

Module 4: Category Management Report

Competitor Analysis

Field	Value
Reference Competitor	test
Number of Categories Stocked	10
Key Categories Stocked	reacking unit format
Stocking Observations	display racking unit
Competitor Others Remark	stor format A and B
Research Methodology	testt
Shopping Behavior	terr
Consumer Others Remark	test

Pre Selected Categories

Field	Value
Low Value	0
Medium Value	0
High Value	0

Store Formats

Store Name	Store Format Type	Merchandise
coffee shop	Store Format B	15
books store	Store Format A	15

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
9.0	3.0	test
1.0	2.0	test
7.0	1.0	test
10.0	4.0	test
5.0	11.0	test
6.0	1.0	test

Margin Sales Analysis

Field	Value
Which category contributes more to sales	data format Anad b
Which category contributes more to gross margins	data format b section
Which category represents your store	vrenmj

Summary

Field	Value
Store Submissions	Store format Display board only nor worked
Store Summarise	savedbutton mot
Location Submissions	test sale value total and definin locstion
Location Summarise	test
Network Submissions	test store invest ment summary backend side 404 error
Network Summarise	testing bug list fixed
Category Submissions	this issection no error
Category Summarise	check it for all format
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