



## Category Management & Shopper Understanding

Website: [www.btsconsultant.com](http://www.btsconsultant.com)

Email: [info@btsconsultant.com](mailto:info@btsconsultant.com)

Telephone: 00971-2-6452630

Procurement

Supply Chain

Distribution

Time to Market

# Category Management & Shopper Understanding

## **Overview:**

Category management, what is it all about? This Five day workshop will introduce delegates to the tools, processes and methodology required to deliver growth opportunities through adopting category management. Delegates will learn how to build category relationships between suppliers and retailers, put together effective category plans and develop compelling shopper focused in-store propositions and tactics.

## **Who should attend?**

This workshop is aimed at individuals who are new into category roles or those in other commercial roles who want to understand what category management can do for them.

## **Key skills covered at this workshop:**

Analyzing data, range planning, designing a category layout, influencing the shopper, identifying opportunities, developing compelling proposals, building category relationships, developing category tactics, defining a category, decision trees.

## **What will I experience at this workshop?**

This workshop is interactive and involves getting hands on with a range of data, tools and processes. The workshop involves team breakout sessions to enable the new skills, tools and processes to be practiced and ensure delegates can replicate back in the office.

## **Achievements:**

- Understand what category management is and the benefits of adopting category management ways of working
- Learn how to use a range of category management tools to start delivering business results
- Understand the category management process and how to implement each stage
- Harness the importance of shoppers and what affects their behavior
- How to develop compelling category plans and initiatives by channel and format
- Build retailer and supplier category relationships and joint category plans

## **Course Outline:**

### **Category management**

- What are the benefits of category management to suppliers and retailers
- The IGD five Step Category Management process – defined in detail and how it is used in practice
- Where retailers need supplier input
- How shoppers make decisions and the importance of category definition and decision hierarchies

### **Information gathering and understanding**

- Understanding the bigger picture and the implications on your categories

- What information do you have? What do need? Where to go and get it?
- The different areas – market, customer, consumer and shopper that you need to analyze in developing your category plan
- Understanding the shopper and the various shopping missions

### **Business planning and measurement**

- The questions you need to ask – and those which will be asked of you
- Aligning category scorecards
- Developing the category strategy –Driving category value and the levers you can use

### **In-store activation**

- What tactics are available to you?
- Aligning the appropriate tactics to deliver your category strategy
- Choose the right mechanic to shape and influence shopper behavior

### **Range and merchandising**

- Macro versus micro space
- Retailer and shopper strategies
- Deciding the range
- Merchandising principles and operational rules
- Merchandising best practices

### **Promotions**

- Review the key issues surrounding promotion activity

- Effective promotions planning – aligning to strategy forecasting and implementation
- Promotion evaluation, why it's important and how to measure the effectiveness and efficiency of each activity

## **Pricing**

- Role of price to drive category growth
- Category, product and pack price elasticity
- Pricing strategies by channel & format

## **Availability**

- Impact of availability on shopper, retailer and brand
- Measuring and influencing availability

## **Visibility and communication**

- The shopper journey
- Key points and approaches to influencing shoppers

## **Multi format and multichannel**

- Understanding shoppers and missions by Channel & Format
- Developing, tailoring plans and solutions

## **How companies are using category management and the role of category managers**

## **Working inside a legal framework**