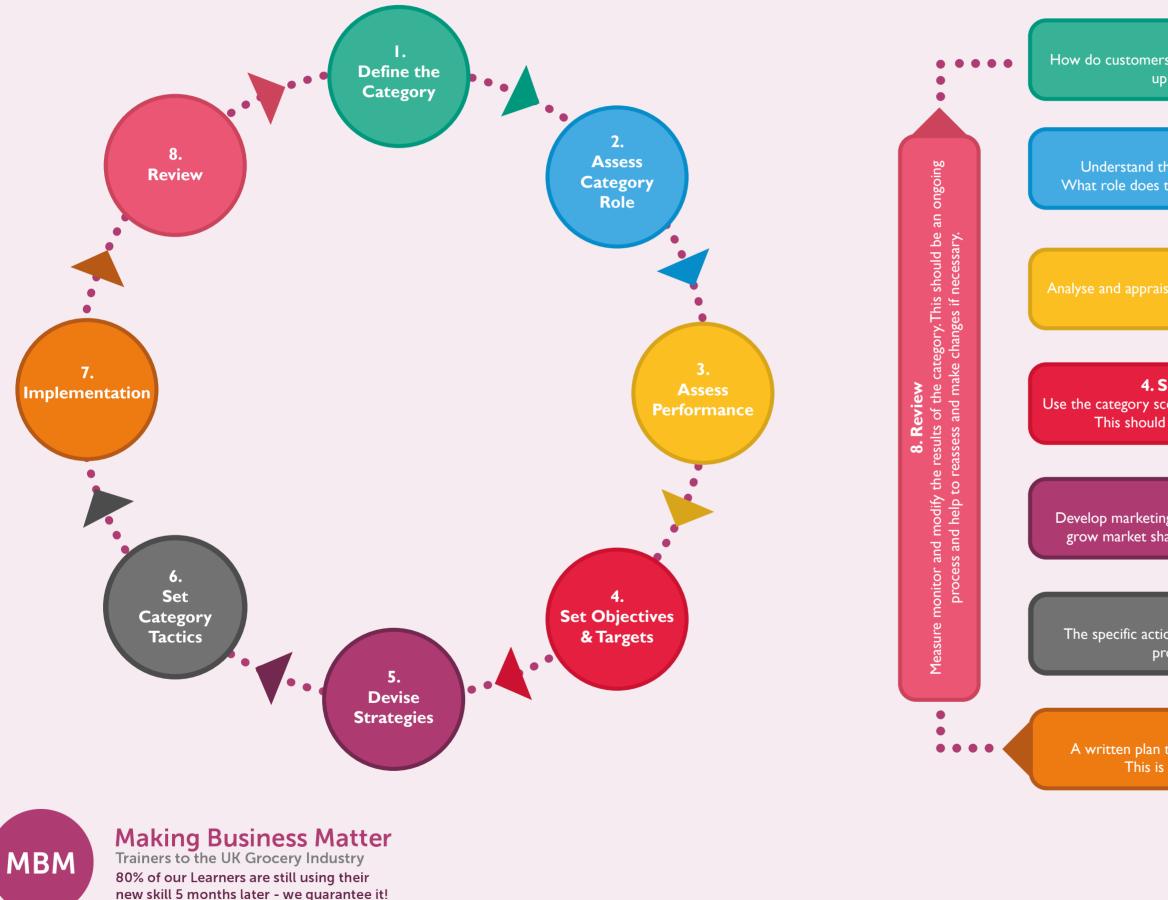
The Category Management 8 Step Cycle



I. Define the Category

How do customers shop the category? This helps determine the products that make up the category and gives insight into segmentation.

2. Assess the Role of the Category

Understand the purpose of the category in the retailer's whole portfolio. What role does the category play in-store? How important is it to the retailer?

3.Assess Current Performance

se the current performances of the category. How does it perform at the retailer? Within the market? etc.

4. Set Objectives & Targets for the Category

Use the category scorecard to set and track achievable and measurable category goals. This should include: sales, volume sales, share and product assortment.

5. Devise Strategies

Develop marketing and in-store operation strategies for the category. For instance: grow market share, increase sales, increase foot traffic, increase basket size, etc.

6. Set Category Tactics

The specific actions to be taken to achieve chosen category strategies. Optimise products, placement, promotions and supply tactics.

7. Implementation

A written plan to ensure tactics meet: category role, strategies and objectives. This is the step that brings your strategies and tactics to life!

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