

Module 4: Category Management Report

Competitor Analysis

Field	Value
Reference Competitor	back end developer
Number of Categories Stocked	12
Key Categories Stocked	testing form
Stocking Observations	wer
Competitor Others Remark	wer
Research Methodology	we
Shopping Behavior	we
Consumer Others Remark	qwe

Pre Selected Categories

Field	Value
Low Value	0
Medium Value	0
High Value	0

Store Formats

Store Name	Store Format Type	Merchandise
tr2	Store Format B	7
dtat A	Store Format A	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
29.0	21.0	testing
10.0	21.0	testing
10.0	21.0	testing

Margin Sales Analysis

Field	Value
Which category contributes more to sales	testing
Which category contributes more to gross margins	testihg
Which category represents your store	testing

Summary

Field	Value
Store Submissions	test1
Store Summarise	test2
Location Submissions	test2
Location Summarise	test2
Network Submissions	test
Network Summarise	test
Category Submissions	test4
Category Summarise	test4
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