



## Category Management: a unique proposition with unique benefits

Consumer goods manufacturers face increasing demand from their retail partners to deliver **compelling assortment and space recommendations** along with **product innovation that drive category growth and shopper loyalty**.

The **Sales Performance Platform** offers you the best combination of capabilities to support a **perfect Category Management** process.

### A win-win-win proposition that bridges manufacturers, retailers, and shopper goals

The Category Management solution helps you to **improve collaboration with your retail partners**, deliver a **differentiated category proposition**, entice shoppers, and **achieve excellent sales results**.

It enables a **closed-loop category management process** for **better and faster category decision**, higher rates of success in product innovation and **greater results at the shelf**.



#### Streamlined Category Management Process

Implement a one way operating model across markets thanks to an optimized and agile category management process that embeds industry best practices.

Break organizational silos and enable the structured participation of all stakeholders in an end-to-end integrated process.



#### Impactful Shopper-Centric Category Recommendations

Define most impactful category recommendations with the use of best-in-class, shopper-centric analytics that leverage the incremental contribution of each product and transferable demand methodology.

Reshape assortment and space recommendations in the light of actual sales results, by assessing the impact of retail non-compliance both on category and company sales.



#### Market-Led Category Decisions with Retail Partners

Gain faster adoption with shopper-driven recommendations, by leveraging the virtual environment to test category scenarios with shoppers online.

Jointly discuss the vision of success for the category with your partners and make decisions easier for your company and retail partners thanks to the use of interactive virtual environments that embed category intelligence and insights.



#### Store-Specific Solutions, Effective Execution

Merchandise recommended category changes at scale by leveraging machine learning to automatically detect merchandise rulesets and deliver store-specific planograms both with speed and accuracy.

Deliver the right vision of success for each store and increase the rate of success in retail execution.



#### Global Win

Scale category management capabilities and best practices consistently across geographies thanks to a flexible approach that operates in both data rich and data sparse environments.

Speed up organizational readiness through the implementation of a comprehensive solution that embeds collaboration and capabilities development tools.



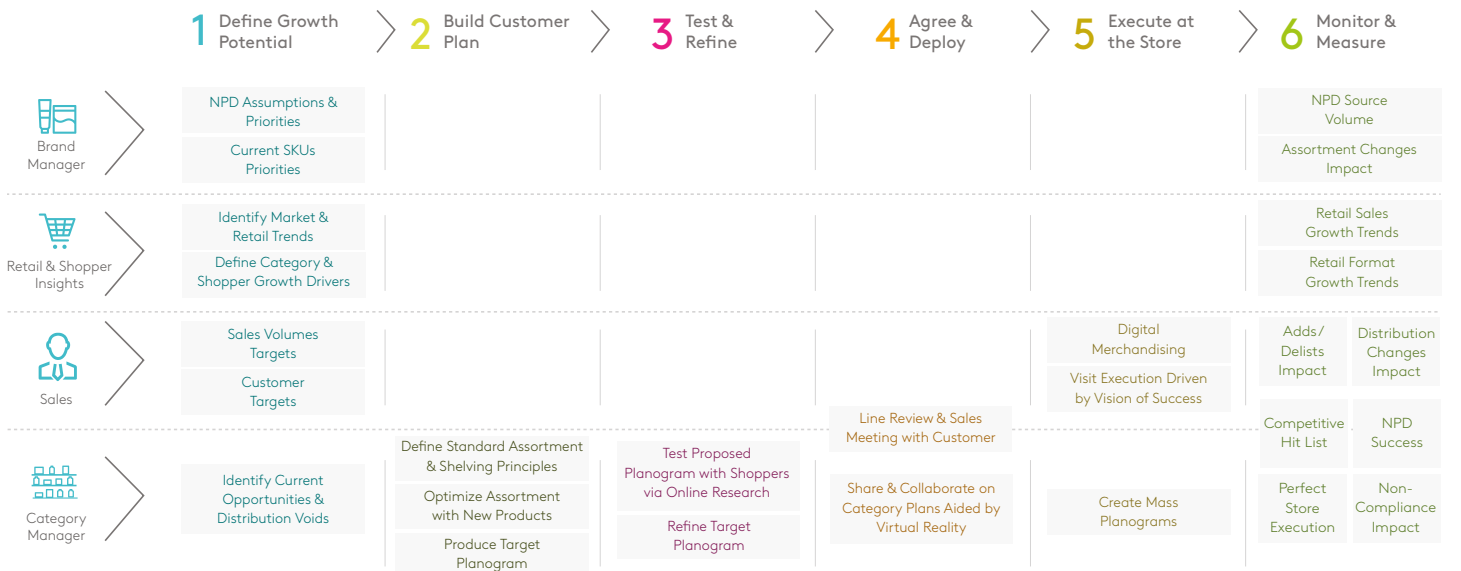
## Category Management - Addressing key questions:

- How do I optimise current portfolio to remove non-contributors?
- How can I achieve a higher rate of success for my innovation and qualify out weak concepts before I invest?
- How do we ensure the right vision of success at the POS level?
- How can we measure the impact of non-compliance at POS in sales results?
- How do we provide thought leadership via category leading assortment and space recommendations to our key retail partners?

## Optimised category management process to enable one way operating model

The Category Management solution gives CPG manufactures a **single industry-dedicated environment** that blends **advanced capabilities with industry best practices and proprietary retail insights** to be consumed at the point of need.

It brings together our best-in-class solutions to enable an **end-to-end category management process** and the **structured and collaborative participation of all stakeholders** in all key activities.




## More with less: Sales Performance Platform

Category Management is part of the **Sales Performance Platform**, Kantar offering aimed at helping consumer goods manufacturers to **win at the shelf** by enabling **common ways of working and to drive greater efficiency across functions and geographies** through common process and scalable integrated solutions that deliver **optimal go-to-market approach**.

The sales Performance Platform combines **Kantar's industry expertise** and recognized **best-in-class solutions** with **Microsoft Azure cloud computing platform and services**.

## Discover more about the Sales Performance Platform

 Watch the Sales Performance Platform Videos

 Contact Us at [salesperformance@kantar.com](mailto:salesperformance@kantar.com)