

Module 4: Category Management Report

Competitor Analysis

Field	Value
Reference Competitor	2002
Number of Categories Stocked	202
Key Categories Stocked	ghng
Stocking Observations	bfnh
Competitor Others Remark	fgnh
Research Methodology	ghnghmggm
Shopping Behavior	fgn
Consumer Others Remark	gfnm

Pre Selected Categories

Field	Value
Low Value	0
Medium Value	0
High Value	0

Store Formats

Store Name	Store Format Type	Merchandise
Store 2	Store Format B	15
Store 1	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
0	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	sdfbg
Location Summarise	sdgbbg
Network Submissions	dfggb
Network Summarise	sdfvsf
Category Submissions	xvbcg
Category Summarise	sdvf
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