



CARS
Content Acquisition
Request System
Vendor Guide

August 2012

Dear Vendor Partners,

We are thrilled to feature your brands on Belk.com and look forward to continuing our rewarding partnership. As we expand the assortments on Belk.com and drive sales and gross margin rates, we need your cooperation and support to ensure your products are featured on the website in a timely manner with quality images (or samples) and product descriptions provided by the pre-determined deadlines. The Content Acquisition Request System (CARS) is a web-based tool used by vendors to provide product information and images to the buying office to be featured on Belk.com. It requires a representative from each of your brands to access the system and complete a form requesting this product information for each style & color combination. These assets are due to the buying office 9 weeks prior to the ship date.

Enclosed you will find detailed instructions for the CARS process. After reviewing, please contact your buying office with any questions. Senior management is highly involved in the Ecommerce content acquisition process and request that all vendors follow these timelines and requirements. If we do not receive images and product description on time, we risk inventory arriving at the Belk Fulfillment Center before the assets are ready to publish to the website. Each day this merchandise sits, we lose sales and gross margin potential. You are a valuable brand and we want to create a strong in-store and online presentation with a complete assortment. Please help support our needs by completing the CARS and ensuring the images/samples are provided.

Corporate communication will be forthcoming regarding the implementation of a much more rigid and robust compliance program so let's work together to achieve results before then.

Our business is great together online and we want to continue driving these results. Thank you for your cooperation, partnership and support.

If you have any questions, please email Jessica Sansavera.

Kindest regards,

Kathy Bufano, President & Chief Merchandising Officer and Jessica Sansavera, Digital Product Data Manager

CARS - Vendor

Introduction

CARS (Content Acquisition Request System) is a web-based information portal where vendors:

- Provide detailed product features and benefits to be used in copy on the eCommerce website.
- View sample and/or image requests from the buying office for each style and color.
- Receive deadlines as to when the above information must be provided to Belk.

This document shows how to access and use the CAR system. Major topics include:

Process Overview- CARS	4
CARS – Process Flow	5
Vendor Best Practices	6
Image Requirements Accessing the CAR System	7
Changing Your Password	9
Basic Functionality	10
Selecting a CAR.....	11
Late CARs.....	13
Detailing a CAR.....	17
Image Management.....	23
Searching for a CAR.....	26
Pattern Management –Overview.....	29
Copying a CAR.....	32

Process Overview- CARS

What is the Content Acquisition Request System (CARs)?

The Content Acquisition Request System (CARS) is a web-based application that serves as the key tool for retrieving content, copy, samples and correctly formatted images from Vendors for product featured on Belk.com. If vendors fail to provide these key components by the communicated deadlines, CARs are considered LATE (see Page 13 for LATE CARs information) and reduced costs shipments, loss in retail sales and poor or nonexistent brand representation on Belk.com may result.

What is a CAR (Content Acquisition Request)?

Each CAR (defined by CAR ID) represents a single vendor style number. If a style number contains several UPC's for each color or size, each of the UPC's will fall within the same CAR assuming Belk ordered all of the sizes and colors on the same purchase order number.

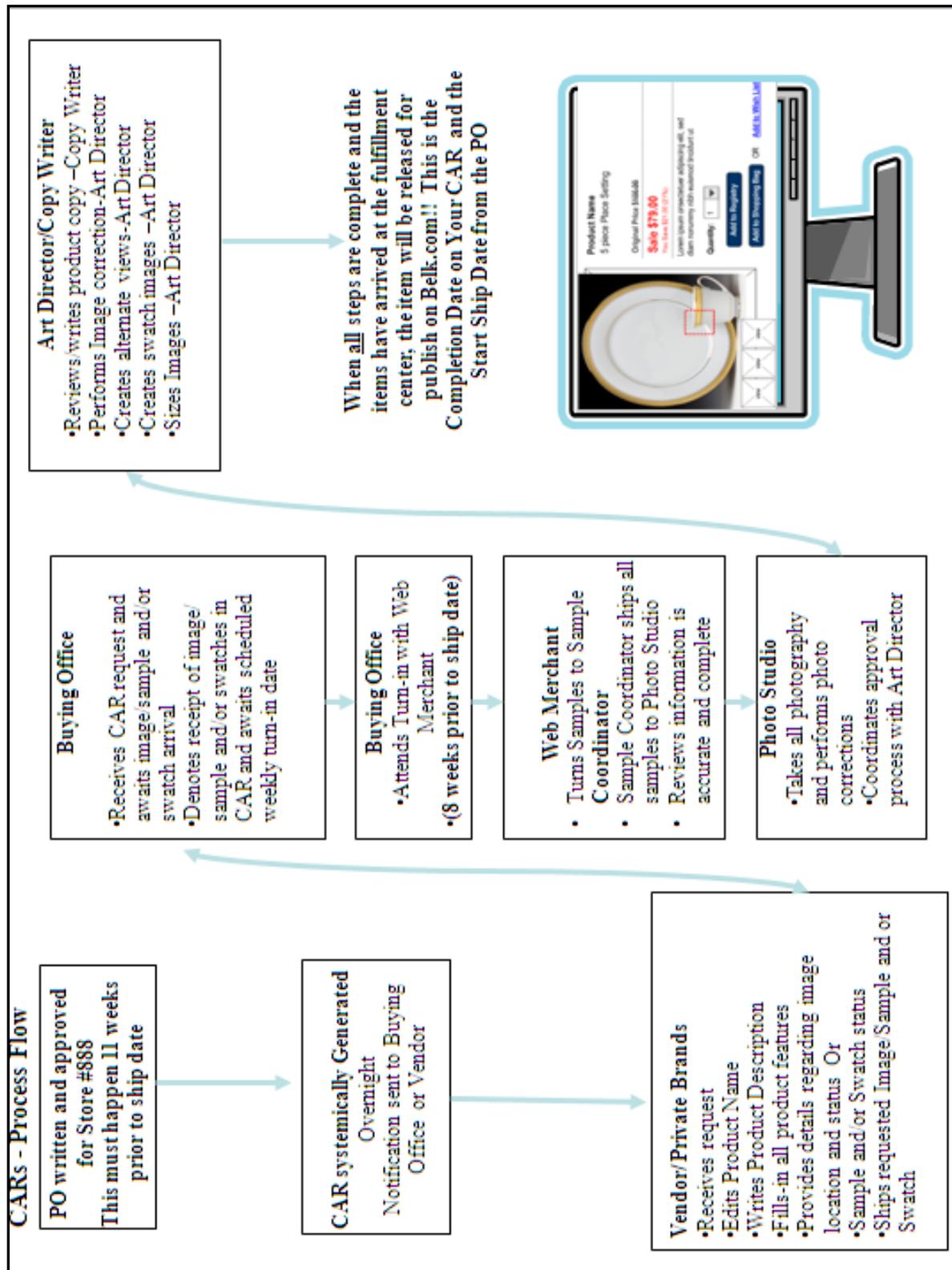
Below is an overview of the CARs process.

1. When an order is approved in the Belk Purchase Order system with quantities for store #888 (Belk.com store number), the system will automatically generate a CAR (Content Acquisition Request) for each style.
2. The following day, vendors assigned will be notified by email that CARs have been initiated and in need of detailing. The email will show CAR detail down to SKU level.
3. After accessing the CARS system, the vendor will see all assigned CARs on the "dashboard".
4. Vendor will provide **product description, product features, existing image information and/or ship any samples and swatches to the buying office as requested.**
5. Vendor will submit CAR back to the merchant office and ship sample or provide an image for each style/color combination **by the "status due" date.**

IMPORTANT: In the event that the buying office does not have necessary samples or images by the "Status Due" date, an RTV or cancellation of eCommerce from the Purchase Order may result.

6. Buying office will review vendor information for accuracy and completeness before submitting to the eCommerce team for publishing. In the event the vendor provides inaccurate or incomplete detail, the buying office will put the CAR back in "vendor status".
7. Web Merchants will be responsible for publishing image and content to web site. Merchandise will display on the web site when inventory is received. Merchandise will remain on site until out of stock.

CARS – Process Flow



Vendor Best Practices

YOUR ROLE AS OUR VENDOR REPRESENTATIVE

- Upon receipt of the system-generated email with the subject line “CAR Generation Notification,” immediately access the system and review the styles being added to the Belk.com assortment.
 - A CAR generates each time a PO is approved. Therefore, if a CAR appears on your dashboard, a PO was sent to you via EDI the prior evening
- For **each** and **every** color & style listed under “sku management,” you will need to provide a correctly formatted image or sample to be photographed to the buying office.
 - The “due date” listed on each CAR determines when the buyer must have the sample or image in his or her hands.
 - Label each item with the correct color and style number
 - **Important:** In the instance that the buying office does not have the sample or image at this specific time, an **RTV or cancellation of web store from PO may result**
- As the vendor, you are the expert and can market your products better than anyone. Therefore, a vendor representative must update each CAR with the appropriate Product Name, Product Description and Product Features prioritized by the specified “Due Date” listed on each CAR
 - For Product Name, type over the existing words and replace with a name that the customer should see when viewing the product. Do not use all capital letters or key the brand name since there is another field in the CAR to select this.
 - The Product Description should be 2-4 sentences in length describing the unique features and benefits that distinguish it from similar products in the same category.
 - **Important:** Be mindful of who the appropriate point of contact should be to supply the content portion of the CAR (i.e. Marketing, Public Relations, Special Events representatives)
- Once the sample and/or images are sent to the buying office and the CAR content, copy and product features are complete, “submit” the CAR at the bottom of the page
- The buying office will review each CAR and if additional information is needed, they will push the CAR back to you for more details. Update the CAR with the requested information immediately.

ADDITIONAL REQUIREMENTS

- New styles should be entered into QRS immediately following market to allow for orders to be written
- Vendor substitutions for product shipped to 888 after the original CAR is complete will not be accepted
- If changes to the styles on a Purchase Order are necessary:
 - They must be communicated to the buying office 4 weeks prior to the PO start ship date.
 - A sample and or image must be sent to the buying office and the CAR content must be completed 4 weeks prior to the PO start ship date
 - If these two conditions are not met, an RTV may result.

Image Requirements



E-Commerce – Vendor-Provided Image Guidelines

Photography Guidelines:

Product

- Shoot against a white seamless sweep
- Slight shadows for visual grounding

On-Figure

- Shoot against white seamless sweep
- Provide image with space around subject

Color: RGB

Image requirements:

- Include clipping path with a tolerance of zero
- Silhouette subject matter

Size:

- minimum – 4" x 6" (2500 pixels x 2500 pixels)
- resolution – 300dpi
- RGB

File format:

- EPS, JPG, PSD, TIFF

Delivery: Belk Buying Office

Media: CD, DVD, email attachment, FTP location/login/password

Vendor-provided images are subject to Belk Web Merchant, Photo Art Director, or Buying Office judgment. Any possible acceptance or denial of image publishing with Belk E-Commerce is solely at their discretion.

All further inquiries concerning Belk E-Commerce image specifications can be directed to the Belk Buying Office and forwarded to either the Belk Web Merchants or Belk Photo Art Director.

This document is subject to change. It will be versioned/circulated at Belk eCommerce discretion.

Last Modified: April 2012

Accessing the CAR System

The buying office is responsible for registering vendor contacts in the CARS system. The system will then generate an email to the new user with the user id and password. Upon receipt of the email, follow these steps to access the CAR system.

1. You may access the CAR system by clicking the link furnished in the system generated email or by typing the URL “cars.belk.com” in your internet browser. Both will take you to the CARS log on screen.



2. Enter your email address and password provided in the email confirmation.

Note: These are case specific and must be typed in just as they appear in the system-generated email.

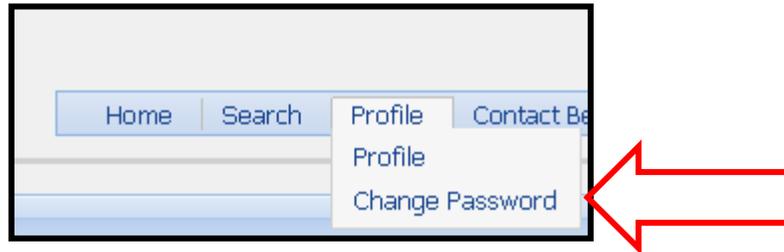
3. Click “Login”.

If you have forgotten your password, fill in your email address and click the “Forgot Password” link. A new window will display. Re-enter your email address and click “Reset Password”. A system generated email will be sent with a new password.

Changing Your Password

Once you have logged in, it is recommended that you change your password. Once you have changed it, your password never expires and you never need to change it.

1. Select “Profile” from the toolbar.
2. Select “Change password” from the drop-down list



3. The “Change Password” window displays. Enter new password.
4. Re-enter the new password.
5. Click “Change Password”.

A screenshot of a "Change Password" window. The window has a title bar with a "close" button. Inside the window, there are two text input fields: "Password:" and "Confirm Password:". A blue button labeled "Change Password" is located at the bottom right of the window.

Basic Functionality

Application Toolbar

The CAR system has a toolbar that will remain constant across the top – no matter where you are in the system.

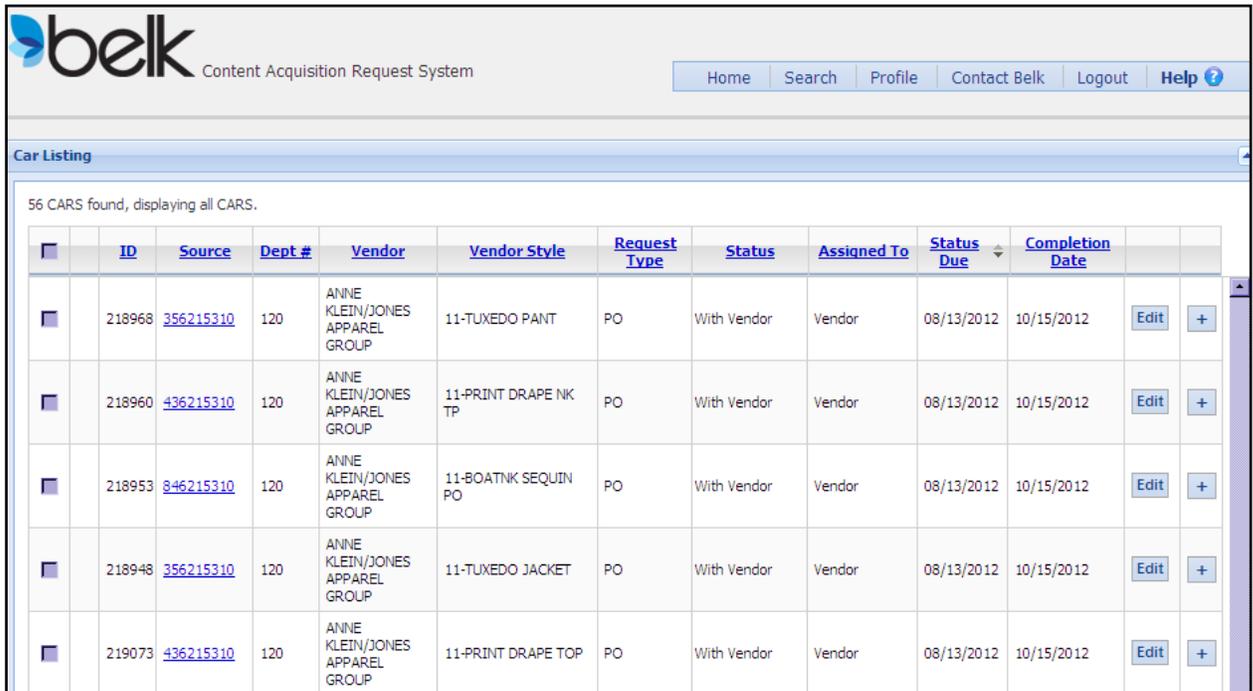


Their functions are as follows:

Tool	Function
Home	“Dashboard” – to view the CARs listing. “Home” will always return you to the main listing.
Search	Allows you to search for an existing CAR by: <ul style="list-style-type: none">▪ Car ID▪ Vendor Style Number, Vendor Number, Vendor Name▪ Department Number▪ Class Number▪ Date Range▪ Workflow Status (such as LATE CARS)▪ Assigned To▪ Request Type▪ Archive Status▪ Product Type▪ Belk UPC▪ Create or Update Date.
Profile	Allows you to change your password
Contact Belk	If vendor has questions –contact buying office
Logout	Allows you to logout of the CAR system.
Help	Help info based on page and section.

Selecting a CAR

Upon signing into the CAR system the “Dashboard” will display. The dashboard is a listing of all CARs assigned to you.



56 CARs found, displaying all CARs.

<input type="checkbox"/>	ID	Source	Dept #	Vendor	Vendor Style	Request Type	Status	Assigned To	Status Due	Completion Date	Edit	+
<input type="checkbox"/>	218968	356215310	120	ANNE KLEIN/JONES APPAREL GROUP	11-TUXEDO PANT	PO	With Vendor	Vendor	08/13/2012	10/15/2012	Edit	+
<input type="checkbox"/>	218960	436215310	120	ANNE KLEIN/JONES APPAREL GROUP	11-PRINT DRAPE NK TP	PO	With Vendor	Vendor	08/13/2012	10/15/2012	Edit	+
<input type="checkbox"/>	218953	846215310	120	ANNE KLEIN/JONES APPAREL GROUP	11-BOATNK SEQUIN PO	PO	With Vendor	Vendor	08/13/2012	10/15/2012	Edit	+
<input type="checkbox"/>	218948	356215310	120	ANNE KLEIN/JONES APPAREL GROUP	11-TUXEDO JACKET	PO	With Vendor	Vendor	08/13/2012	10/15/2012	Edit	+
<input type="checkbox"/>	219073	436215310	120	ANNE KLEIN/JONES APPAREL GROUP	11-PRINT DRAPE TOP	PO	With Vendor	Vendor	08/13/2012	10/15/2012	Edit	+

Note: The dashboard will display 250 CARs at a time. If a user has more than 250, they can select the “next” link or the desired page to scroll through the CARs list.

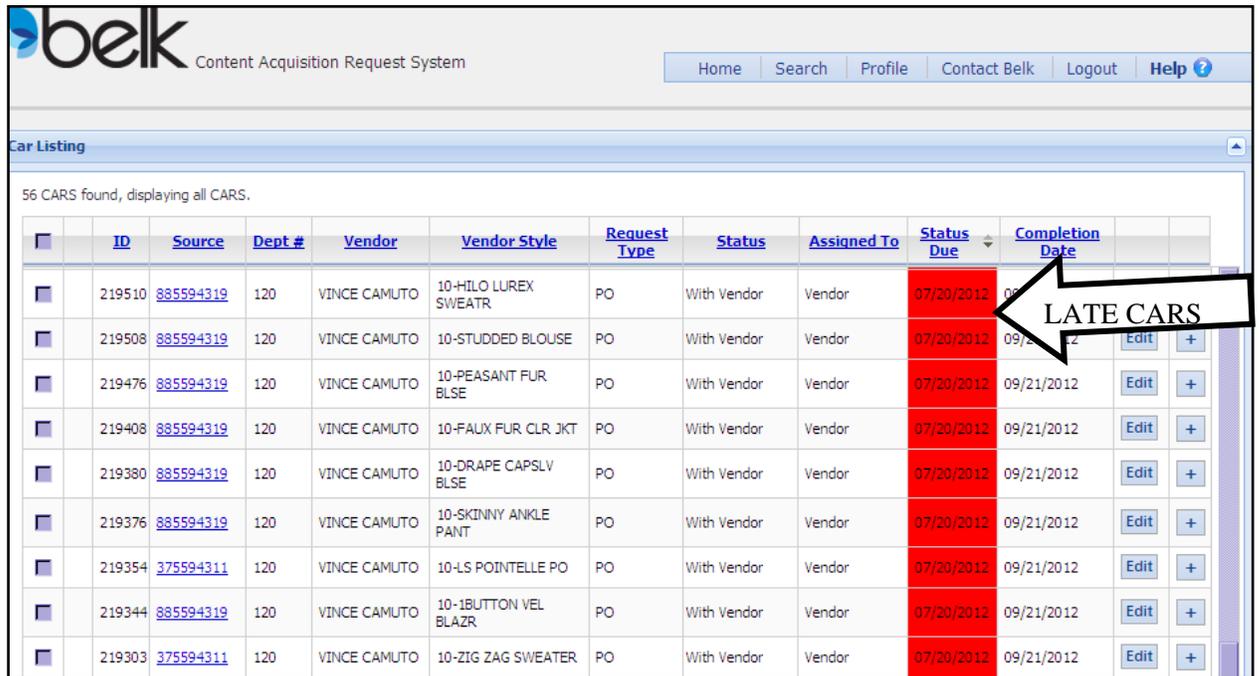
This list always defaults to sorting by “Completion Date”. User can sort by any column by clicking the column heading. If a user has more than 250 CARs, all CARs assigned to that user will sort.

Below is a description of each column on the dashboard.

Pattern icon	 This icon will display when one or more styles have been merged together to create one CAR instead of several. All CARS rules apply.
ID	A system assigned number exclusive to each CAR
Source	The Purchase Order number that generated the CAR or name of person creating Manual Car
Dept. #	Department number
Vendor	Vendor name
Vendor Style	Description of the style as set up in the Belk Item Database system
Request Type	Purchase Order or Manual CAR
Status	The current status of the CAR. With Vendor- CAR has been submitted to Vendor
Assigned To	Identifies who needs to complete the CAR “Vendor” appears when the buyer submits to vendor. Once vendor completes the CAR, he or she submits back to buyer and the CAR will be removed from vendor’s dashboard.
Status Due	Deadline date Vendor must submit the CAR back to the buying office. Vendor cannot submit CAR until it contains complete & accurate product description AND samples, swatches & images are provided to the buying office.
Completion Due	Equal to “Start Ship Date” of order. CAR must be ready for publishing by this date. This is NOT the Vendors due date for completion.
Edit	Click this button to enter the CAR and begin detailing.

Late CARs

Each “Status” and Workflow on the dashboard has been assigned a due date based on “weeks out” from the ship date of the product. When a CAR is due on the present day or in one to two days, the “Status Due” cell will be highlighted in yellow. When a CAR is past the “Status Due” date, the cell is highlighted in red. It is at this point that the CAR is considered late.



56 CARs found, displaying all CARs.

ID	Source	Dept #	Vendor	Vendor Style	Request Type	Status	Assigned To	Status Due	Completion Date		
219510	885594319	120	VINCE CAMUTO	10-HILO LUREX SWEATR	PO	With Vendor	Vendor	07/20/2012	09/21/2012		
219508	885594319	120	VINCE CAMUTO	10-STUDED BLOUSE	PO	With Vendor	Vendor	07/20/2012	09/21/2012	Edit	+
219476	885594319	120	VINCE CAMUTO	10-PEASANT FUR BLSE	PO	With Vendor	Vendor	07/20/2012	09/21/2012	Edit	+
219408	885594319	120	VINCE CAMUTO	10-FAUX FUR CLR JKT	PO	With Vendor	Vendor	07/20/2012	09/21/2012	Edit	+
219380	885594319	120	VINCE CAMUTO	10-DRAPE CAPSLV BLSE	PO	With Vendor	Vendor	07/20/2012	09/21/2012	Edit	+
219376	885594319	120	VINCE CAMUTO	10-SKINNY ANKLE PAINT	PO	With Vendor	Vendor	07/20/2012	09/21/2012	Edit	+
219354	375594311	120	VINCE CAMUTO	10-LS POINTELLE PO	PO	With Vendor	Vendor	07/20/2012	09/21/2012	Edit	+
219344	885594319	120	VINCE CAMUTO	10-1BUTTON VEL BLAZR	PO	With Vendor	Vendor	07/20/2012	09/21/2012	Edit	+
219303	375594311	120	VINCE CAMUTO	10-ZIG ZAG SWEATER	PO	With Vendor	Vendor	07/20/2012	09/21/2012	Edit	+

Below is a chart that refers to the default groups (most areas) workflow based on each month's ship dates. Following these guidelines will help ensure CARs are not late.

Spring

PO Start Ship Date*	Date CAR Completed by Vendor & Image Available on FTP Site
Feb Receipts	
1/25	11/23
2/1	11/30
2/15	12/14
March Receipts	
2/25	12/24
3/1	12/29
3/15	1/12
April Receipts	
3/25	1/22
4/1	1/29
4/15	2/12
May Receipts	
4/25	2/22
5/1	2/27
5/15	3/13
June Receipts	
5/25	3/23
6/1	3/30
6/15	4/13
July Receipts	
6/25	4/23
7/1	4/29
7/15	5/13

Fall

PO Start Ship Date*	Date CAR Completed by Vendor & Image Available on FTP Site
Aug Receipts	
7/25	5/23
8/1	5/30
8/15	6/13
Sept Receipts	
8/25	6/23
9/1	6/30
9/15	7/14
Oct Receipts	
9/25	7/24
10/1	7/30
10/15	8/13
Nov Receipts	
10/25	8/23
11/1	8/30
11/15	9/13
Dec Receipts	
11/25	9/23
12/1	9/29
12/15	10/13
Jan Receipts	
12/25	10/23
1/1	10/30
1/15	11/13

- If the PO Start Ship date falls in between two dates listed, follow the timeline for the earlier start date.
- All time frames are based on weeks out from ship date.

Previewing a CAR

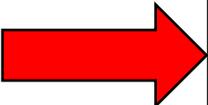
You may preview a CAR before selecting it to detail.

Click on the CAR in the CAR listing. A preview window will open below. User will see most CAR detail information. The **date the CAR was generated** will also display. The “preview” is a “read only” view.

<input type="checkbox"/>	219001	356215310	120	ANNE KLEIN/JONES APPAREL GROUP	11-RUFFLE NK BLOUSE	PO	With Vendor	Vendor	08/13/2012	10/15/2012	Edit	+
<input type="checkbox"/>	218982	436215310	120	ANNE KLEIN/JONES APPAREL GROUP	11-DRAPE NK TOP	PO	With Vendor	Vendor	08/13/2012	10/15/2012	Edit	+

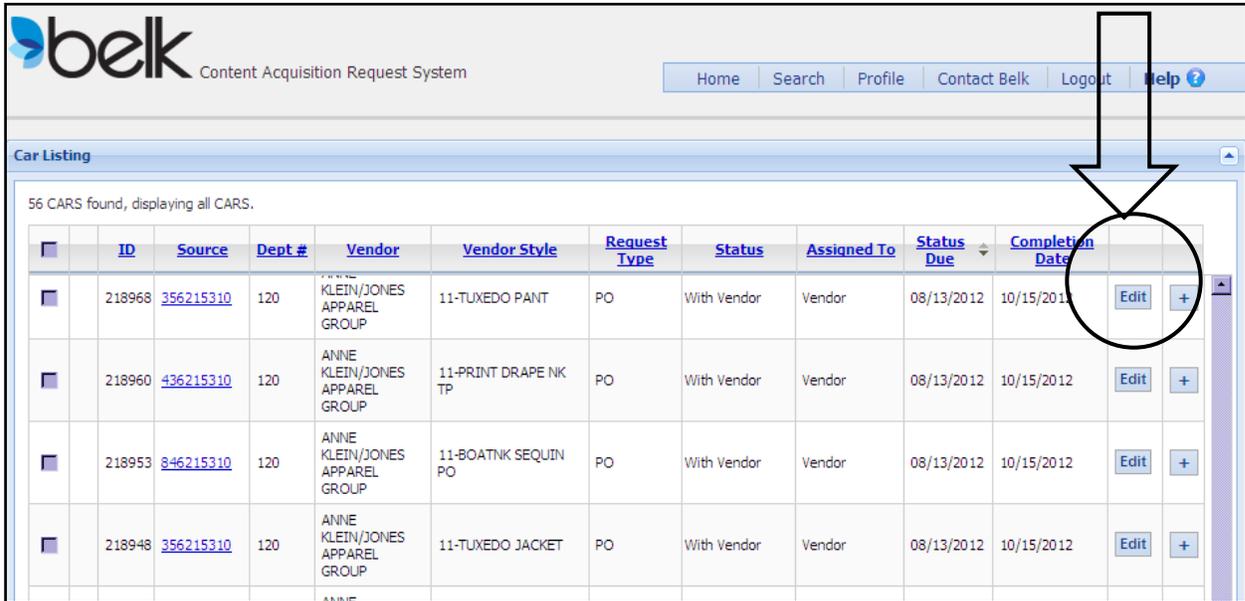
CAR Preview

Car ID: 218982	Department: 120-UPDATED COLLECTION	Class: 6103 - KNIT TOPS
Vendor #: 1801605	Vendor Name: ANNE KLEIN/JONES APPAREL GROUP	Date Car Generated: 07/19/2012
Vendor Style #: 10379118	Vendor Style Description: 11-DRAPE NK TOP	
Car Status: ACTIVE	Content Status: In Progress	Workflow Status: With Vendor
Archive Status: Unarchived	Completion Date: 10/15/2012	Assigned To: Vendor
Due Date: 08/13/2012	Last Updated By: carsadmin@belk.com	



Selecting a CAR

Once you have located the CAR you need to detail, click the “Edit” button. This will move you to the “Edit CAR” screen.



The screenshot displays the Belk Content Acquisition Request System interface. At the top, the Belk logo and the text "Content Acquisition Request System" are visible. A navigation bar includes links for Home, Search, Profile, Contact Belk, Logout, and Help. Below this is a "Car Listing" section with a sub-header "56 CARS found, displaying all CARS." A table lists several CARs with columns for ID, Source, Dept #, Vendor, Vendor Style, Request Type, Status, Assigned To, Status Due, and Completion Date. The first row is highlighted, and its "Edit" button is circled. An arrow points from the top right towards the "Edit" button.

	ID	Source	Dept #	Vendor	Vendor Style	Request Type	Status	Assigned To	Status Due	Completion Date	
<input type="checkbox"/>	218968	356215310	120	ANNE KLEIN/JONES APPAREL GROUP	11-TUXEDO PANT	PO	With Vendor	Vendor	08/13/2012	10/15/2012	Edit +
<input type="checkbox"/>	218960	436215310	120	ANNE KLEIN/JONES APPAREL GROUP	11-PRINT DRAPE NK TP	PO	With Vendor	Vendor	08/13/2012	10/15/2012	Edit +
<input type="checkbox"/>	218953	846215310	120	ANNE KLEIN/JONES APPAREL GROUP	11-BOATNK SEQUIN PO	PO	With Vendor	Vendor	08/13/2012	10/15/2012	Edit +
<input type="checkbox"/>	218948	356215310	120	ANNE KLEIN/JONES APPAREL GROUP	11-TUXEDO JACKET	PO	With Vendor	Vendor	08/13/2012	10/15/2012	Edit +

Detailing a CAR

CARS Section 1 - CAR Info

Displays detailed information for the CAR ID selected.

The screenshot shows a web application window titled "Edit CAR". It contains two main sections: "CAR Info" and "CAR Notes".

CAR Info

Car ID: 218968	Department: 120-UPDATED COLLECTION	Class: 6108 - PANTS
Vendor #: 1801605	Vendor Name: ANNE KLEIN/JONES APPAREL GROUP	Date Car Generated: 07/19/2012
Vendor Style #: 10354261	Vendor Style Description: 11-TUXEDO PANT	
Car Status: ACTIVE	Content Status: In Progress	Workflow Status: With Vendor
Archive Status: Unarchived	Completion Date: 10/15/2012	Assigned To: Vendor
Due Date: 08/13/2012		

CAR Notes

Below the "CAR Notes" header is a large empty text area. At the bottom left of this area is a button labeled "Add Note". A red arrow points to this button.

CARS Section 2 - CAR Notes

Users will have the ability to leave notes by clicking the “Add Note” button in the “CAR Notes” section.

A pop up window will appear with a free text box. Type your notes and click “Add CAR Note”. The note will then display in the CAR notes section with your name and date created. These notes will be visible to the buying office.

This section is NOT for listing product features or image/sample information.

The screenshot shows a pop-up window titled "Add a CAR Note". It has a close button (X) in the top right corner. The main area is a text input field with a vertical scrollbar on the right. Below the text field, it displays "Max Char: 2000" and "Remaining: 2000". At the bottom, there are two buttons: "Cancel" and "Add Car Note".

CARS Section 3 - Product Details

Contains two fields – “Product Name” and “Product Description”.

Product Name

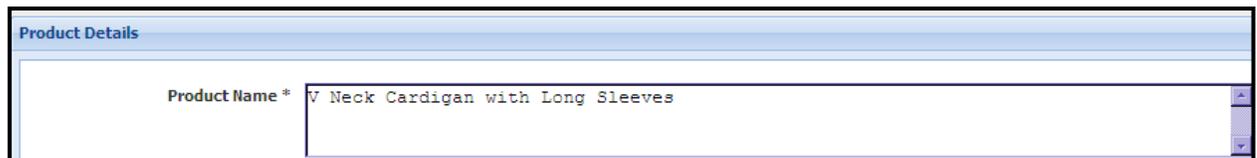
This field automatically populates with the style description that appears in the Belk Item Database. Vendors must edit this field by typing in a more customer friendly format. This will serve as the headline for your product on Belk.com.

Unedited Product Name



A screenshot of a web form titled "Product Details". It features a single text input field labeled "Product Name *". The field contains the text "11-TUXEDO PANT". The form has a light blue header and a white background.

Edited Product Name



A screenshot of a web form titled "Product Details". It features a single text input field labeled "Product Name *". The field contains the text "V Neck Cardigan with Long Sleeves". The form has a light blue header and a white background.

Each word in the product name should start with a capital letter. There is a 60 character limit to the Product Name field.

Good Product Name = Item Name or Distinguishing Characteristic of Item + What the Item Is

Correct Example: Shell Rectangle Bangle Watch

Incorrect Example: Rectangle Bangle

Do not key the Brand name in this section as it will cause the brand name to display twice on the website. There is a designated location for Brand name later in the detail screen

Product Description

The free text box for “Product Description” will serve as the description of the product on Belk.com. It will initially contain the same style description that appears in the Belk Item Database. Vendors must edit this to remove systemic description and replace with “customer friendly” information. This will display on the website and help the customer when deciding whether or not to purchase the product.

This description should be 2 to 4 sentences in length and should focus on the unique characteristics of the product in addition to features and benefits that distinguish the item from similar products in the same category. The description must contain a minimum of 40 characters in order to submit the CAR back to the buying office. An error message will display if this minimum is not met.

Do not use abbreviations.

Do not use all capital letters.

Do not key the Brand name in this section as it will cause the brand name to display twice on the website. There is a designated location for Brand name later in the detail screen.

Unedited Product Description

Product Description *	11-TUXEDO PANT
-----------------------	----------------

Edited Product Description

Product Description *	This fabulous v neck cardigan is reinvented with a fun ikat print. Featured with a button front and long sleeves. Pair with solid coordinating colors.
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Unique features may include:

- Screen print graphics
- Appliqués
- Epaulettes
- Ruffle trim and unique hemlines & seams
- Sequins, rhinestones & beads
- Attached belts or bows
- Waistlines
- Topstitching

Incorrect Product Description:

“This is a sleeveless pleated shell with buttons down the back.”

Correct Product Description:

“Exquisitely crafted from airy textured linen with a flattering belted waist, the Quinten is the epitome of ethereal romance in an elegant full-skirted silhouette accented with soft pressed pleats. Crossover V-neckline with soft pressed pleats at the left waist and shoulders. Racer back with concealed center back zip and hook-and-eye closure. Self-tie sash belt at the waist. Paneled full skirt. Falls 25 ½” from natural waist. Fully lined in breezy cotton lawn.”

CARS Section 4 - Product Features

Product features provide the basic details for the product and will display as part of the product description once published to Belk.com. The fields in this section are merchandise-specific and vary among different product types. Product Features could be any combination of

- Drop down boxes with a pre-determined selection list.
- Free form text boxes,
- Radio buttons allowing you to choose between two options.

IMPORTANT NOTE: ALL PRODUCT FEATURES ARE REQUIRED FIELDS.

Product Features

Add to Fit Solution ? * No Yes

Brand * Anne Klein

Care * Dry Clean Only

Describe how it closes *

<input type="checkbox"/> 2 Button Front	<input checked="" type="checkbox"/> 2 Button Front with Zip	<input type="checkbox"/> Back Zip
<input type="checkbox"/> Drawstring	<input type="checkbox"/> Extended Side Zip	<input type="checkbox"/> None
<input type="checkbox"/> Snap Front	<input type="checkbox"/> Snap Front with Zipper	<input type="checkbox"/> Tab
<input type="checkbox"/> Tie Front	<input type="checkbox"/> Zip Front And Button	<input type="checkbox"/> N/A

Describe the Pockets * Front Side Pockets

Describe the Waist line - Check all that apply *

<input checked="" type="checkbox"/> Belt loops	<input type="checkbox"/> Comfort Band	<input type="checkbox"/> Contour Band
<input type="checkbox"/> Elastic Band	<input type="checkbox"/> Elastic back only	<input type="checkbox"/> Elastic on sides
<input type="checkbox"/> Extended Tab	<input type="checkbox"/> Flat front	<input type="checkbox"/> Hidden Elastic
<input type="checkbox"/> Pleated Front	<input type="checkbox"/> Pull On	<input type="checkbox"/> Sits Above Waist
<input type="checkbox"/> Sits At Waist	<input type="checkbox"/> Sits Below Waist	<input type="checkbox"/> N/A

Describe the look and feel of the fabric *

<input type="checkbox"/> Corduroy	<input type="checkbox"/> Denim	<input type="checkbox"/> Poplin
<input checked="" type="checkbox"/> Sateen	<input type="checkbox"/> Satin	<input type="checkbox"/> Satin Twill
<input type="checkbox"/> Seersucker	<input type="checkbox"/> Tricotine	<input type="checkbox"/> Tweed
<input type="checkbox"/> Twill	<input type="checkbox"/> Velour	<input type="checkbox"/> Velvet
<input type="checkbox"/> N/A		

Does it have a Lining ? * No Yes

Everyday Value ? * No Yes

Exclusive ? * No Yes

Fit ? * Loose Fit Relaxed Fit Slim Fit
 N/A

Holiday ? * No Yes

Import/Domestic ? * Domestic Import

Length/Inseam * 33 inches

Material Content * Polyester

Occasion * N/A

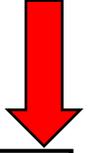
On Line Only ? * No Yes

Suit Separate ? * no yes

Save Car **Copy Car** **Copy Complete Car**

CARS Section 5 - Sku Management

This section is collapsed. Click the associated arrow to open.



SKU Information 

All of the Sku information for colors and sizes on the PO will pull in all capital letters from Belk's Item Database and display in this section. Color numbers and names are listed first. Color names are editable and must be changed if not easily identifiable by the customer. If the colors were set up in a customer friendly format- the names will still need to be edited so as not to display in all capital letters. These color names will display when the customer clicks on the swatches for the item.

Note: Color name must always begin with a capital letter. If there are two words in the color name, both words should start with a capital letter.

Incorrect Example: POPPY PINK

Correct Example: Poppy Pink

Incorrect Example: WTSD

Correct Example: White Sand

To edit a color name, click in the color name box and type in adjusted color name.

Unedited Color Names

SKU Information 

Style #: SL3071 Style Name: KeyPer Key Coin

Colors

Color 390	Color Name	<input type="text" value="BLUE FLORA"/>
Color 564	Color Name	<input type="text" value="MULTI"/>

Edited Color Names

SKU Information 

Style #: SL3071 Style Name: KeyPer Key Coin

Colors

Color 390	Color Name	<input type="text" value="Blue Floral"/>
Color 564	Color Name	<input type="text" value="Red Stripe"/>

Image Management

CARS Section 6 – Image Requirements

This section details Belk requirements for vendor-provided images. If the vendor is providing images they must follow these guidelines. If incorrect images are sent to the buying office, the CAR will be put back in the vendor's status and risks being late.

Image Requirements

Photography:
Product
• Shoot against a white seamless sweep, card or table top
• Slight Shadows for visual grounding

On-Figure
• Shoot against or neutral colored seamless sweep
• Do not crop into model's face (Show all of model's head)
• Open space around subject is preferred for our cropping discretion

Color:RGB

Post-Production:
• Add clipping path/silhouette to subject matter in Photoshop with a tolerance level of 0

Size:
Preferred: 2,500 pixels by 2,500 pixels, Minimum: 1,000 pixels by 1,000 pixels

Format:
Hi-Res Tiff (.tiff) file, 300dpi
(If clipping path/silhouette added in Post-Production phase, save as layered .tiff file)

Delivery:
CD, DVD, E-mail attachment, FTP location – delivered to Belk Buying Office

Vendor provided images are subject to Belk Web Merchant, Photo Art Director, or Buying Office's judgment and any possible acceptance or denial for publish with Belk E-Commerce are solely at their discretion. A copy of the Belk Style Guide section pertaining to vendor's product may be requested through the Buying Office.
All further inquiries concerning Belk E-Commerce image specifications can be directed to the Belk Buying Office and then forwarded to either the Belk Web Merchants or Belk Photo Art Director.
This document is subject to change, and will be versioned and circulated at Belk discretion.

CARS Section 7 – Image Management

The Image Management section of the CAR displays any image requests from the buying office. Individual or multiple main images, alternate images and/or swatch images may be requested.

Image Management

Need Images

[Request Image](#)

Image#	Image Type	Requested Image Note	Image Status	Approval Notes	
166	Main Image	Suit Back	Requested		Edit
165	Main Image	Suit Front	Requested		Edit

CARS Section 8 – Sample and Swatch Management

If new photography is needed for product, this section allows the buying office to communicate the samples or swatches that are needed from the vendor.

The buying office uses the radio buttons beneath the section labeled “From Vendor” to communicate which samples/swatches must be provided.

In the section labeled “Expected Ship Date” the vendor must select the date that the requested sample or swatches are being sent to the buying office.

Note: The CAR cannot be submitted to the buying office until the samples and/or swatches are shipped to the buying office.

The samples and swatches must be in the buying office on or before the CAR due date.

There must be an image, sample, or swatch for every variation of color and/or style on the CAR in order to sell the item on Belk.com.

If the vendor requires the sample be returned – these steps must be taken.

1. Click the “Must be Returned” checkbox.
2. Click the “Add Return Notes” button and type “RTV”.
3. Vendor must provide complete “ship to” address in this box.
4. Select Carrier (UPS, FedEx, etc) from the drop down.
5. Provide shipping account number to be used.

The screenshot shows the 'Sample and Swatch Management' window. At the top, there is a 'From Vendor' section with a table. The table has columns: Style #, Color, Color Name, Sample, Swatch, Expected Ship Date, and Must Be Returned. The first row contains: 1966086, 903, Brown, a radio button, another radio button, 08/06/2012, and a checked checkbox. Below the table are 'Add Note' and 'Add Return Note' buttons. A text area for 'Notes for Samples/Swatches:' is below that. A 'Return Samples/Swatches to:' section contains a date field (07/27/2012), a name field (Cindi_Smith@belk.com), and a return address (Return to: Vendor ABC Attn: Suzie 0000 Broadway NY, NY 00000). Below this is a 'Carrier' dropdown menu set to 'UPS' and a 'Carrier Account #' field with the number '0000000000000000'. At the bottom, there are radio buttons for 'Photographs to be taken at:' with options 'RR, Donnelly Studio' and 'Belk Pineville Studio'. Red arrows point to the 'Add Note' and 'Add Return Note' buttons, the 'Expected Ship Date' field, the 'Must Be Returned' checkbox, the 'Return Samples/Swatches to:' section, and the 'Carrier' dropdown menu.

6.

Use the “Add Notes” button to communicate any shipping issues the vendor is aware of or any color substitutions.

CARS Section 9 – Managing the CAR

When all areas of the CAR have been detailed and the sample and/or image have been provided to the buying office, the vendor will save the CAR and submit it back to the buying office. The CAR will transmit to the buying office and come off of the vendor's dashboard.

Follow these steps.

1. In the "Managing CAR" section - click "Save CAR".
2. Click "Submit". The CAR will transmit back tot buying office and will come off of the Vendor dashboard.



Searching for a CAR

Use the search function to refine the list of CARs on your dashboard.

Follow these steps to search for a CAR.

1. Click “Search” on the toolbar. A search criteria window will display.

close X

Enter your search criteria below to find a CAR

Car Id

Vendor Style Number

Vendor Number

Vendor Name

Department #

Class Number

Date Between

AND

Workflow Status ▼

Assigned To ▼

Request Type ▼

Archive Status ▼

Product Type

Belk UPC

Create Date

Update Date

2. Fill in available information. The more detail provided- the more narrow the search.
3. Click “Search”. The dashboard will refresh with the search results.

Examples of Search uses

To look for a specific Vendor and what CARs are in “Vendor” status

-Vendor Number

-Workflow Status: With Vendor

close X

Enter your search criteria below to find a CAR

Car Id

Vendor Style Number

Vendor Number

Vendor Name

Department #

Class Number

Date Between

AND

Workflow Status

Assigned To

Request Type

Archive Status

Product Type

Belk UPC

Create Date

To look for all "Late CARS" with vendors
-Assigned to: With Vendor
-Workflow Status: Late CARS

close X

Enter your search criteria below to find a CAR

Car Id

Vendor Style Number

Vendor Number

Vendor Name

Department #

Class Number

Date Between 

AND 

Workflow Status

Assigned To

Request Type

Archive Status

Product Type

Belk UPC

Create Date 

Update Date 

Pattern Management –Overview

Patterns are created **by the buying office** for multiple vendor style numbers to be displayed on one page on Belk.com. Patterned CARS are denoted on the dashboard with the “checkerboard” icon.



<input type="checkbox"/>	ID	Source	Dept #	Vendor	Vendor Style	Request Type	Status	Assigned To	Status Due	Completion Date	Edit	+
<input type="checkbox"/>	212992	590994311	231	VANITY FAIR	Body Shine Illumination Hi-Cut Brief - 0013108	PO	With Vendor	Vendor	12/24/2012	02/25/2013	Edit	+
<input checked="" type="checkbox"/>	216504	384905317	298	MERRELL	Parva	PO	With Vendor	Vendor	12/26/2012	02/27/2013	Edit	+
<input checked="" type="checkbox"/>	216626	784905318	298	MERRELL	Mimosa Anise	PO	With Vendor	Vendor	12/26/2012	02/27/2013	Edit	+
<input checked="" type="checkbox"/>	218127	116015310	298	MERRELL	Mimosa Clove Sandal	PO	With Vendor	Vendor	12/26/2012	02/27/2013	Edit	+
<input type="checkbox"/>	219569	220315317	392	UGG/DECKERS OUTDOOR	BENNISON	PO	With Vendor	Vendor	12/26/2012	02/27/2013	Edit	+
<input type="checkbox"/>	220070	484415318	296	GRASSHOPPER S	BRIGETTE	PO	With Vendor	Vendor	12/26/2012	02/27/2013	Edit	+
<input type="checkbox"/>	220110	484415318	296	GRASSHOPPER S	HIGHVIEW CANVAS	PO	With Vendor	Vendor	12/26/2012	02/27/2013	Edit	+
<input type="checkbox"/>	220143	484415318	296	GRASSHOPPER S	JANEY CANVAS	PO	With Vendor	Vendor	12/26/2012	02/27/2013	Edit	+

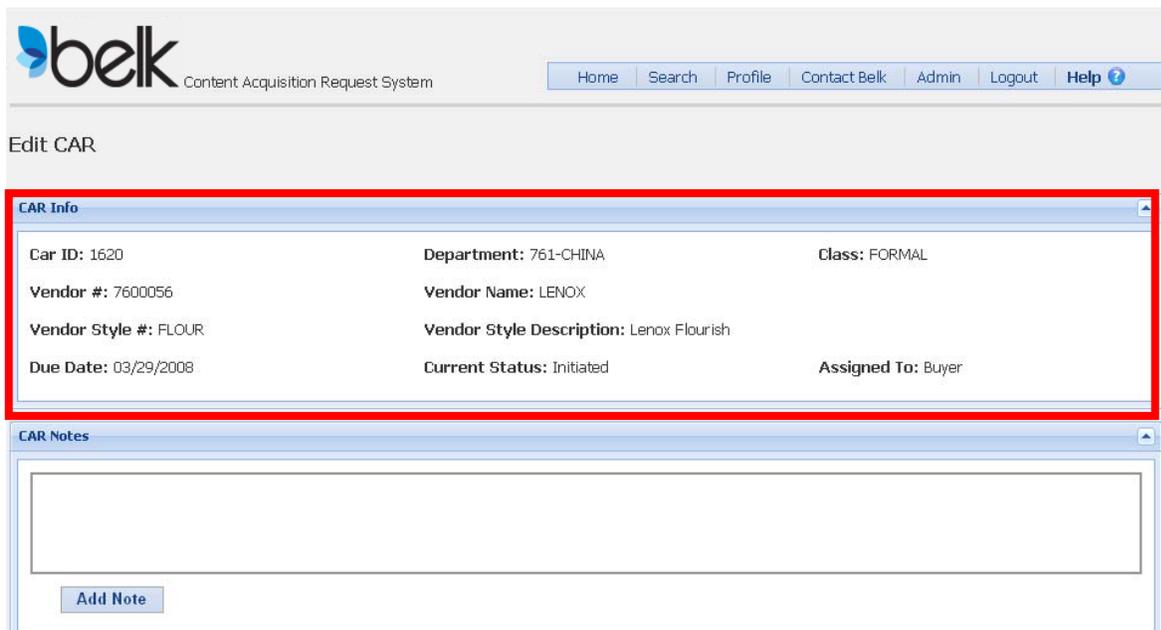
Detailing a Pattern-Level CAR

Once CARs have been patterned, the attributes are for the **pattern-** not each item.

Follow these steps to detail a patterned CAR.

From the CARS dashboard

Click Edit button



belk Content Acquisition Request System

Home Search Profile Contact Belk Admin Logout Help ?

Edit CAR

CAR Info

Car ID: 1620	Department: 761-CHINA	Class: FORMAL
Vendor #: 7600056	Vendor Name: LENOX	
Vendor Style #: FLOUR	Vendor Style Description: Lenox Flourish	
Due Date: 03/29/2008	Current Status: Initiated	Assigned To: Buyer

CAR Notes

Add Note

CAR information is now viewable at the pattern-level rather than the style-level. Continue to scroll down the page to view the pattern details.

Pattern Details

Pattern Name * Max Char: 200
ABC Check spelling

Pattern Description Max Char: 2000
ABC Check spelling

Marketing Attributes

Pattern Features

Banded *

Brand *

Care Instruction *

Component of a Set Or Collection * No Yes

Country Of Origin *

Dishwasher Safe * No Yes

Exclusive * No Yes

Finish *

For Use On Stove Top * No Yes

Freezer Safe * No Yes

Handwash Only * No Yes

Import/Domestic * Domestic Import

Material *

Microwave Safe * No Yes

Oven Safe * No Yes

Prop 65 * No Yes

Size/Type *

View or Key in the Pattern Name and Pattern Description.

Fill in all Attributes that pertain to the pattern.

Select Save Car to save the data already entered. Continue to process the remainder of the CAR.

SKU Information

Style #:	Style Name:				
L791792	FLOURISH DINNER				
Colors					
Color 100	Color Name <input type="text" value="WHITE"/>				
Sizes					
Belk SKU - 0400561605377	Color 100	Size Code 70706	Size <input type="text" value="DINNER PL"/>	Item Name <input type="text"/>	Edit Details
Style #: L791795		Style Name: FLOURISH SALAD			
Colors					
Color 100	Color Name <input type="text" value="WHITE"/>				
Sizes					
Belk SKU - 0400561605353	Color 100	Size Code 70709	Size <input type="text" value="LUNCH PL"/>	Item Name <input type="text"/>	Edit Details
Style #: L791803		Style Name: FLOURISH CUP			
Colors					
Color 100	Color Name <input type="text" value="WHITE"/>				
Sizes					
Belk SKU - 0400561605339	Color 100	Size Code 70725	Size <input type="text" value="CUP"/>	Item Name <input type="text"/>	Edit Details
Style #: L791805		Style Name: FLOURISH SRVING BWL			

1. Click the Arrow to expand the SKU information. All styles and SKUs identified for the pattern display in the SKU information portion of the CAR.
 2. Key the Color and Item Name as it is intended to be viewed by the customer for each item.
- For example: In the view above - “WHITE” becomes “White” and Item Name would be “Dinner Plate”.

The remaining steps in the CARS completion process remain the same as non-patterned CARS.

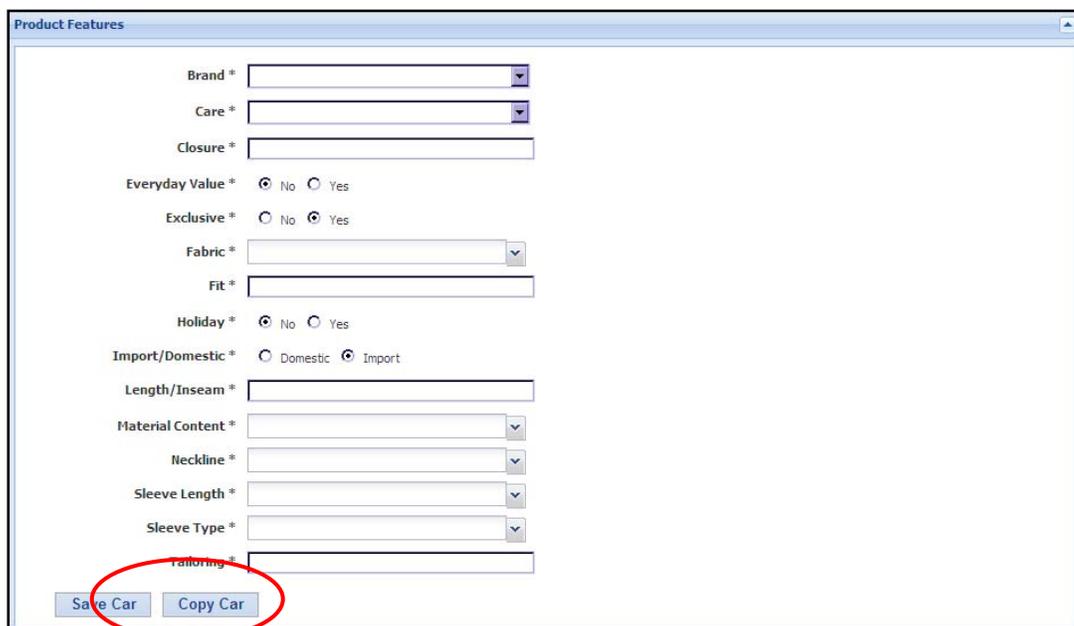
Copying a CAR

If a CAR generates for product that is similar to another CAR in the vendor dashboard, you have the ability to copy all information from the existing CAR into the new CAR without having to re-enter all of the information. You will have the ability to edit the new CAR.

NOTE: To copy a CAR the CAR you are copying from must be assigned to “Vendor” and be in “With Vendor” status. The CARS must also be in the same classification in order to use the “Copy” function. This may limit your ability to utilize this functionality.

Follow these steps to copy a CAR.

1. Click the “edit” button associated with the new CAR on the dashboard.
2. Click the “Copy Car” button located in the “Product Features” section.



The screenshot shows a web form titled "Product Features". It contains the following fields and controls:

- Brand * (dropdown menu)
- Care * (dropdown menu)
- Closure * (text input)
- Everyday Value * (radio buttons: No, Yes)
- Exclusive * (radio buttons: No, Yes)
- Fabric * (dropdown menu)
- Fit * (text input)
- Holiday * (radio buttons: No, Yes)
- Import/Domestic * (radio buttons: Domestic, Import)
- Length/Inseam * (text input)
- Material Content * (dropdown menu)
- Neckline * (dropdown menu)
- Sleeve Length * (dropdown menu)
- Sleeve Type * (dropdown menu)
- Tailoring * (text input)

At the bottom of the form, there are two buttons: "Save Car" and "Copy Car". The "Copy Car" button is circled in red.

3. A search window will display. You will need to know either the existing CAR ID or the style number of the CAR you wish to copy.

Note: If you do not know the existing CAR ID or style number, you may locate the information using the “Search” function on the tool bar.

-
4. In the search window type in the CAR ID, Department number or style number, then click “Search”.
 - If searching using a CAR ID- only that CAR will display.
 - If searching using style number – all CARs for that style will display.

ID	Source	Dept #	Vendor	Vendor Style

5. Preview the existing CAR before copying.
6. Click the “Copy” button associated with the CAR you want to copy.

ID	Source	Dept #	Vendor	Vendor Style		
121746	593563316	264	POLO R L LEATHERGOODS & ...	Croc/Smooth Reversible B...	Preview	Copy

Note: Copying a CAR will copy all information from the existing CAR except for Image Management information. Complete the remaining steps for the CARS before submitting to the buying office.