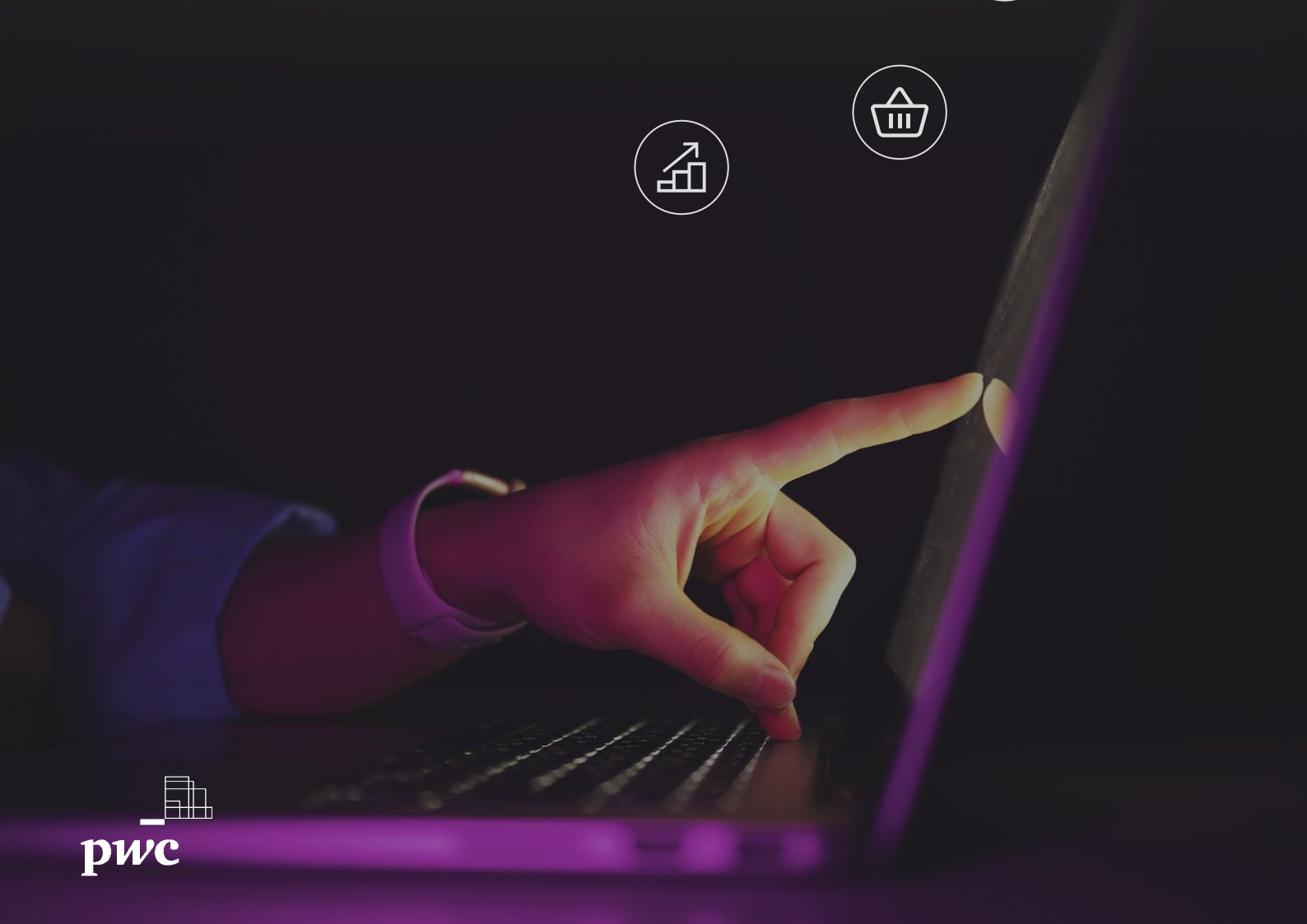


Category Manager's digital workspace

Promo & Assortment Management Toolkit



The solution is powered by highly scalable Microsoft Azure



Key features

Areas supported by the Tool



Promo



Functionalities

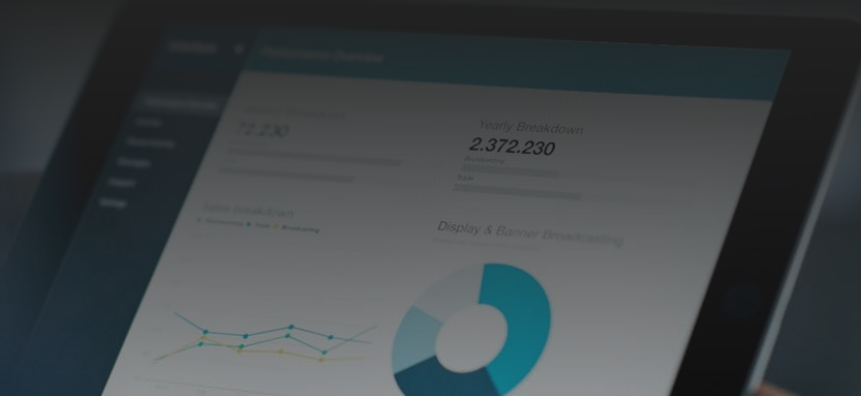
- User friendly promo schedule
- Progress monitoring
- Ability to co-ordinate tasks
- One stop shop for data on historical promotions
- Advanced analytics & ROI optimization
- Thorough approval process
- Live promo reporting
- Insights for future promo planning
- Tracking promo KPIs



Assortment



- Market overview/comparison
- Product/category roles assignment
- Comparative analysis
- Planograms overview
- Space allocation analysis
- Product sales forecasting
- Assortment building
- Evaluation of sales performance
- Tracking sales KPIs



The solution is powered by highly scalable Microsoft Azure



What is Promo & Assortment Management Toolkit designed for?



Promo & Assortment Management Toolkit is a **one source of reliable and up to date** data that can be used for performance overview, KPI analysis and other business purposes



Some of the key features include:

- > **Facilitation of the key promo related processes** from the historical data overview and SKU selection to promo volumes forecasting and promo operationalization
- > **Support in the key category management challenges** like review of the **category and subcategory performance vs KPIs and indicated market benchmarks**



Tool is designed to **support everyday work of a category manager** and become a **main source of insights** related to the promo and category performance



Maciej Kroenke
Partner

+48 502 380 595

maciej.kroenke@pwc.com



Jakub Borowiec
Partner

+48 502 184 506

jakub.borowiec@pwc.com



Paweł Matulewicz
MS Alliance Lead

+48 609 991 492

pawel.matulewicz@pwc.com