

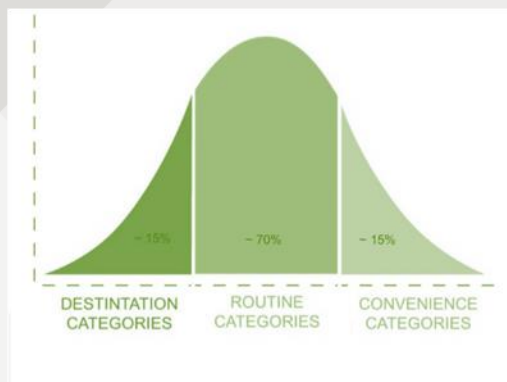
How to Assign Category Roles (Category Roles OnLine Course)

There are some steps that need to be taken when a retailer assigns category roles. First, a cross category analysis needs to be completed. To assign roles at a macro level, retailers should look at key data measures that are important to their business. They can apply a weighting across these variables to come up with a total weighting importance for each category. Then they will determine if the category is seasonal. If so, they can assign it a seasonal or occasional role meaning that the category may be a destination category at certain times of year.

The next step is to evaluate the ability of each category to deliver corporate objectives, and ensure that it fits with the overall retail strategy. How closely aligned is the category to the target consumer for the retailer? Finally, upon completion of these steps, the category is assigned a role.

Complimentary download from CMKG

Factor Importance:	7			5			8			18			38			
	Penetration			Purchase Frequency			Spending per HH			Total Spending			Total			
	Value Rank	Weight	Score	Value Rank	Weight	Score	Value Rank	Weight	Score	Value Rank	Weight	Score	Total Score	Value Rank	Weight	Score
Frozen Food	92.5	11	19.14	6	35	212.81	6	42	2,345	4	48	1,725	4	14	4	4
Fresh Milk	94.5	2	14	26.5	2	10	69.11	11	80	2,434	6	60	1,722	6	2	2
Roasted Coffee	90.6	7	49	11.9	13	60	143.18	5	40	4,832	3	30	1,884	6	3	3
Butter	92.4	4	28	18.0	7	35	57.76	13	104	1,368	7	70	237	8	4	4
Bottled Water	95.5	15	109	15.0	9	45	99.04	8	64	2,837	5	50	264	9	4	4
Beer	79.9	24	188	14.5	10	50	186.04	4	32	4,944	2	20	270	9	6	6
Yogurt	89.2	10	70	20.3	4	20	56.69	14	112	1,884	8	80	282	9	7	7
Cigarettes	71.9	32	384	33.9	1	5	669.07	1	5	4,437	1	10	287	13	8	8
Fruit Juice	87.3	13	91	10.5	16	80	51.37	16	128	1,671	9	90	309	13	9	9
Stuffed Snacks	91.3	5	35	12.4	12	60	40.28	23	184	1,370	11	110	289	13	5	5
Margarine	87.9	12	84	16.2	8	40	34.45	26	224	1,127	15	150	490	17	11	11
Sweet Biscuits & Cakes	91.1	6	42	9.6	18	90	30.44	32	256	1,033	18	180	568	19	12	12
Bathroom Tissue	92.5	3	21	7.2	30	150	31.36	30	240	1,000	16	160	571	19	13	13
Soft drinks	84.3	34	238	10.5	17	85	51.85	15	120	1,206	13	130	573	19	14	14
Ice Cream	80.0	23	188	7.3	27	135	40.28	22	176	1,201	14	140	612	20	15	15
Chocolate Bars	80.3	22	164	8.9	21	105	34.66	27	216	1,037	17	170	845	22	16	16
Laundry Detergents	83.4	19	130	4.1	48	240	43.31	19	152	1,346	12	120	645	22	16	16
Sparkling Wine	61.7	38	252	4.8	45	225	71.88	10	80	832	10	100	657	22	18	18
Loose Tobacco	8.2	61	427	22.1	3	15	318.13	-2	16	967	21	210	666	22	19	19
Cheese	80.4	21	147	9.1	20	100	33.14	29	232	992	19	190	669	22	20	20
Evaporated Milk	80.7	20	146	13.8	11	55	26.63	36	288	801	23	230	713	24	21	21
Cat Food/Feed	13.0	57	398	20.0	5	25	110.61	7	56	781	24	240	720	24	22	22
Carbonated Fruit Drinks	58.4	40	280	7.8	26	130	44.84	18	144	975	20	200	754	25	23	23
Cream Cheese	85.5	16	112	8.6	23	115	22.83	38	304	727	28	280	811	27	24	24



1 Assessment

Look at key measures important to the business

2 Allocation

Determine if the category is seasonal

3 Strategy

Evaluate each category's ability to deliver corporate objectives