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**CMKG**



Category Management Knowledge Group

# Understanding Retailer Strategy and Category Management 1

This accredited program develops proficiency in the foundations of category management - including the process and strategy - from a retailer perspective.

*For a more advanced version of this topic, please see our document "Understanding Retailer Strategy and Category Management 2"*



**INDIVIDUAL PURCHASE**

\$297.00 USD

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**TEAM PURCHASE**

Minimum of 5 people required for bulk pricing

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**CMKG.ORG**

# Upgrade Your Skills

## Get the Big Picture.

Understanding the foundations of category managements is critical for anyone involved in retail. Without the big picture perspective, it's difficult to understand the role that you play within it and how to create the best solutions.

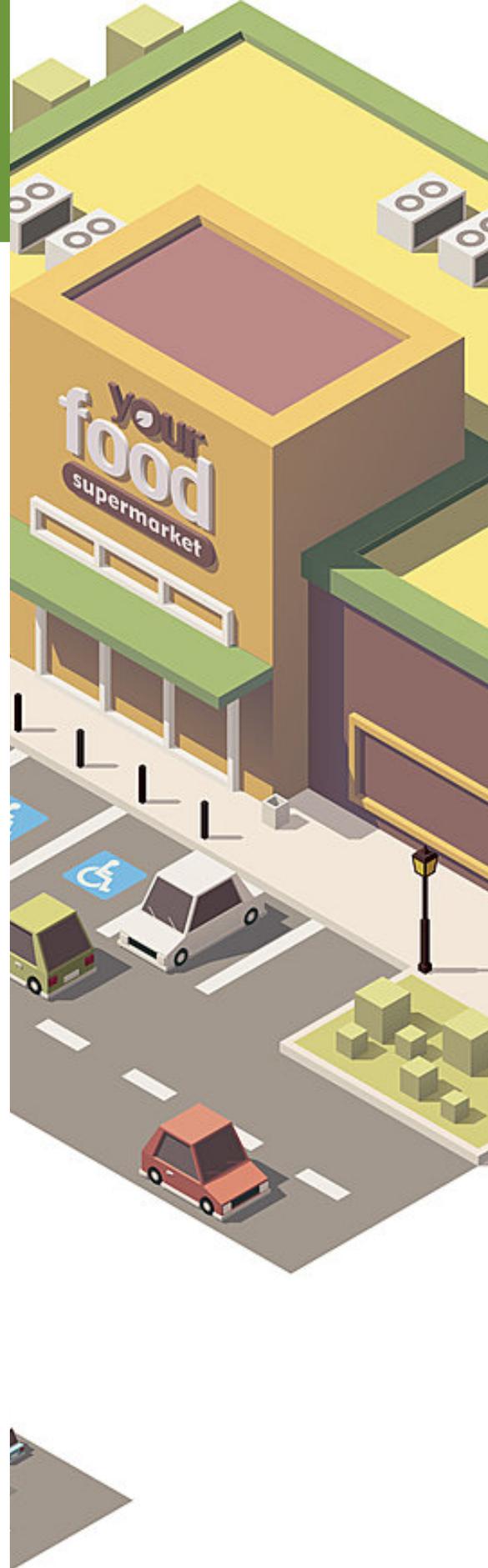
## Where Are You on the Category Management Continuum?

Your program starts with understanding the category management process, including details about each step. You will also learn that not all category management is the same, and will be introduced to a category management continuum to help you understand where you, your categories and your retailers / manufacturers are within the continuum.

## Articulate Your Strategies.

Once you've learned about the overall category management process, you will focus on the overarching strategies that retailers should incorporate into their category management foundations. You will have the opportunity to articulate your internal retail strategies or those of one of your retail customers, identifying areas where there may be gaps in strategy or in your understanding that you should further investigate.

*next*  
**PROGRAM CURRICULUM >>**



# Program Curriculum

## Category Management Overview

*Foundational Accredited Category Management Training Course*

Category management is the retailer/supplier process of managing categories as strategic business units, producing enhanced business results by focusing on delivering consumer value. Category management provides strategic businesses approaches and analytics that will benefit sales, marketing and category management professionals to understand. If you're working in a category management environment, you need to understand the whole process, from a big picture perspective.

## Retailer Strategy

*Foundational Accredited Category Management Training Course*

Participants will increase their understanding of what is included in a retailer's overall strategy, and the importance of being able to understand and articulate the strategy (from both a retailer's and supplier's perspective). Retailer strategy has a significant impact on category management, and needs to be defined across different buckets, including retail format, target consumer, competitive environment and private label or no name. Each of these areas will be reviewed in detail. A hands-on workshop allows participants to define the strategy for a specific retailer that they either work for, or that is their client.

## Retailer Strategy in the Convenience Channel

*Non-Accredited Category Management Training Course*

Retailer strategy sets the foundation for category management at the retailer. A retailer's corporate strategies create the rules & guidelines from which category decisions are made by internal category managers, as well as by suppliers (sales and category management). The Convenience channel has different considerations - particularly as they relate to store clusters and target shoppers - which warranted a new course focused on this important channel.

# Category Management Overview

Excerpt from **BLOG.CMKG.ORG**

Best Practices • Industry Updates • Resources • Thought Leadership

## Category Management is evolving. Are you?

Category Management has been around for a long time. It was introduced in the early 1990s as part of Efficient Consumer Response to address the industry problems associated with the entire demand and supply operating continuum. It has evolved – and continues to evolve – as the Shopper changes, data and technology become more sophisticated, digital continues to play a bigger role and organizations are striving to achieve collaboration with their retail and vendor partners. Despite all of these industry changes, many organizations fail to make the necessary changes internally to meet the changing needs.

## Who Owns Category Management?

*Each unique Retailer drives their own catman process*, which should be built on a solid foundation of overarching strategies associated their store format(s), target shopper(s), competitors and private label or store brands (where applicable).

The category management framework allows Retailers to become more strategic in their overall approach for total store based on their Shoppers. The resultant guidelines and processes developed in this framework arms category management, retail operations and procurement with a toolkit to help them make easier and more strategic choices that align to the bigger picture strategies for the Retailer.

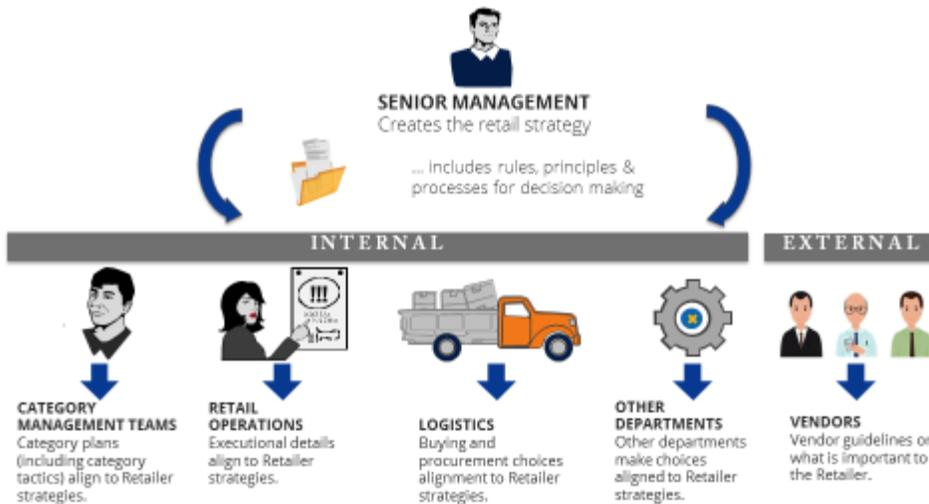
Retailers who are able to clearly define and articulate their processes, principles and guidelines are much more likely to be successful in their endeavors in category management. There's an opportunity for Retailers to review their category management foundations – including their strategies and approach – to ensure that they are relevant, refreshed and effectively communicated.

## questions?

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Train Ahead.

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# Senior Management Develops and Communicates the Strategies Internally & Externally



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## So where do Vendors fit into the process?

When you think about category management for Vendors, it's most likely associated with the work that they complete for their retail customers. This is usually done in a Vendor Advisor or Category Captain or Validator position, where they provide resources, data and analytics for their categories

based on each Retailer's unique category management process described above. This work may be in the form of category reviews and creating action through the tactics (usually with an emphasis on assortment and shelving). The level of complexity of this work is driven by the complexity of the retail customer.

Many Vendors have great category management resources dedicated to their customer business teams working on high level category work, but their marketing and sales teams may be still developing brand only solutions that focus on their consumer (vs the Retailer's Shopper) and they may also be missing corporate category strategies. The opportunity is to expand the "think category" approach beyond the category management team (into marketing and sales) to move to a more Shopper focused, collaborative approach across the organization.

## Where to start?

Through all of the industry changes noted above, coupled with consolidation, restructuring and turnover, here are some category management training opportunities to help you move to a more strategic and aligned approach:

1. **Level set your internal catman team with accredited category management training.** Think about the diverse backgrounds on your team and the range of experience across individuals.

1. They need to have a common language and approach to category management that may not currently exist. Getting back to the basics as a team will help to get everyone on the same page. It's also a great learning experience for all team members.
2. **Train your multi-functional teams on the foundations of category management.** Get them to start thinking category and understanding the Retailer and their Shoppers in a different way.

As category management evolves, we need to adjust and improve our approaches to stay relevant in today's world. Sometimes going back to the foundations through some category management training can help to carve out a new path for the future.

## Which Skill Development Program is best for your needs?

Advanced Retailer Understanding

Assortment & Space Management Skills

Becoming More Effective in Your Category Management Approach

Building Pricing and Promotion Skills

Category and Business Insights

Category and Business Insights 2

Consumer and Shopper Analytics and Insights

Proficiency in Excel

Proficiency in Understanding and Using Data 1

Proficiency in Understanding and Using Data 2

Selling Skills 1: Developing Fact-Based Powerpoint & Presentation Skills

Selling Skills 2: Strategic Selling and Collaborative Business Planning Skills

Understanding Retailer Strategy and Category Management 1

Understanding Retailer Strategy and Category Management 2

