MBM Competency Framework for Category Management

MBM

Score	General Meaning	Optimising Range, Availability and Promotions	The Shopper/Eater based Decisions	Data into Insight
		Range, Availability &Promotions are directed, managed and working in partnership with the retailer for the benefit of the category.	The Shopper and Eater (consumer) are at the heart of the decisions made by people within the business and their business partners.	Data is analysed efficiently and effectively to identify valuable opportunities that will benefit the 3 legged stool; Shopper/Eater, Retailer and Supplier.
0	Nothing planned	Range, Availability and Promotions are managed day-to-day with no strategic plan, partnership, shopper/eater consideration and with no understanding of the return on investment.	The shopper/eater are not understood and there are no plans to understand how they shop or eat the products.	Some internal sales/waste data is analysed and the analysis occasionally used.
1	Early stages, not yet properly implemented	At least one of the Range, Availability and Promotion's dimensions has a 12 month plan, a measure & a target and is regularly reviewed.	Some shopper/eater knowledge exists and plans are in place to understand the shopper/eater much better, though yet to be implemented.	Internal data is analysed and regularly used to identify opportunities. External data has been considered and there are plans to purchase.
2	Up and running	Two of the Range, Availability and Promotion's dimensions has a 12 month plan, a measure & a target, and is regularly reviewed.	The business can demonstrate an understanding of the shopper/eater and that some of the knowledge has been used to make better category decisions.	Internal data is analysed, opportunities identified with some examples of positive results. External data is purchased, partly validated, limited analysis carried-out, with no clear examples of changes made using the data.
3	High degree of implementation	Range, Availability and Promotions each have measures & targets, and planned reviews. Evidence exists that demonstrates working together to deliver the three legged stool; Shopper/eater, Retailer and supplier.	An in-depth understanding of the shopper/eater can be demonstrated and clear examples of using that knowledge to make changes to the category with positive results.	Internal data is analysed on a planned schedule, opportunities identified, recommendations accepted and implemented - Examples exist to demonstrate wins. External data is purchased, validated against several sources, analysed ad-hoc, opportunities identified, recommendations accepted and implemented - Some wins can be demonstrated.
4	Full strategic support	Range, Availability and Promotions each have measures and targets, planned reviews and a 12 month plan. The return on investment is targeted, analysed and learned from. Partners work together to improve the performance of the 3 dimensions putting the shopper/eater at the heart of all decisions.	The Shopper/Eater fixture decisions, segmentation and reasons for buying are thoroughly understood throughout the business, and research is planned, evolving & continuous. Key decisions are made in the business and with business partners knowing the affect on the shopper/eater.	Internal and external data are analysed on a planned schedule, opportunities identified, recommendations accepted and implemented. The business can demonstrate regular examples of wins from using data. The relationship with both the retailer and the data supplier can be described as collaboratively working together to identify new insight solutions.

Step 1
Where is your category now?

Step 2
Where do you want your category to get to?

Step 3
How do you get there?
(Contact us)

Identify More Category Opportunities, Land More Category Opportunities, And Grow Your Category – See the Category Management Course Outline by clicking here.