

Category Management

Introduction

This course is for individuals from organisations that supply FMCG retailers who need to enhance their understanding of category management principles. Category management can be defined as a process that involves managing product categories as business units and customising them on an outlet-by-outlet basis to satisfy customer needs. This has implications for the managers of both retailers and suppliers.

Retail 'buyers' and supplier 'sellers' are transformed into joint entrepreneurial teams, responsible for a small business within a larger enterprise. Not only is it important to understand the mechanics of category management itself - for example, the strong focus on retailer and supplier research - but also to consider the challenges of effective retailer - supplier team-working with an emphasis on collaboration rather than competition.

Objectives

By the end of this course participants will be able to:

- Explain why category management has the potential to deliver value beyond traditional sourcing approaches
- List the benefits of category management
- Describe the role of the category manager
- List the stages of category management
- Utilise a range of tools and techniques to develop category management in your organisation, that will help you to build enhanced alignment with stakeholders and create long-term strategies for managing spend
- Identify the building blocks for developing an appropriate implementation strategy providing clarity for retailer and supplier alike

Content

A sample of what is covered includes:

Understanding the retailer's perspective

- Changes in the marketplace and the need for changing strategies
- The importance of focusing on consumer needs
- Benefits of category management
- Impact on a retailer's organisation
- The role of the category manager
- The stages of category management
 - Reviewing the category
 - Targeting consumers
 - Planning merchandising
 - Implementing strategy
 - Evaluating results

The supplier's perspective

- Changing distribution opportunities
- Impact on the supplier's organisation

- Adopting a team approach
- Developing supplier/retailer clarity on how to increase sales
- Increasing efficiencies in marketing and working with retailers
- The stages of category management from the supplier's perspective

