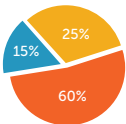


# Category Management Best Practice Infographic

'Make Actionable Recommendations Only'.



Create a category shopper pen portrait.

Remember:  
**Insights,**  
not Data.



Analyse Promotions

**ROI.**



Industry average for landing recommendations is

**27%.**



Find out your Category Management skill level:

[categorymanagement.subscribemenow.com](http://categorymanagement.subscribemenow.com)

Does your category segmentation = your shopper's product groups?



**Don't**  
start with  
Powerpoint

Build a Fortnightly Category Dashboard

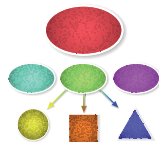


80:20 of the  
Category is R.A.P.  
(Range, Availability, & Price)



Stack your shelves in-store = Learning

Know your category shopper's decision hierarchy.



$$\begin{array}{ccccc} \text{Credibility} & & \text{Reliability} & & \text{Intimacy} \\ \text{T} = & \text{C} & + & \text{R} & + & \text{I} \\ \text{Trust} & & & & & \\ & \text{S} & & & & \\ & \text{Self orientation.} & & & & \end{array}$$

For more Category management tips:

[makingbusinessmatter.co.uk/blog/category/category-management-tips/](http://makingbusinessmatter.co.uk/blog/category/category-management-tips/)

**MBM**

We are a training provider to the UK grocery industry. We help suppliers to the big four supermarkets to develop the soft skills that will secure them more profitable wins.

The reason they choose us is because of our combination of relevant experience and unique training method - 'Sticky Learning ®'.

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