

XGIMI

XGIMI Dictionary

English Edition · Overseas Business · International Trade · Channel Retail · Display &
Product Glossary

Version 1.0

Updated 20 August 2026

For XGIMI overseas business teams

INTERNAL REFERENCE · WORKING EDITION

Version: v1.0

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Audience: Overseas sales, channel retail, marketing, order management, logistics, after-sales teams, and new joiners

This dictionary consolidates high-frequency terms found in Feishu business conversations and cloud-document titles, together with standard usage in international trade, retail, and consumer electronics. Chat content was used only to identify terminology and business context; no names, specific quotations, or full message transcripts are included. Formal contracts, company policies, and confirmation from Legal, Finance, Tax, or Compliance take precedence.

01 | 20 Essential Terms

Term	Plain-English meaning	Quick explanation
FOB	Free On Board	A sea-freight trade term: the seller delivers the goods on board the nominated vessel and completes export formalities; risk transfers at the agreed port of shipment.
DDP	Delivered Duty Paid	The seller is responsible for most transport, import clearance, duties, and taxes up to the named destination.
PI	Proforma Invoice	A pre-shipment commercial document used to confirm products, quantities, prices, and payment terms before order placement or payment.
PO	Purchase Order	The customer's formal instruction to purchase.
MOQ	Minimum Order Quantity	The lowest quantity a supplier will accept for production or sale.
Lead Time	Time to supply or deliver	The time required from order confirmation to shipment readiness or delivery.
ETD / ETA	Estimated departure / arrival	The two most frequently used schedule milestones in logistics.
B/L	Bill of Lading	A key sea-freight transport and cargo-release document.
HS Code	Harmonized System Code	A customs classification code used for declarations, duties, taxes, and regulatory controls.
GTM	Go-to-Market	The overall plan for preparing and launching a product in a target market.

Term	Plain-English meaning	Quick explanation
NPI	New Product Introduction	The cross-functional process from development and certification to mass production and launch.
EOL	End of Life	The point at which a product is discontinued, phased out, or no longer supported.
Sell-in	Sales into the channel	Units or revenue sold by XGIMI to distributors or retailers.
Sell-out	Sales to end consumers	Units or revenue sold by channel partners to final consumers.
POSM	Point of Sale Materials	In-store materials used for display, product explanation, and promotion.
POP	Point of Purchase	Materials at the point where consumers make purchase decisions; often overlaps with POSM.
Topper	Top display element	The branded or product-message structure at the top of a fixture, cabinet, or product display.
Dummy / Demo Unit	Non-working model / working demonstrator	A dummy is for appearance only; a demo unit can be operated for a real product experience.
PDM	Product Data Management	Management of models, specifications, lifecycle, and master data; the acronym may also have team-specific meanings.
RMA	Return Merchandise Authorization	The authorization number and process used for returns, exchanges, or repair.

02 | Trade Terms & Quotations

Incoterms® 2020 contains 11 trade terms. Always state the version and the named place or port, for example: FOB Shenzhen, Incoterms® 2020.

Term	Full name	Definition	XGIMI usage note
Incoterms®	International Commercial Terms	ICC rules that allocate delivery, transport, cost, risk, and import/export-formality responsibilities.	They do not replace payment terms, title-transfer clauses, or a complete sales contract.
EXW	Ex Works	The seller makes the goods available at the agreed place; the buyer assumes most collection and transport responsibilities.	Common when the buyer arranges pickup; export-formality responsibility must be made explicit.
FCA	Free Carrier	The seller delivers the goods to the buyer's nominated carrier at the agreed place and completes export formalities.	Usually more suitable than FOB for air, road, and multimodal transport.
CPT	Carriage Paid To	The seller pays carriage to the named destination, while risk transfers to the buyer earlier.	The cost-transfer point and risk-transfer point are different.
CIP	Carriage and Insurance Paid To	Similar to CPT, but the seller must also arrange insurance.	Suitable for multimodal transport; specify the required insurance coverage.
DAP	Delivered at Place	The seller transports the goods to the named place, normally excluding import clearance and import taxes.	Common for delivery to an overseas warehouse or customer warehouse.

Term	Full name	Definition	XGIMI usage note
DPU	Delivered at Place Unloaded	The seller transports and unloads the goods at the named place.	The only Incoterms® 2020 rule that expressly requires the seller to unload.
DDP	Delivered Duty Paid	The seller delivers to destination, completes import clearance, and pays applicable duties and taxes.	Confirm the importer, tax exposure, and local compliance feasibility before quoting.
FAS	Free Alongside Ship	The seller delivers the goods alongside the vessel at the named port of shipment.	For sea or inland-waterway transport only.
FOB	Free On Board	The seller loads the goods on the buyer-nominated vessel and completes export formalities.	Often used in Feishu for product or display-material quotation comparisons; for sea or inland-waterway transport only.
CFR	Cost and Freight	The seller pays freight to the destination port, but risk transfers when the goods are loaded at the shipment port.	The seller has no obligation to arrange insurance.
CIF	Cost, Insurance and Freight	Similar to CFR, but the seller must arrange insurance.	For sea or inland-waterway transport only; verify the insurance scope.
RFQ	Request for Quotation	A request from a customer or internal team for supplier pricing and commercial terms.	Common for fixtures, display units, transport, and accessories.
Quotation	—	A price offer normally listing product, quantity, price, currency, validity, lead time, and trade terms.	State whether tax, tooling, and freight are included, and specify the validity period.
Cost Breakdown	—	An itemized view of material, processing, packaging, logistics, tax, and other costs.	Used to compare supplier offers or explain price changes.

Term	Full name	Definition	XGIMI usage note
Price List	—	Standard prices by model, region, customer tier, or channel.	Confirm currency, version, validity, and eligible customers before release.
Landed Cost	—	The total delivered cost, normally including product value, freight, insurance, duty, tax, and destination charges.	A key baseline for channel margin and retail-price evaluation.
Net Price	—	The effective price after discounts or rebates; the exact basis must be agreed.	Different customers may use “net” differently, so define it in the quotation.

03 | Orders, Forecasting & Payment

Term	Full name	Definition	XGIMI usage note
PI	Proforma Invoice	A preliminary commercial invoice used to confirm transaction terms or request payment.	Check model, quantity, unit price, total, currency, Incoterms, payment method, and bank details.
PO	Purchase Order	The customer's formal order document.	Clarify discrepancies between the PO and the confirmed quotation or PI before acceptance.
SO	Sales Order	The seller's internal order record.	Commonly created from a customer PO for planning, allocation, and shipment.
MOQ	Minimum Order Quantity	The lowest order quantity accepted.	Products, accessories, custom packaging, and fixtures may have different MOQs.
MPQ	Minimum Pack Quantity	The minimum pack quantity or ordering multiple.	Order quantities should match carton or pallet multiples.
SKU	Stock Keeping Unit	An inventory identifier distinguishing model, color, version, regional bundle, and similar variants.	Different plugs, languages, or colors are normally separate SKUs.

Term	Full name	Definition	XGIMI usage note
Model Code	—	The internal product-model identifier.	A consumer-facing product name does not replace the internal model code.
Forecast	—	An estimate of future sales demand.	Used for capacity, inventory, material, and cash planning; it is not a firm PO.
Rolling Forecast	—	A forecast updated weekly or monthly for a continuously moving future period.	Separate firm, semi-firm, and planning horizons.
Lead Time	—	The time required to make goods available or complete delivery.	State whether timing begins at PO receipt, deposit receipt, or final data approval.
Order Confirmation	—	Formal confirmation of an accepted order.	Confirm quantity, price, delivery date, consignee details, and payment terms.
Allocation	—	Distribution of limited inventory among regions or customers.	Common during product launches or shortages.
Backorder	—	An accepted order waiting for unavailable stock.	Communicate replenishment timing and whether split shipment is allowed.
OOS	Out of Stock	No inventory available.	May refer to an XGIMI warehouse or a channel store; specify the location.
T/T	Telegraphic Transfer	Payment by bank transfer.	Often structured as advance payment or deposit plus balance; follow the contract.

Term	Full name	Definition	XGIMI usage note
L/C	Letter of Credit	A bank undertaking that pays against documents meeting the letter-of-credit terms.	Document requirements are strict; Finance or the documentation team should review before issuance.
OA	Open Account	The seller ships first and the buyer pays after an agreed credit period.	In Feishu, “OA” may also mean an office-automation system; confirm from context.
COD	Cash on Delivery	Payment collected when the goods are delivered.	Relatively uncommon in cross-border B2B; assess collection risk.
Deposit	—	An advance payment securing an order.	Legal meaning differs from a refundable reservation payment; use precise contract language.
Balance Payment	—	The unpaid remainder of the order value.	Often tied to inspection, shipment, or presentation of a B/L copy.
Payment Term	—	The agreed payment structure, such as 100% T/T in advance, 30/70, or Net 30.	Always define the event from which the payment period starts.
Credit Term	—	An allowed payment period, such as Net 30, 60, or 90.	Align it with the customer's credit limit and overdue-payment policy.
Commercial Invoice	—	The final invoice used for settlement and import/export declarations.	Distinguish it from a PI; data must match the packing list and customs documents.
Credit Note	—	A document reducing the amount payable by the customer.	Common for returns, price adjustments, rebates, or claim settlement.

Term	Full name	Definition	XGIMI usage note
Debit Note	—	A document increasing receivables or charging a cost to the other party.	Confirm both parties' accounting treatment before use.
Rebate	—	An amount returned after agreed sales or purchase conditions are achieved.	Define the calculation base, achievement conditions, period, and payment method.
MDF	Market Development Fund	Brand funding that supports channel marketing activities.	Require an activity plan, approval, proof of execution, and reimbursement documents.
Co-op	Cooperative Marketing	Shared marketing spend or cooperative advertising.	May overlap with MDF; distinguish it according to company policy.
Claim	—	A request for compensation or reimbursement.	Common for shortage, damage, delay, quality, or market-development expenses.
RRP	Recommended Retail Price	The suggested retail price.	Common wording in Europe and Australia.
MSRP	Manufacturer's Suggested Retail Price	The manufacturer's suggested retail price.	Common wording in North America.
MAP	Minimum Advertised Price	A rule governing publicly advertised prices.	It is not necessarily the transaction price; Legal must confirm applicability.

04 | Logistics, Warehousing & Customs

Term	Full name	Definition	XGIMI usage note
ETD	Estimated Time of Departure	The expected port-departure or dispatch time.	Update the ETD when the sailing or transport schedule changes.
ETA	Estimated Time of Arrival	The expected port-arrival or destination-arrival time.	Arrival does not mean customs clearance or customer delivery is complete.
ATD	Actual Time of Departure	The actual port-departure or dispatch time.	Used to review schedule performance and transit time.
ATA	Actual Time of Arrival	The actual port-arrival or destination-arrival time.	Compare with ETA to measure delay.
B/L	Bill of Lading	A sea-freight transport document.	Check shipper, consignee, notify party, package count, weight, and description.
AWB	Air Waybill	An air-transport document.	Normally a transport receipt rather than a document of title.

Term	Full name	Definition	XGIMI usage note
FCL	Full Container Load	Shipment using a full container.	Used when cargo volume supports a dedicated container.
LCL	Less than Container Load	Consolidated sea freight sharing a container with other shippers.	Watch destination-port charges for smaller shipments.
CBM	Cubic Metre	The standard volume unit used in international logistics.	Fixtures and display cabinets are bulky, so CBM strongly affects freight cost.
GW / NW	Gross Weight / Net Weight	Weight including packaging / product-only weight.	Used on packing lists, bookings, and warehouse receipts.
Packing List	—	A document listing cartons, quantities, weights, and dimensions.	Keep it consistent with the commercial invoice and customs data.
Carton	—	The outer shipping box.	State carton dimensions, units per carton, gross weight, and net weight.
Pallet	—	A platform used to handle and transport consolidated cargo.	Palletizing means securing goods to a pallet for handling and transport.
Shipping Mark	—	Identification printed on cartons or pallets.	Often includes customer, PO, carton number, and destination.
Booking	—	Reservation of transport space.	Confirm carrier, voyage or flight, cut-off milestones, and equipment type.

Term	Full name	Definition	XGIMI usage note
Freight Forwarder	—	A logistics intermediary coordinating booking, transport, documents, or customs activity.	Clarify the exact scope of the forwarder's responsibility.
Carrier	—	The company physically carrying the goods, such as a shipping line, airline, or trucking company.	The carrier and freight forwarder have different roles.
Vessel / Voyage	—	Vessel name / voyage number.	Used to track a sea-freight plan.
Cut-off	—	A deadline such as document, customs, terminal, or cargo cut-off.	Missing it may cause container rollover or schedule postponement.
HS Code	Harmonized System Code	The customs product-classification code.	It affects duty, controls, and declaration elements; a qualified team should confirm it.
COO	Certificate of Origin	A certificate stating the origin of the goods.	May be needed for clearance or preferential duty treatment.
Customs Declaration	—	Formal declaration of goods to customs for export or import.	Product name, HS code, value, and quantity must be consistent.
Customs Clearance	—	Submission, tax payment, inspection, and release procedures at customs.	Confirm which party and provider own each step.
Duty	—	Customs duty charged on imported goods.	Distinguish it from import VAT, GST, and similar taxes.

Term	Full name	Definition	XGIMI usage note
VAT / GST	Value Added Tax / Goods and Services Tax	Consumption taxes applied to goods and services.	Rates, tax obligations, and importer responsibilities vary by country.
Importer of Record	—	The legal entity recorded as the importer.	Before using DDP, confirm who has local import and tax qualifications.
Exporter of Record	—	The legal entity recorded as the exporter.	Responsible for export declaration and related compliance.
Bonded Warehouse	—	A customs-controlled warehouse where import tax may be deferred.	Verify the applicable customs controls and permitted operations.
Overseas Warehouse	—	A warehouse located in the destination region.	Supports local stock, fast delivery, returns, and spare-parts management.
Last Mile	—	The final transport leg from a local warehouse or hub to the store or customer warehouse.	Coordinate appointments, unloading, proof of delivery, and exception fees.
Trucking	—	Transport by truck.	In Europe, Chinese teams may use “truck-air service” for truck-led cross-border products; confirm the provider’s definition.
POD	Proof of Delivery	Evidence that the shipment was delivered and received.	Confirm delivery time, recipient, and exception remarks.
Demurrage	—	Charges normally related to a container remaining in the terminal beyond free time.	Definitions vary by carrier.

Term	Full name	Definition	XGIMI usage note
Detention	—	Charges normally related to a container being returned late after leaving the terminal.	Distinguish from demurrage and follow the carrier invoice.

05 | Channels, Retail & Marketing

Term	Full name	Definition	XGIMI usage note
Distributor	—	A partner that buys from the brand and sells to downstream channels.	Monitor purchases, stock, store coverage, and payment collection.
Retailer	—	A business selling directly to consumers.	Examples include major chains, specialist retailers, and e-commerce platforms.
Reseller	—	A channel partner that buys and resells products.	A broad term covering different resale models.
Dealer	—	A dealer, dealer store, or local reseller.	Usage varies by country and industry.
KA	Key Account	A strategically important customer.	Usually managed with dedicated pricing, joint plans, and business reviews.
SI	System Integrator / Sales-in	A system integrator, or Sales-in in some internal reports.	Highly context-dependent; confirm the owning team's definition.

Term	Full name	Definition	XGIMI usage note
Sell-in	—	Sales from the brand into the channel.	Used to measure channel purchasing and company shipments.
Sell-out	—	Sales from the channel to end consumers.	A closer indicator of real consumer demand.
Sell-through	—	The share of available inventory sold during a period.	Define beginning inventory, receipts, and the time window used in the formula.
Run Rate	—	The current sales pace projected over a standard period.	Can be estimated weekly or monthly.
SOH	Stock on Hand	Inventory currently available.	Specify channel warehouse, store, or overseas warehouse.
DOH	Days on Hand	The number of selling days current stock can support.	Calculated from inventory and the current sales rate.
WOS	Weeks of Supply	The number of selling weeks current stock can support.	Similar to DOH and common in retail reporting.
Inventory Aging	—	The age distribution of inventory.	Used to identify slow-moving stock, old models, and EOL risk.
GTM	Go-to-Market	A launch plan covering target market, channel, price, content, stock, and timing.	Frequently appears in Feishu groups alongside e-commerce media, retail, and materials.

Term	Full name	Definition	XGIMI usage note
NPI	New Product Introduction	The process for introducing a new product.	Includes samples, certification, forecast, training, materials, and channel listing.
Launch	—	Product announcement or start of sale.	Separate event date, sales-start date, and channel-stock date.
Phase-in	—	The introduction stage of a new product.	Coordinate with old-product inventory, pricing, and display replacement.
Phase-out	—	The withdrawal stage of an old product.	Manage residual stock, promotions, after-sales, and material removal.
EOL	End of Life	Product discontinuation or retirement.	Product-asset libraries may maintain a dedicated EOL catalogue.
PDM	Product Data Management	Management of product-line requirements and master data.	If an internal team uses another definition, follow the documented team convention.
OM	Order Management / Operations Management	Order management or operations management.	This acronym appears in logistics-group names and may vary by organization; confirm context.
MKT	Marketing	Marketing function or activity.	Commonly appears with GTM, e-commerce media, and retail.
APAC	Asia-Pacific	The Asia-Pacific region.	Common in regional operations, logistics, and information requests.

Term	Full name	Definition	XGIMI usage note
EMEA	Europe, Middle East and Africa	The Europe, Middle East, and Africa region.	Use the company's latest organizational definition.
NA	North America	The North American region.	Often means the United States and Canada; confirm reporting scope.
IFA	Internationale Funkausstellung	The consumer-electronics trade show held in Berlin.	A major milestone for channel meetings, product display, and customer engagement.
Retail Audit	—	A structured store visit or retail inspection.	Check display, pricing, stock, demo status, and competitors.
Store Rollout	—	Deployment of a product or display program to multiple stores.	Track store list, installation, acceptance, and maintenance.
Planogram / POG	—	A visual shelf-layout plan.	Specifies SKU, position, facing count, and material configuration.
Facing	—	The number of product fronts visible to shoppers.	Used to measure shelf presence.
Merchandising	—	Product presentation and retail execution.	Common in Feishu collaboration among display, design, and channel teams.

06 | Retail Display, POSM & Content Assets

Term	Full name	Definition	XGIMI usage note
POS / POSM	Point of Sale / Point of Sale Materials	The selling location and the materials used there.	Includes fixtures, price tags, posters, lightboxes, toppers, and stickers.
POP	Point of Purchase	Communication materials placed where consumers decide to buy.	Product-asset libraries may contain a POP Materials folder.
Topper	—	A branded or product-message structure at the top of a display.	Design proposals are often titled Topper Proposal and include renderings, materials, and dimensions.
Fixture	—	A physical retail-display structure or fixed component.	Can mean a display stand, cabinet, or shelf attachment.
Gondola	—	A freestanding, normally double-sided retail shelving unit.	Common in large retail stores.
Endcap	—	A display at the end of a gondola aisle.	High visibility; often used for launches or promotions.

Term	Full name	Definition	XGIMI usage note
Display	—	A product-presentation unit or retail arrangement.	In Feishu it may mean a physical fixture or the overall in-store presentation.
Header	—	The graphic or structural area at the top of a fixture or shelf.	Carries brand identification or the primary message.
Lightbox	—	An illuminated display panel.	Strengthens brand visibility and key selling points.
Shelf Talker	—	A small sign attached to a shelf.	Highlights benefits, price, or promotion information.
Wobbler	—	A small flexible sign projecting from a shelf.	Used to attract shopper attention.
Price Tag	—	A label showing product price and related information.	Verify currency, tax basis, model, and promotion dates.
Dummy Unit	—	A non-working product model.	Used for footprint and appearance; it must not mislead shoppers into expecting operation.
Demo Unit	—	A working product demonstrator.	Maintain power, network, content, anti-theft protection, and store-audit checks.
Sample	—	A unit supplied for engineering, approval, sales, or customer evaluation.	Clearly state the sample type and status.

Term	Full name	Definition	XGIMI usage note
Golden Sample	—	The final approved reference sample.	Used as the benchmark for mass-production appearance and quality.
Topper Proposal	—	A proposal for a topper design and implementation.	Recommended structure: cover, multi-view renderings, materials, dimensions, installation, and packing.
Rendering	—	A computer-generated visualization.	Label Front, Side, Top, Back, and Perspective views.
Artwork	—	Final two-dimensional design artwork.	Check size, bleed, fonts, linked images, and color mode before release.
Dieline	—	A structural cutting and folding template.	A critical production drawing for packaging and print.
Proofing	—	Prototype or print-proof validation before mass production.	Confirm color, material, structure, and text.
UV Print	—	Printing cured with ultraviolet light.	Common for graphics on acrylic and rigid panels.
Frosted Acrylic	—	Acrylic with a translucent, matte surface.	Common in toppers and fixtures for diffused light or structural components.
Matte Black Acrylic	—	Black acrylic with a non-gloss finish.	Often used for bases or a premium appearance.

Term	Full name	Definition	XGIMI usage note
3D Text	—	Raised or freestanding lettering.	Brand names and selling points may use individual 3D letters.
Heat-bent Acrylic	—	Acrylic shaped by controlled heating and bending.	Used for curved surfaces, supports, and integrated structures.
Magnetic Graphic	—	A replaceable graphic panel attached magnetically.	Enables rapid product-graphic updates in stores.
KV	Key Visual	The master visual for a launch or regional campaign.	All executions should follow the approved KV hierarchy and assets.
TVC	Television Commercial	A brand or product video advertisement.	Product-asset libraries may include a TVC Collection.
USP	Unique Selling Proposition	The distinctive customer-relevant reason to choose the product.	Displays and product pages should prioritize perceptible USPs.
CTA	Call to Action	An instruction such as Learn More or Buy Now.	Common in e-commerce and retail materials.
PDP	Product Detail Page	The page presenting product information online.	Keep specifications, benefits, imagery, and compliance claims consistent.
A+ Content	—	Enhanced branded content on an e-commerce product page.	Common on Amazon and similar platforms.

Term	Full name	Definition	XGIMI usage note
Packshot	—	A standardized isolated product image.	Used in e-commerce, price tags, catalogues, and channel systems.
Lifestyle Image	—	An image showing the product in a use environment.	Communicates context, scale, and target audience.
Full Family Image	—	A visual showing several products together.	Used in Feishu to describe a coordinated image of a product family.
Product Deck	—	A presentation introducing a product.	Product-asset libraries may contain a dedicated Product Deck folder.
Product Specs	—	The controlled specification record for a product.	Maintain a single source of truth and strict version control.
Brand Guideline	—	Rules governing logo, color, typography, spacing, and tone.	Apply the current regional and global brand standards.
Localization	—	Adaptation for a market beyond translation.	Includes regulation, units, plugs, usage scenes, and cultural fit.
Source File	—	The editable production source.	Usually AI, PSD, INDD, AE, or another native file format.
Final Artwork / FA	—	The final file released for production.	Release only after content, dimensions, material, and color are fully approved.

07 | Product, Quality, After-sales & Compliance

Term	Full name	Definition	XGIMI usage note
EVT	Engineering Validation Test	Validation of the engineering concept and critical functions.	Confirms the design approach before later validation stages.
DVT	Design Validation Test	Validation that the product design meets specification and reliability requirements.	Covers design performance and reliability evidence.
PVT	Production Validation Test	Validation of production process, line readiness, and quality controls.	Confirms readiness for mass production.
MP	Mass Production	Stable production at commercial volume.	The product has entered routine volume manufacturing.
QA / QC	Quality Assurance / Quality Control	System-level prevention / inspection and control.	QA focuses on systems and prevention; QC focuses on checking and control.
IQC	Incoming Quality Control	Inspection of incoming supplier materials.	Verify supplier parts before production use.

Term	Full name	Definition	XGIMI usage note
OQC	Outgoing Quality Control	Inspection of finished goods and packaging before shipment.	Complete required checks before release.
AQL	Acceptance Quality Limit	The quality threshold used in acceptance sampling.	Confirm the sampling standard with the Quality team.
DOA	Dead on Arrival	A product that is non-functional when received.	Define the time window and criteria; distinguish from later failure.
RMA	Return Merchandise Authorization	Authorization to return, exchange, or repair a product.	An RMA number is normally required before return.
NTF	No Trouble Found	No fault was reproduced during service testing.	Record the test conditions and customer's reported symptom.
Warranty	—	The promise to repair, replace, or support under stated conditions.	Define period, coverage, territory, and exclusions.
Spare Parts	—	Components held for service or replacement.	Used for repair, replacement, and channel-service support.
Compliance	—	Adherence to applicable certification, labeling, manual, environmental, radio, and market-access rules.	Confirm requirements before launch and after product changes.
CE	Conformité Européenne	The EU marking through which the manufacturer declares conformity with applicable EU requirements.	It is not an “EU safety approval stamp”; retain the DoC and technical documentation.

Term	Full name	Definition	XGIMI usage note
UKCA	UK Conformity Assessed	The United Kingdom conformity marking.	Confirm current applicability and transition arrangements before release.
FCC	Federal Communications Commission	U.S. regulatory and equipment-authorization requirements for radio-frequency devices.	Products with Wi-Fi or Bluetooth require the applicable authorization path before sale.
RoHS	Restriction of Hazardous Substances	Restrictions on specified hazardous substances in electrical and electronic equipment.	A common material-compliance requirement.
REACH	Registration, Evaluation, Authorisation and Restriction of Chemicals	The EU regulatory framework for chemicals.	Monitor substances of very high concern and supplier declarations.
WEEE	Waste Electrical and Electronic Equipment	EU requirements for waste electrical and electronic equipment.	Includes producer responsibilities such as registration, collection, and marking.
DoC	Declaration of Conformity	A formal declaration that a product meets applicable requirements.	EU DoC and FCC SDoC have similar names but belong to different legal systems.
SDoC	Supplier's Declaration of Conformity	A supplier declaration used in certain FCC equipment-authorization procedures.	Verify the responsible party and required supporting records.
Certification	—	Third-party or regulatory confirmation against a defined standard or scheme.	Verify certificate holder, standard, covered models, and validity.

08 | XGIMI Internal & Cross-functional Terms

Term	Recommended definition	Usage note
Channel Retail	Sales and operations involving distributors, retailers, and physical stores.	Distinguish it from e-commerce, direct-to-consumer, and B2B project channels.
Retail Display	Product presentation and brand execution in stores, exhibitions, and similar offline environments.	Covers design, fixtures, materials, installation, and maintenance.
Dummy Unit	A product appearance model without full functionality.	State model, color, quantity, purpose, and return arrangement when requesting one.
Demo Unit	A working unit that consumers can experience.	Manage content, network, power, anti-theft protection, and store-audit maintenance.
Display Fixture	A physical stand, cabinet, base, topper, or other retail-display structure.	Align material, structure, dimensions, packing, and installation method.
Marketing Material	A broad internal term covering graphics, video, POSM, samples, and event assets.	State format, dimensions, language, deadline, and usage channel in the request.
Full Family Image	A coordinated visual showing multiple products together.	Clarify logo, slogan, transparent-background, and source-file needs.
Saleable Good Unit	A compliant product fit for normal sales channels.	Distinguish from returns, refurbished units, samples, and defective goods; follow the Order team's system definition.
Last Mile	The final transport stage from the destination-country warehouse, hub, or port to a store or customer warehouse.	Coordinate appointment, unloading capability, POD, and exception charges.

Term	Recommended definition	Usage note
Sailing Schedule	Planned vessel departure, arrival, and voyage information.	Update ETD and ETA promptly after port congestion or rollover.

Term	Recommended definition	Usage note
Freight Forwarder	A logistics intermediary coordinating transport and documentation.	Define responsibility for booking, export declaration, clearance, warehousing, and delivery.
Customs Declaration	Submission of shipment data to customs for export or import.	Documents, HS code, product description, value, and quantity must agree.
Booking	Reservation of transport capacity with a carrier.	Track document, customs, terminal, and cancellation cut-offs.
Palletizing	Stacking and securing cargo on a pallet.	Confirm pallet size, material, load rating, wrapping, and fumigation requirements.
Warehouse Receiving	Entry of goods into a designated warehouse and completion of receipt registration.	Confirm appointment, labels, delivery window, and rejection rules in advance.
Truck-led Cross-border Service	A cross-border transport product centered on trucking.	Service definitions vary by route and provider; confirm timing and milestones.
Cross-functional Alignment	Ensuring relevant teams share the same facts, objective, owner, and timeline.	Capture the final conclusion and action items in writing.
Blocker	A critical issue preventing progress.	State impact, owner, resolution action, and expected clearance time.
Action Item	A specific task created by a meeting or discussion.	Use the format: action + owner + deadline + deliverable.
Submit for Testing	Formal handoff to a test team for validation.	Include requirement version, test scope, environment, and acceptance criteria.
List / Delist	Enable or disable a product or content item in a channel, store, or system.	Keep listing status aligned with sale date, inventory, and EOL status.

09 | Commonly Confused Terms

Common pair	Key difference
FOB vs FCA	FOB is for sea or inland-waterway transport and delivery occurs on board the vessel; FCA supports multiple transport modes and delivery occurs to the carrier.
CIF vs CIP	CIF is for sea or inland-waterway transport; CIP supports multiple modes and has different insurance requirements.
DAP vs DDP	Under DAP, the buyer normally handles import clearance and import tax; under DDP, the seller normally assumes them.
PI vs Commercial Invoice	A PI confirms a proposed transaction before completion; a Commercial Invoice supports final settlement and customs declarations.
PO vs SO	A PO is the customer's purchase order; an SO is the seller's internal sales order.
Sell-in vs Sell-out	Sell-in measures brand-to-channel sales; Sell-out measures channel-to-consumer sales.
POSM vs POP	The terms often overlap; POSM is the broader point-of-sale-material category, while POP emphasizes the purchase-decision environment.
Dummy vs Demo Unit	A dummy cannot be operated; a demo unit supports a real product experience.
ETD/ETA vs ATD/ATA	"E" means estimated; "A" means actual.
GW vs NW	GW includes packaging weight; NW is product-only weight.

Common pair	Key difference
OM	May mean Order Management, Operations Management, or a team-specific abbreviation; interpret it from group and organizational context.
OA	May mean Open Account credit terms or an office-automation system.
SI	May mean System Integrator or Sales-in in an internal report.
PDM	Usually means Product Data Management, but an internal project name may use it differently.

10 | Recommended Template for New Entries

Term:
Full name:
Local-language name:
Category:
Standard definition:
XGIMI usage scenario:
Example sentence (sanitized):
Commonly confused terms:
Source / owner:
Last confirmation date:

11 | Maintenance Rules

1. Record a new term first, then ask the relevant function to confirm it: Sales Operations or Legal for trade terms, Logistics for logistics terms, Finance for financial terms, and Compliance for certification terminology.
2. Internal abbreviations must state the owning team, system, or business context to avoid multiple meanings for one acronym.
3. Do not copy chat text containing names, prices, customer-confidential information, or unreleased product information.
4. Review high-frequency new terms monthly or quarterly, with additional reviews after product launches, organizational changes, and system upgrades.
5. Use the standard English full name in external documents and define the abbreviation at first use.

12 | Authoritative References

- International Chamber of Commerce (ICC), Incoterms® 2020: <https://2go.iccwbo.org/explore-our-products/ebooks/international-trade/import-export/incoterms-2020-eng-config.html>
- European Commission, CE marking: https://single-market-economy.ec.europa.eu/single-market/goods/ce-marking_en
- FCC Office of Engineering and Technology, Equipment Authorization: <https://www.fcc.gov/oet/ea/rfdevice>

Recommended document owner: Overseas Sales Operations or Channel Retail PMO

Recommended reviewers: Order Management, Logistics, Finance, After-sales, Product, Compliance, Marketing, and Retail Design