

Category Management

NACS 6-Step Framework as a Foundation

Managing categories as strategic business units allows retailers to meet specific customer needs for the products and services that they ultimately offer within their range. The NACS six step process was developed to meet the specific needs of convenience store operators. The six steps in the process include selecting the category, analyzing performance, developing the category roles, developing the plan, communicating the plan and evaluating the plan. Impact 21 Group has developed and refined this material for NACS, retailers and suppliers to meet the specific need of each organization.

Introductory and Advanced Courses

Following a model of continuous learning, Impact 21 Group has developed two programs, Introductory and Advanced. The introductory program covers the NACS six step process in great detail to include:

- A complete overview of how to implement category management
- "Hands-on" learning environment
- Case study material to ensure understanding
- Professional facilitation to ensure a pleasant learning environment
- Guidebook and reference materials

The advanced program is designed to follow the introductory program with a greater emphasis on analytics. The session is professionally facilitated and tailored to meet the specific needs of the client organization. The program includes all material, cases studies and reference material on CD. The program is entirely PC based and includes a review of the following:

- Using third party data to make data driven decisions
- Managing range and macro space
- Promotional development and analysis

Customized for Retailers & Suppliers

Although the six step process provides a good foundation, Impact 21 Group will customize the material to meet specific needs within your organization. For example if there is a need to focus on one category in the case of a supplier, then the material will reflect and focus on the one category and its role within the store or channel. The customization will include

- Customization to meet specific regional differences
- Focus on a specific category
- All training and reference material

Analytical and Category Management Support

To ensure a successful implementation, Impact 21 Group can provide ongoing support to ensure that the category management process provides the expected improvement in retail sales and gross profits. The follow up support will ensure that the category management process is adopted and integrated in the operating procedures of the organization. In addition, analytical support can be provided to develop templates and tools to ensure continuous improvement in results.

Ongoing Category Management and Category Analysis support is also available for retailers requiring resources to manage categories, analyze business performance, review range/assortment, negotiate contracts, develop promotions, etc.

Identifying Consumer Driven Opportunities

The category management process is designed to focus on meeting the needs of current and potential shoppers through a process of managing the range and merchandising the range in a manner that drives:

- Increased frequency of current shoppers
- Improved transaction size through range optimization and adjacencies
- Drawing new users
- Enhancing the overall shopping experience

The advanced program focuses on meeting specific consumer needs and understanding the consumers who shop in the convenience and competing channels to include:

- Use of third party data such as
 - *NACS SOI and CSX*
 - *Syndicated data*
 - *Consumer panel data*
 - *Household panel data*

The combination of hands-on learning and real life experiences provided by Impact 21 Group facilitators provides a back drop for a successful category management program within retail outlets.