Supplier Direct to FC

Supplier

Flow

Break Pack Capable

RDC - 6069

FC1   FC2   FC...
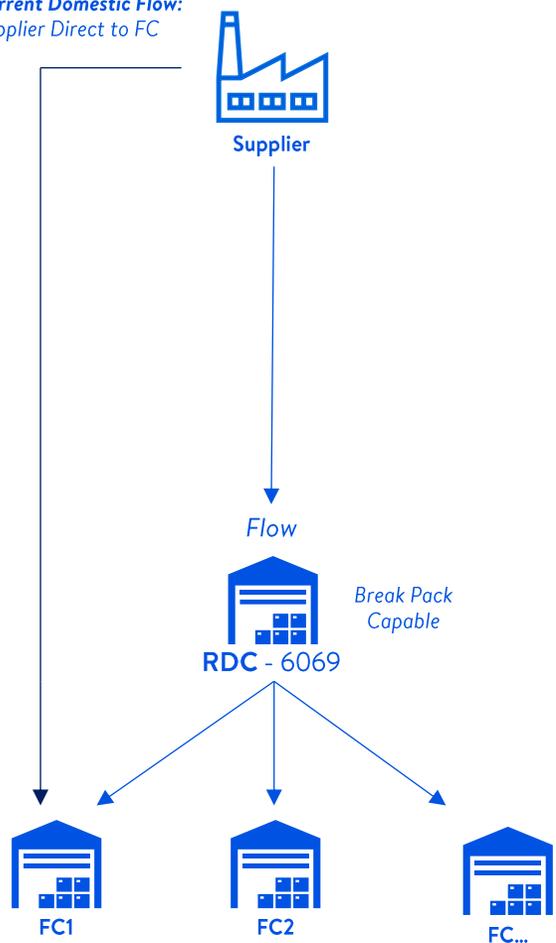
Multi-Tier Flow
Items flow assembly through Walmart DC node.

Break Pack Capable
NDC will break pack eligible items.

Placement Growth
Reduces min order quantities.

Centralized Management
Central team manages eligibility.

NDC Configuration Scope

Pilot

Store Shared WIN

Not in Scope

Shared Buy

Not in Scope

Direct to FC

In Scope *

* Domestic, Sort items only

Customer & Vendor Improvements

✓ **Customer In-stock Improvements**

✓ **Vendor Shipment Aggregation**

✓ **FC Order Minimum Sharing**

✓ **Expanded FC Placement Opportunities**

Item Creation Requirements for National Node

New item numbers must be set up packed x/1 for Sellable GTINs/UPCs:

— Marked "No" when asked "Will these items (configurations) be sold in stores?".

— Items should be set up as "Is Breakpack" = Y.

— FC "Store" Numbers must be set up on the supplier end internally.

— Items will be automatically created/set with a G1 Warehouse alignment code.

Have your Merchant set those WINs as **primary orderable** to the FC – if eCom Replen flag is on, these items will begin shipping as National Node items.

Breakpack Setup

Ecomm Setup

Fashion Omni Acceleration x Merchandise Execution

Inventory Flow: On Scenarios with 2 Configurations

New:
National node Eligible!

Item Configuration 2:
eCommerce

Sellable GTIN: 01234567891234

WIN: 6543210

GTIN: 60123456789123

Config: 12/1 Breakpack

Retail: $6.00

Cost: $1.90

Item Configuration 1:
Shared

FC Initial Set

FDC/RDC

FC

WIN: 0123456

GTIN: 40123456789123

Config: 12/1 Breakpack

Retail: $6.00

Cost: $2.00

Store Initial Set

Store

Important!
Ensure that Site End Date is accurate and eCom Replen Flag = Y

SENSITIVE

Inventory Flow: Scenarios with 1 Configuration

Sellable GTIN: 01234567891234

**Item Configuration 1:
Shared**

FC Initial Set

FC

FDC/RDC

Store Initial Set

Store

WIN: 0123456

GTIN: 40123456789123

Config: 12/1 (Breakpack = Y)

Retail: $6.00

Cost: $2.00

Important!
Ensure that Site End Date is accurate and eCom Replen Flag = Y
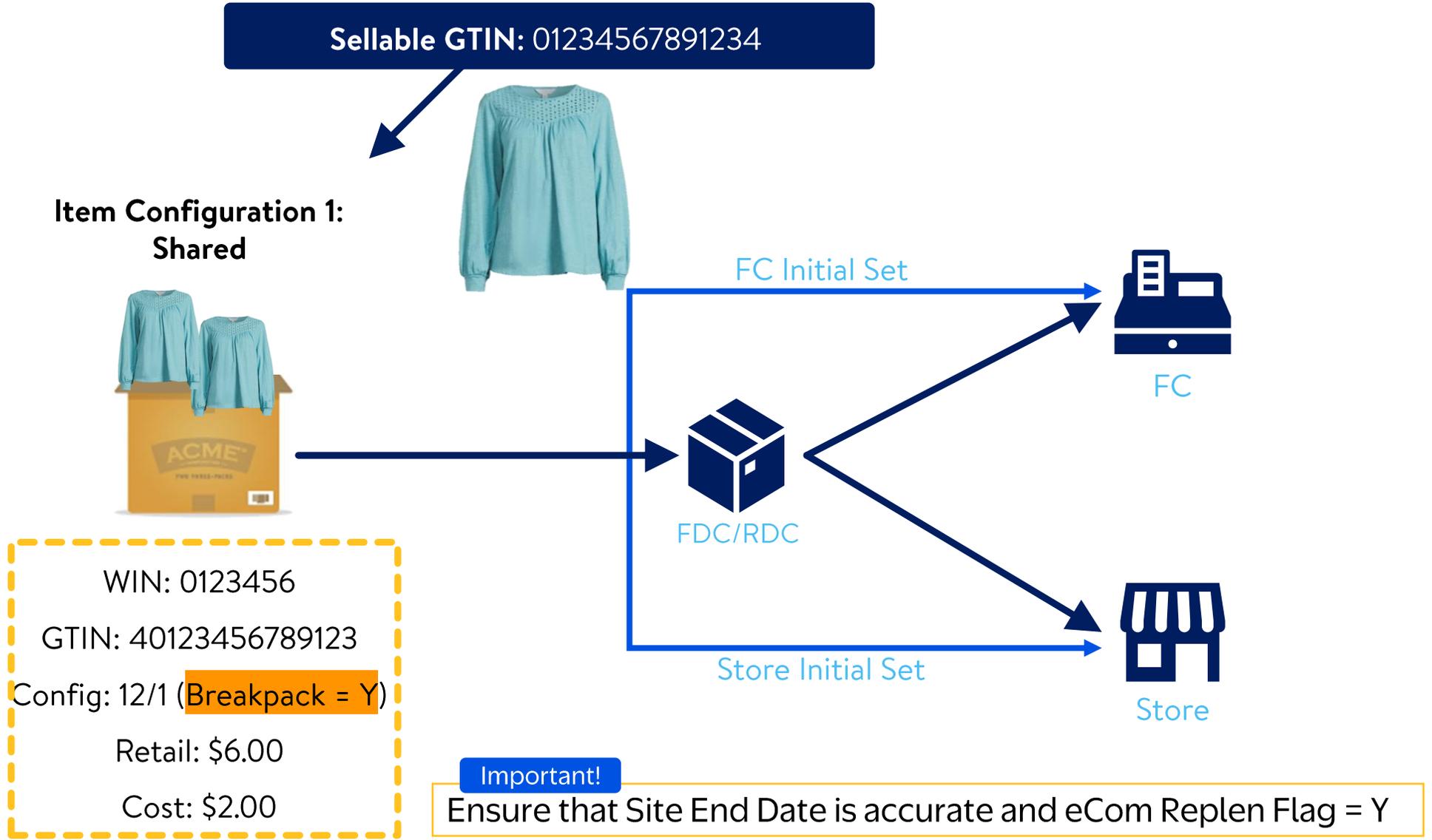
Inventory Flow: Scenarios with 1 Import Configuration

AEX Plan ID: Complete

Item Setup: Sellable GTIN 01234567891234

AEX Template Quote

**Item Configuration 1:
Store Shared**

FC Initial Set (AIMS)

FC

FDC/RDC

Store Initial Set

Store

WIN: 0123456

GTIN: 40123456789123

Config: 12/1 (Breakpack = Y)

Retail: $6.00

Cost: $2.00

Important!

Ensure that Site End Date is accurate and eCom Replen Flag = Y
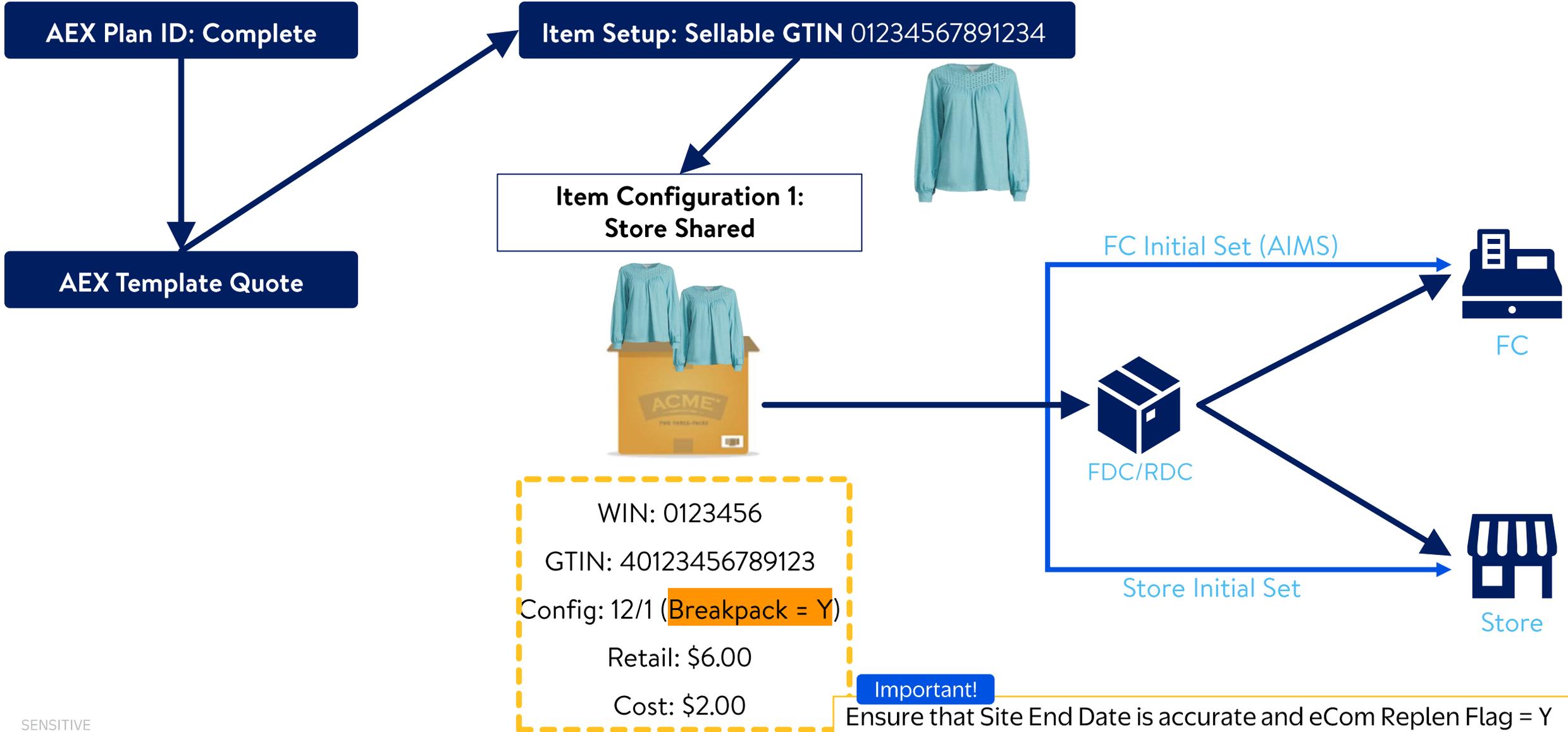
Item Concepts: Product and Supply Item

Bold attributes can be set up/maintained by suppliers. Non-bold are internal only attributes during Maintenance.
*Indicates cannot be maintained post-item setup.

Product:

Attributes that impact products at the **Item ID level** in the

Product Content & Site Experience tab of a SPEC

Supply Item:

Attributes that impact products at the **Item Configuration**

(WIN) level in the Supply Item & Trade Configurations tab

Common Attributes:
- **Product Name**
- **Brand**
- **Color**
- **Clothing, Shoe Size**
- **Fabric Content**
- **Key Features & Site Descriptio**n
- eCom Replen Flag
- **Site Start/End Date**

Common Attributes:
- **Supply Item Secondary Description**
- **Is RFID**
- **Each & Case Dimensions***
- **Vendor/Warehouse Pack Quantity***
- Supply Item – Is Primary (eCom orderable)
- **Is Breakpack = Y*** (Excludes 1/1 DSDC)
- **Store Replen Flag (Is Corporate Replenishable)**
- Replen Item Type (GRS)
- **Warehouse Alignment Code**

Only 4 Item Attributes are Required for Omni Inventory to be ON for goods packed over 1. Replen Type in AIMS MUST be GRS.

Setup Essentials – Omni Standards for Setup & Review

Configuration Level

Business Critical Attribute	SPEC Required?	Maintainable?	Store Shared — Domestic — Shared Inventory/Store Replenishable	Store Shared — Domestic — Set and Forget	Store Shared — Import — Shared Inventory/Store Replenishable	Store Shared — Import — Set and Forget
Item Type	Yes	Yes	22 or **20 or **73	03	42 or **40	43
Item Subtype	Yes	Yes	0	14	0	14
Warehouse Alignment Code	Yes	Yes	AP or **R0 or ***SS	DI	AP or ***SS	DI
Is Breakpack	Yes	No	Y	Y****	Y	Y****
Orderable GTIN	Yes	No	Match the Case GTIN (or largest configuration)	Match the Case GTIN (or largest configuration)	Match the Case GTIN (or largest configuration)	Match the Case GTIN (or largest configuration)
Case/Pack Qty	Yes	No	Build configuration packed x/1 (i.e., 12/1). Inner Packs >1 are reserved for high turn programs/sizes only.	Build configuration packed x/1 (i.e., 12/1). Inner Packs >1 are reserved for high turn programs/sizes only.	Build configuration packed x/1 (i.e., 12/1). Inner Packs >1 are reserved for high turn programs/sizes only.	Build configuration packed x/1 (i.e., 12/1). Inner Packs >1 are reserved for high turn programs/sizes only.
Cost	Yes	Yes	Match AEX	Match AEX	Match AEX	Match AEX

Product Level

Business Critical Attribute	SPEC Required?	Maintainable?	Store Shared — Domestic — Shared Inventory/Store Replenishable	Store Shared — Domestic — Set and Forget	Store Shared — Import — Shared Inventory/Store Replenishable	Store Shared — Import — Set and Forget
Grouping (All Attributes) Shelf 1 - Color	No	Yes	Var Group ID = GTIN of Base Variant. Always variant by *color/actualSize	Var Group ID = GTIN of Base. Variant by *color/actualSize	Var Group ID = GTIN of Base. Variant by *color/actualSize	Var Group ID = GTIN of Base. Variant by *color/actualSize
Site Start Date	No	Yes - Unless triggered	Two weeks **prior to first MABD**	Two weeks **prior to first MABD**	Two weeks **prior to first MABD**	Two weeks **prior to first MABD**
Store Label Description	No	Yes	12 Characters, Unique by Style	12 Character, Unique by Style	12 Character, Unique by Style	12 Character, Unique by Style
Site End Date	No	Yes	Set based on when item should be discontinued/marked down across all locations incl Walmart.com **If systemically replenishable**: 12/31/2049. **If discontinued or seasonal**: Friday of the AEX MD Week **If manually replenished**: 2/29/2028	Set based on when item should be discontinued/marked down across all locations incl Walmart.com **If systemically replenishable**: 12/31/2049. **If discontinued or seasonal**: Friday of the AEX MD Week **If manually replenished**: 2/29/2028	Set based on when item should be discontinued/marked down across all locations incl Walmart.com **If systemically replenishable**: 12/31/2049. **If discontinued or seasonal**: Friday of the AEX MD Week **If manually replenished**: 2/29/2028	Set based on when item should be discontinued/marked down across all locations incl Walmart.com **If systemically replenishable**: 12/31/2049. **If discontinued or seasonal**: Friday of the AEX MD Week **If manually replenished**: 2/29/2028
Supply Item Secondary Description	No	Yes	DEL WK XX 20XX or ONGOING (If systemically replenished). 4 weeks prior to AEX End Week.	NO REPL WK XX 20XX. 4 weeks prior to AEX End Week.	DEL WK XX 20XX or ONGOING (If systemically replenished). 4 weeks prior to AEX End Week.	NO REPL WK XX 20XX. 4 weeks prior to AEX End Week.
Retail	Yes	Yes	Match AEX	Match AEX	Match AEX	Match AEX

*Color setup must be unique if shared between patterns, i.e., Black Soot Stripe and Black Soot Polka Dot | **20/40 & R0 are used for DSDC store replenishment items | ***SS is used for shoes alignment. | ****AEX will default "N", WIP.

Item Creation Key Fields

Item Type	Item Subtype	Warehouse Alignment	Explained	Key for Modular
Most Common **Domestic** Non-Replen: 03 Seasonal Replen: 22 **Import** Non-Replen: 43 Seasonal Replen: 42 Direct to Stores Non-Replen: 07 **Other Options** Assembly Direct to Stores: 33 Walmart WH to Store: 37 Warehouse Year Round Replen Domestic: 20 Year Round Replen Import: 40	**Most Common** **Non-Replen:** 14 **Replenishment:** 0 **Other Options** Supplier Managed POS Replen: 87 Supplier Managed, No Store Review: 97 Replen Item, Order Item on Hand Held: 01 Warehouse Priority Assembly: 05 Supercenter: 04	**Based on Item Type** **Most Common** **DI:** 03, 07, 43 **AP:** 20, 22, 40, 42 **SS:** Shoes **DS:** Searcy (Jewelry) **Other Options** **WH/RO:** 20, 40 **AS:** 33, 37 **G1:** National Node	**AP**: FDC inventory storage - SPLIT POS TO FDC **RO**: DSDC - Store specific orders going out weekly to suppliers **DI**: Flow through DC - non storage - seen with NON REPLEN **AS**: Assembly - Crossdock through RDC's - store orders going out weekly to suppliers with breakpack sorting at RDC's **WH**: Staple stock in RDC **SS**: Shoes replenishment alignment. Goes through the Shoes Sorter at the DCs. **G1** : National Node inventory flow via Supplier>RDC>FC.	**Modular Batch Print:** Y Generates a label to be printed at the store level, without this checked Y a modular cannot be checked in **Corporate Order Book** Makes the item replenishable for stores **Replen:** Y **Non-Replen:** N

Item Lifecycle

Walmart

Item Description 2 (Supply Item Secondary Description) is used in Fashion to manage **store** exits and markdowns

All Zones/Tiers

DEL WK ## YYYY: Replenishing Items
NO RPLN WK ## YYYY: Non-replenishable items
ONGOING: Year-Round Items
DEL Z WK ## ##: Zonal Items

Key Terms:
DEL – used for DC stored items
DEL Z – used for Zonal Deletes
- WM week number, 4 weeks before MD WK
YYYY – Year

New Automation: Ensure AEX Markdown Week & Is Carryover to Next Season is accurate in AEX. We will use those to automate corrections ID2.

Escalate feedback/concerns to: Chris Nghiem Vu & Eva Teng

Season Code 0 | Three Buckets that Define Basics
eCom Site End Dates

MERCHANDISING

Replenishment Basic

The **RBASIC** classification is for items that are part of our assortment that we want to replenish throughout the year. **They will have an end date of 12/31/2049**. All items in the RBASICS grouping **should have the replen flag as Y** and have a forecast in AIMS (SMART)

Manual Basic

The **MBASIC** classification is for items that are part of our year-round assortment that we want to replenish, but for whatever reason are not able to do so with the replen flag set to Y. These items will need to have an end date of 12/31/2050

2/29/28 (Leap Years) should be used for Long Lifecycle items, eCom Replen = N
A "real" End Date should be used wherever possible

Sunset Basic

...ere either in the RBASIC or MBASIC bucket that **we intend to exit**. These items will use the **end date of 1/26/2049**. This classification will be used to identify basic items that need to be put on algo pricing & have an exit strategy. Algo pricing and liquidation will be submitted centrally on a monthly cadence

Note: All three of these buckets will be reported on and identified as Season Code 0
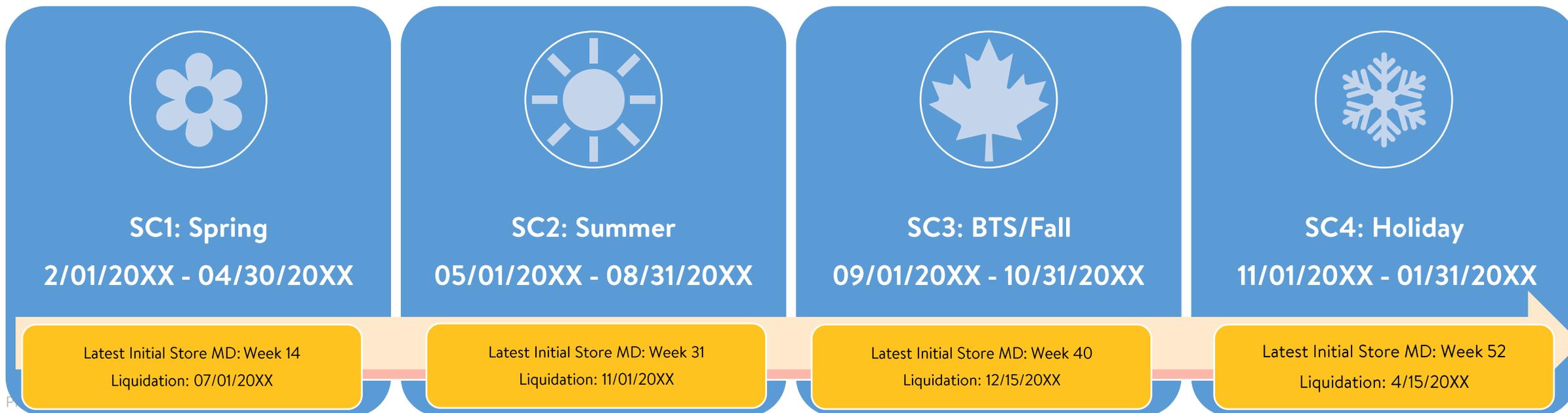
Season Codes 1-4 | Site End Date Expectations

Effective Site End Date Utilization:

- Real End Dates should be used wherever possible to keep FCs clean of stale inventory/discontinued items. Replen Y **can be on.**
- Start Dates should be set **2 weeks prior** to an item's earliest MABD.
- End Dates trigger algo pricing – automated submission to pricing **every Tuesday**
- Items eligible for liquidation 4-8 weeks after the item end date
- ***Note – Items will not be removed from algo if the end date is adjusted post submission**

eComm Season Code Cutoff Dates:

SC1: Spring

2/01/20XX - 04/30/20XX

SC2: Summer

05/01/20XX - 08/31/20XX

SC3: BTS/Fall

09/01/20XX - 10/31/20XX

SC4: Holiday

11/01/20XX - 01/31/20XX

Latest Initial Store MD: Week 14

Liquidation: 07/01/20XX

Latest Initial Store MD: Week 31

Liquidation: 11/01/20XX

Latest Initial Store MD: Week 40

Liquidation: 12/15/20XX

Latest Initial Store MD: Week 52

Liquidation: 4/15/20XX

Updated State | Updated End of Life Management

4 Weeks Before End Week

- Ensure item end dates are correct
- Monthly review shared with division
- Fashion Pulse View of upcoming markdowns

At Site End Week (Gate 1)

- First Markdown for Items
- Color level pricing
- Flat 30%-50% markdown

4 Weeks Past Week (Gate 2)

- Second Markdown for Items
- Start at 60% markdown

6 Weeks Past End Week (Floor)

- Item floor price at 70%*cost
- Aggressive pricing before item goes off the site

8 Weeks Past End Week

- Unpublished from site*
- Considered for liquidation

*Pending Enterprise Alignment

Thank You!

Chris Nghiem Vu – Christopher.Nghiemvu@walmart.com

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Appendix

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Appendix: Duplicate GTIN/Setup Opportunity