

Module 4: Category Management Report

Competitor Analysis

Field	Value
Reference Competitor	N/A
Number of Categories Stocked	0
Key Categories Stocked	N/A
Stocking Observations	N/A
Competitor Others Remark	N/A
Research Methodology	N/A
Shopping Behavior	N/A
Consumer Others Remark	N/A

Pre Selected Categories

Field	Value
Low Value	0
Medium Value	0
High Value	0

Store Formats

Store Name	Store Format Type	Merchandise
N/A	N/A	N/A

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	N/A
Store Summarise	N/A
Location Submissions	N/A
Location Summarise	N/A
Network Submissions	N/A
Network Summarise	N/A
Category Submissions	N/A
Category Summarise	N/A
Promotions Submissions	N/A
Promotions Summarise	N/A
Marketing Submissions	N/A
Marketing Summarise	N/A
Service Submissions	N/A
Service Summarise	N/A
Backend Submissions	N/A
Backend Summarise	N/A
Metrics Submissions	N/A
Metrics Summarise	N/A