

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	Store Format A	9
N/A	Store Format B	9

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
10.0	30.0	testing 1
40.0	10.0	testning2
10.0	20.0	testning3

Margin Sales Analysis

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

Summary

Field	Value
Store Submissions	null
Store Summarise	null
Location Submissions	null
Location Summarise	null
Network Submissions	null
Network Summarise	null
Category Submissions	testing formt
Category Summarise	wertyh
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