

DANIEL'S SKU SYSTEM

Every piece of Daniel's merchandise is identified by an individual eight-digit SKU number.

The first three digits of the SKU represent the merchandise product category (i.e., diamond merchandise SKUs always begin with a 100-level number). The remaining five digits identify the specific piece of merchandise.

SKU Merchandise product categories are as follows:

- 100's = Diamond Merchandise
- 200's = Watches
- 300's = Colored Stone Rings & Jewelry
- 400's = Karat Jewelry (10kt. & 14kt.)
- 500's = Ear Piercing, Sterling & Gold-Filled Jewelry
- 600's = Batteries & Miscellaneous "B" goods

Within each major category, there are many more specific merchandise classifications.

Indicated on the following two pages are the most commonly used merchandise classes and their accompanying descriptions.

DANIEL'S SKU CLASS DESCRIPTIONS

Class	Description	Class	Description	Class	Description
100	* Diamond	200	* Watches	400	* Gold
101	Diamond Solitaire	202	Gents Bulova Watch	401	Karat & Alt Metal Anklets
103	Diamond Bracelet	203	Ladies Bulova Watch	402	Karat Charm
104	Diamond Earrings	204	Gents Citizen Watch	403	10K-14K-Alt Metal Bracelet
105	Ladies Diamond Fancy Ring	205	Ladies Citizen Watch	404	10K-14K-Alt Metal Chain
106	Gents Diamond Ring	206	Gents Pulsar Watches	405	Karat & Alt Metal Earring
107	Diamond Necklace	207	Ladies Pulsar Watches	407	Pendant
108	Diamond Pendant	208	Gents Seiko Watch	408	Karat Ring
109	Diamond Wedding Set	209	Ladies Seiko Watch	411	Karat Stone Bracelet
110	Diamond Wedding Trio	215	Ladies Coach Watch	414	Locket
111	Gents Diamond Wedding Band	218	Gents Movado Watch	415	Karat & Alt Metal Bangle
112	Diamond Anniversary Band	219	Ladies Movado Watch	416	Karat Necklace
113	Diamond Box Sets	222	Gents Mvmt Watch	417	Karat & Alt Metal Religious
114	Ladies Diamond Engagement Ring	225	Gents Wittnauer Watch	418	Lab Grown Diamond Religious
116	Diamond Ring Guard	226	Ladies Wittnauer Watch	419	Karat Baby Jewelry
117	Diamond Solitaire (Royale)	233	Children's Watch	424	Karat Toe Rings
118	Diamond Bangle	236	Gents Caravelle Watch	426	Body Jewelry
119	Lab Grown Diamonds	237	Ladies Caravelle Watch	469	Misc. Finding
129	Lab Grown Diamond - Red Box	238	Gents G Shock Casio	489	Asst Gold Trunk Jewelry
130	Diamond - Red Box	239	Ladies G Shock Casio	500	* Silvertone/Goldtone
134	Diamond Accent Earring	254	Gents Certified Pre-Owned	508	Men's Gift
138	Diamond Accent Pendant	255	Ladies Certified Pre-Owned	519	Sterling Silver Chain
150	Signature Collection	256	Links For Pre-Owned Ro	520	Sterling Silver Bracelet
151	Signature Collection	266	Gents Caravell New York	526	Solid 14Kt Ear Piercing
152	Signature Lab Grown Collection	267	Ladies Caravelle New York	534	Sterling Wedding Bands
163	Lovesong Lab Grown Collection	268	Ladies Juicy Watch	535	Sterling Silver Rings
164	Lovesong Collection	300	* Gemstone/Gold	540	Metal Accessories
165	Finding	303	Color - Red Box	543	Alternative Metal Bracelet
166	Estate Select Pre-Owned	305	Ladies Color Wedding Rings	544	Alternative Metal Chain
167	Karat Mounting	309	Gents Color Stone Ring	550	Sterling Silver (M)
168	Diamond Extravaganza	310	Ladies Color Stone Ring	570	Bling Fashion Jewelry
169	Estate Pre Owned Jewelry	312	Ladies Stone Ring With LGD	600	* Miscellaneous Goods
171	Estate Pre-Owned Jewelry	316	Engraved & Alt Metal W.Bands	601	Watch Battery
174	Diamond Stud Earrings	324	Color Stone Bracelet	610	Jewelry Related Product
180	Disney Diamond Collection	327	Color Stone Pendant	614	Ear Piercing Product
183	Sterling Silver & Diamonds	328	Color Stone Earrings	621	Gents Single Fragrance
184	Diamond Fancy Shape Stud Earrings	329	Pearl Strand	622	Ladies Single Fragrance
188	Trunk Lab Grown Closeout	330	10Kt Wedding Band	623	Gents Gift Set Fragrance
189	Trunk Closeout	334	14Kt Wedding Band	624	Ladies Gift Set Fragrance
190	Signature Lab Grown Diamond Solitaire	340	Moissanite	625	Kids Perfume & Makeup
192	Signature Round Diamond Solitaire	364	Lovesong Color Collection		
193	Signature Marquise Diamond Solitaire	388	Color & Lab-Grown Trunk		
194	Signature Fancy Diamond Solitaire	389	Color & Diamond Trunk		

SKU ENTRY INTO POS

- In order to maintain proper inventory control, the correct SKU must be entered into the store POS machine when completing any transaction (i.e. sale, return, trade-in, giveaway, etc.).
- Failure to input the correct item number creates extraordinary inventory problems, which result in the item sold not being replaced in the store's inventory, and costly staff hours researching inventory overages and shortages.
- **Daniel's FREE GIFTS often have SKU numbers attached, and even though customers are not being charged for these gifts, they must be run through the POS at no charge!**

UNKNOWN SKUS

- The intention is that every piece of merchandise in our stores has an attached SKU ticket. However, there are times when the correct SKU is unknown. The list below indicates situations when a "Special SKU" or special processing must be followed:

SPECIAL ORDERS (non-Daniel's merchandise)

RAINCHECKS (Daniel's merchandise)

MERCHANDISE WITH NO SKU TICKET ATTACHED

POS WILL NOT ACCEPT DANIEL'S SKU

TRADE-INS (SKU unknown or non-Daniel's merchandise) PURCHASE

COMMITMENT (Layaway) BREAK-UPS (partial/split sets)

Please see the following page entitled "SPECIAL DANIEL'S SKUS" for a list of the correct SKUs and the specific guidelines to be followed whenever there is an unknown SKU.

- Unfortunately, in several merchandise categories, SKU tickets frequently become separated from their correct merchandise. In a constant effort to maintain adequate inventory records, each store has been provided with laminated charts indicating all correct SKUs for birthstone stud earrings and watch batteries.

SPECIAL DANIEL'S SKUS

In order to maintain proper inventory control, the following special SKUs are to be used, and instructions followed, when completing certain transactions:

- 1) ***SPECIAL ORDERS (Non-Daniel's Merchandise)***
 - 198-00002 Diamond Merchandise
 - 298-00000 Watches
 - 398-00008 Non-Diamond & Stone Rings
 - 498-00006 Gold Merchandise
 - 598-00001 Gold Filled & Non-Jewelry Merchandise
- 2) ***SPECIAL ORDERS (Rainchecks - Regular Daniel's merchandise)***

Use the regular Daniel's SKU. SKUs can be looked up in a Daniel's mailer or obtained over the phone from another store or SMC.
- 3) ***NO TICKET or POS WILL NOT ACCEPT DANIEL'S SKU***

1st three digits of SKU Classification, then 80000 (i.e. a trio-set would be 110-80000, a gold chain 404-80000, etc.) and follow the steps indicated below:

 - A. If POS will not accept Daniel's SKU, write the SKU that POS will not accept on the handwritten sales ticket and attach the ticket to the handwritten receipt.
 - B. Complete "Inventory Item Sold with 80000 SKU" form (see p. 5).
 - C. Fax form to SMC (310)665-2151, Attn: London Morales
 - D. Staple form to white handwritten sales ticket and include with Daily Work
- 4) ***TRADE-INS (SKU Unknown or Non-Daniel's Merchandise)***
 - 197-00004 Trade-In Diamond Merchandise
 - 297-00002 Trade-In Watches
 - 397-00000 Trade-In Rings (non-diamond)
 - 497-00009 Trade-In Karat Gold (10kt & 14kt)
 - 597-00005 Trade-In Other Jewelry (Gold-filled & giftware)
 - 697-00003 Trade-In Non-Jewelry (miscellaneous goods)
- 5) ***PURCHASE COMMITMENT "BREAK-UPS" (Partial Sets)***
 - 179-79999 Wedding Set
 - 180-79999 Wedding Trio
 - 104-79999 Earrings

INVENTORY ITEM SOLD WITH 80000 SKU

This form is to be completed and faxed to SMC each time an item is sold in which there is no SKU ticket or the POS will not accept the Daniel's SKU. See specific directions indicated on previous page.

Pictured below is an accurately completed Inventory Item Sold with 80000 SKU form:

Inventory Item sold With 80000 SKU (Inventory correction)

WARNING! If a SKU cannot be rung through the POS, ring it through as: Class #-80000 (example 150-80000). Then complete this form so your inventory can be corrected.

Sale Date: _____ Store: _____ Associate #: _____

Sales Slip: _____ Customer Account: _____

Class # _____ - 80000 Actual Item Number: _____

Merchandise Description: _____

The Actual Item Number is from (MUST Check One):

_____ Merchandise Ticket Attached to Sales Slip

_____ Mailer (Mailer Number and Mailer Item Number: _____)

_____ Photo Album

FAX this report at the time of the sale to SMC at

(310) 665-2151

ATTN: London Morales.

Attach this form to the original sales slip and the white copy of the POS receipt sent to SMC in the daily work bag.

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