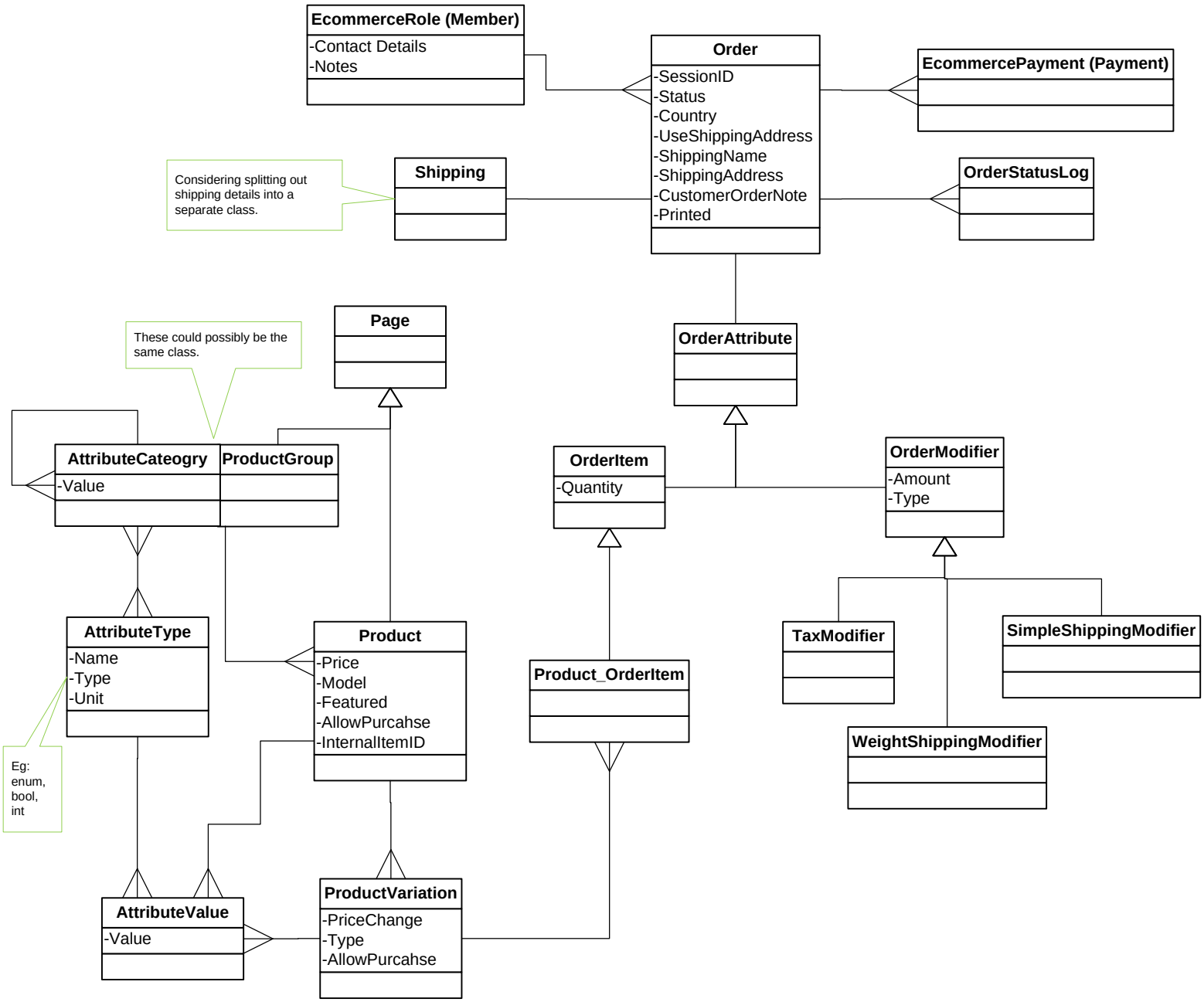Proposed eCommerce v1.0 Data Model
(introduction of product attributes)