



 Hypertrade

Category Management Fundamentals for Retailers

Boost Your Retail Sales & Profits with Strategic Category Management

Are you tired of managing categories reactively? Do you ever feel like you're leaving money on the table?

This **intensive 2-day activities packed workshop** equips your retail team with the essential skills and strategies for effective category management. **Walk away with a customized Category Activity Plan** for your specific category roles, ensuring you maximize sales, profitability, and customer satisfaction.

Here's what you'll gain:

- **Master the fundamentals** of category management.
- **Unlock the power of category metrics** for informed decision-making.
- **Develop winning category tactics** tailored to your specific role.
- **Build a data-driven Category Activity Plan** for the next 6 months.
- **Improve category performance** across all channels.

This workshop is perfect for:

- Category Managers
- Buyers
- Merchandisers
- Anyone involved in retail category management.

Don't miss out on this opportunity to transform your category management approach!

Workshop Deliverables

- Workshop preparation with management
- Workshop Trainees Questionnaire & Report
- Workshop Facilitation
- Workshop Manual
- Workshop Assessment
- Reports Templates
- Workshop Refresher
- Category Management Glossary

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AGENDA

Day 1	
AM	<ul style="list-style-type: none"> • Introduction • Current Category Management Challenges • Teach: Category Management Fundamentals • Teach: Category Management metrics Benefits • Exercise 1: Retail Metrics Knowledge & Usage
PM	<ul style="list-style-type: none"> • Exercise 2: what is my category role per channel. • Teach: Category Strategies by Role • Exercise 3: how does my category perform vs. its role? What needs to change? • Teach: What Tasks for Category Management?
Day 2	
AM	<ul style="list-style-type: none"> • Recap Day 1 • Teach: How to build category tactic by Role • Exercise 4: Build you tactics for coming 6 months. • Exercise 5: Present by group
PM	<ul style="list-style-type: none"> • Recap Day 1 • Teach: How to build category tactic by Role • Exercise 4: Build you tactics for coming 6 months. • Exercise 5: Present by group

What Trainees will be able to do after the workshop?

- Identify what are the current role of their categories by Format.
- Build the corresponding strategies and tactics to strengthen the category role.
- Build factual, actionable, and quantified category performance analyses.
- Use the same working approach and methodology when working on categories.
- Implement a common Category Plan approach, *Your Company Way*

Customization Options

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