

Module 4: Category Management Report

Competitor Analysis

Field	Value
Competitor Category ID	3
Reference Competitor	1111
Number of Categories Stocked	4
Key Categories Stocked	rtt
Stocking Observations	f
Competitor Others Remark	N/A
Research Methodology	gf
Shopping Behavior	ff
Consumer Others Remark	N/A
Group ID	3

Pre Selected Categories

Field	Value
Pre ID	0
Low Value	0
Medium Value	0
High Value	0
Group ID	0

Store Formats

Store ID	Store Name	Store Format Type	Merchandise	Group ID
4	bbb	Store Format B	7	3
5	aaaa	Store Format A	7	3
35	store a	Store Format A	9	3
36	store a	Store Format B	9	3

Category Role Management

Category Role ID	Category Name	Category Role	Sales Contribution	Margin Contribution	Group ID
null	N/A	N/A	0	0	null

Gross Margin Contributions

Gross ID	Contribution to Total Sales	Contribution to Gross Margin	Rationale	Group ID
3	9900.0	2590.0	new value	3
6	2978.0	3790.0	fifth	3
7	787.0	878.0	third	3
8	428.0	827.0	eighth value	3

Margin Sales Analysis

Field	Value
Margin ID	2
Which category contributes more to sales	N/A
Which category contributes more to gross margins	N/A
Which category represents your store	N/A
Group ID	3

Summary

Field	Value
Summary ID	2
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	asdfghjk
Backend Summarise	dfghj
Metrics Submissions	null
Metrics Summarise	null
Group ID	3