

## Module 4: Category Management Report

### Competitor Analysis

Field	Value
Reference Competitor	competidor
Number of Categories Stocked	12
Key Categories Stocked	asdfg
Stocking Observations	fdf
Competitor Others Remark	N/A
Research Methodology	rdfd bvbfff
Shopping Behavior	fdgcvc
Consumer Others Remark	fddfxg f fg

### Pre Selected Categories

Field	Value
Low Value	0
Medium Value	0
High Value	0

### Store Formats

Store Name	Store Format Type	Merchandise
qqq	Store Format A	7
www	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
12.0	50.0	sdfgh
12.0	55.0	N/A
12.0	88.0	dfgh
12.0	77.0	dfgh
12.0	88.0	N/A

## Margin Sales Analysis

Field	Value
Which category contributes more to sales	jj
Which category contributes more to gross margins	jj
Which category represents your store	kk

## Summary

Field	Value
Store Submissions	null
Store Summarise	null
Location Submissions	qqi
Location Summarise	null
Network Submissions	gg
Network Summarise	null
Category Submissions	null
Category Summarise	nnnj
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