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Centre for Trade Facilitation and Electronic Business

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Item 5 of the provisional agenda

**DEVELOPMENTS BY EXPERT GROUPS: DELIVERABLES AND PRIORITIES**

**Addendum**

**Sourcing of Market Survey Information Business Requirements Specification  
Version: 0.5, Release: 1.0<sup>1</sup>**

Note by the Secretariat<sup>2</sup>

*Summary*

This document contains the executive summary and the table of contents of the full document, which can be downloaded from [http://www.unece.org/cefact/brs/brs\\_index.htm](http://www.unece.org/cefact/brs/brs_index.htm).

The Business Requirements Specification was prepared by the supply chain working group and approved by the International Trade and Business Processes Group on 25 May 2008. It was approved by the Forum Management Group in an intersessional approval process.

This document is for approval by the Heads of Delegation in an intersessional process and is **for confirmation** by the fourteenth UN/CEFACT Session.

<sup>1</sup> UN/CEFACT Business Standard prepared by the International Trade and Business Processes Group (TBG).

<sup>2</sup> This document was submitted late due to resource constraints.

## BUSINESS REQUIREMENTS SPECIFICATION (BRS)

Business Domain: Market Research

Business Process: Sourcing of Market Survey information

Document Identification: CEFACT/Forum/2006/TBG/.part 1

Title: Sourcing of Market Survey Information

UN/CEFACT International Trade and Business Processes Group: TBG1

Document location : [http://www.unece.org/cefact/brs/brs\\_index.htm](http://www.unece.org/cefact/brs/brs_index.htm).

Version: 0.5

Release: 1

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### Executive Summary

1. The market research (MR) departments in most multinational companies and specialized market research companies sit on a plethora of information, collected through a variety of Market Surveys, that combined will give invaluable information on the different societies, their citizens' behaviour as consumers and political and social actors.
2. This information can be used by governments and companies alike to improve the societies and also to develop new products and improve products already on the market. Some of this information may be shared openly whereas some may be proprietary and protected.
3. While trade associations like European Society for Opinion and Marketing Reserch (ESOMAR) have established ISO standards (ISO 20252) related to ethics and code of conduct within the MR industry, the industry has no standardized approach for identifying, classifying, marketing and exchanging this information in a rational way.
4. The need for standardization in this area is further strengthened by the fact that information in general has become a commercial commodity. That goes especially for background information on consumer and voter behaviour addressing question such as:
  - (a) Why are people buying this and not that?
  - (b) Why do they prefer political party A over political party B?
  - (c) What is the market behaviour in countries X, Z and Y?
  - (d) Why do they differ and on what subjects?.
5. As information in general has become a commercial commodity it may be traded essentially like any other product by applying general trading processes. Market Research is

about opinions and attitudes (and not characteristics of a product or service) for which there is a need to define standardised exchange formats for describing the type of information available as well as for providing the actual information.

6. To address this situation an activity is established within UN/CEFACT TBG1 to “obtain Business Process Models and the business transaction class diagrams for documenting business scenarios and the business transactions involved in the market research, indexing and information exchange processes. These class diagrams will be used to obtain the XML messages to support these business processes.”

7. The purpose of this document is to define consistent processes for sourcing of Market Survey information and to describe in detail the business processes and transactions involved, using the UN/CEFACT Modelling Methodology (UMM) approach and the Unified Modelling Language (UML).

8. The structure of this document is based on the structure of the UN/CEFACT Business Requirements Specification (BRS) document reference CEFACT/ICG/005.

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