

Module 4: Category Management Report

Competitor Analysis

Field	Value
Reference Competitor	122
Number of Categories Stocked	12
Key Categories Stocked	1
Stocking Observations	12
Competitor Others Remark	N/A
Research Methodology	research
Shopping Behavior	no observations
Consumer Others Remark	N/A

Pre Selected Categories

Field	Value
Low Value	0
Medium Value	0
High Value	0

Store Formats

Store Name	Store Format Type	Merchandise
1	Store Format A	7
2	Store Format B	7

Category Role Management

Category Name	Category Role	Sales Contribution	Margin Contribution
N/A	N/A	0	0

Gross Margin Contributions

Contribution to Total Sales	Contribution to Gross Margin	Rationale
100.0	88.0	N/A
89.0	99.0	N/A
98.0	88.0	N/A
90.0	89.0	N/A
6.0	87.0	N/A
78.0	88.0	N/A
68.0	86.0	N/A
76.0	83.0	N/A

Margin Sales Analysis

Field	Value
Which category contributes more to sales	N/A
Which category contributes more to gross margins	N/A
Which category represents your store	N/A

Summary

Field	Value
Store Submissions	null
Store Summarise	null
Location Submissions	null
Location Summarise	null
Network Submissions	null
Network Summarise	null
Category Submissions	null
Category Summarise	null
Promotions Submissions	null
Promotions Summarise	null
Marketing Submissions	null
Marketing Summarise	null
Service Submissions	null
Service Summarise	null
Backend Submissions	null
Backend Summarise	null
Metrics Submissions	null
Metrics Summarise	null