



 Hypertrade

Category Management Fundamentals for Suppliers

Unlock Growth: Master Category Management & Collaborate with
Retailers Effectively

Gain a competitive edge by understanding how retailers think and manage categories.

Do you find it challenging to navigate the complex world of retail category management? Do you feel like your brands aren't getting the traction they deserve? This **2-day intensive activities packed workshop** empowers you to bridge these gaps between your company and your favorite retailers.

Learn how retailers use category management to optimize their business, and how you can leverage this knowledge for:

- **Stronger Collaboration:** Present your Strategies in the same language as your retail partners
- **Improved Sales & Visibility:** Align your brand strategy with retailer's category needs.
- **Joint Growth Opportunities:** Develop winning category plans that benefit both you and the retailer.

What You'll Gain

- **Master Category Management Fundamentals:** Understand the process and its impact on both your brand and your retailer.
- **Interactive Exercises:** Apply learnings to real-world scenarios with your category.
- **Boost Collaboration:** Discover effective communication strategies with retailers.
- **Develop Winning Category Plans:** Learn about assortment, promotion, display, & more.
- **Harness the Power of Data:** Leverage category management metrics for strategic decision-making.
- **Master E-commerce & Supply Chain Integration:** Align with evolving retail practices.

Who Should Attend

- Brand Managers
- Sales Teams
- Account Managers
- Anyone involved in working with retail category managers.

Invest in your success and unlock the full potential of your brand's partnership with retailers!

Bonus: Upon completion, receive a **Category Management Toolkit** with templates and resources for ongoing success.

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AGENDA

Day 1	
AM	<ul style="list-style-type: none"> • <i>Introduction</i> • <i>Current Retail landscape</i> • <i>Exercise 1: Current Challenges working with Modern Trade Retailers</i> • <i>What is Category Management</i>
PM	<ul style="list-style-type: none"> • <i>Teach: category management Process</i> • <i>Teach: Category Roles</i> • <i>Exercise 2: What is the role of the category your Brands is in and its consequences.</i> • <i>The outputs of category management: Brand review, category review (possibility to use one of your retailers' Template)</i> •
Day 2	
AM	<p><i>Category Management in Action</i></p> <ul style="list-style-type: none"> • <i>Assortment & Range Planning + exercise</i> • <i>Promotion Planning + exercise</i> • <i>In-Store Display + exercise</i>
PM	<ul style="list-style-type: none"> • <i>E-Commerce and category management + exercise</i> • <i>Supply Chain and category management + exercise.</i> • <i>CRM & category management + exercise</i> • <i>End</i>

Workshop Deliverables?

- Category Management Essentials manual
- Category Management Glossary
- Workshop Deck

Customization Options

- Integration or development of Category Activity Plan Template
- Workshop Follow Up