

Category Management Workshop

Introduction to Category Management

The Retail landscape is changing fast in Sri Lanka, bringing new challenges to FMCG manufacturers and Retailers alike. How can you outperform your competitors? Are you well equipped to win the battle for category growth and market share?

Benefits of attending this workshop

1. Through effective Category Management process, both retailers and suppliers can achieve a win-win business relationship
2. Optimize the use of sales and marketing resources to drive sales and to apply them across all retail chains
3. Optimize the use of Nielsen Retail Audit Data in a Category Management framework to drive your brand and total category sales
4. Understand the meaning of Category Management and how to achieve successful implementation of the process with the retailers
5. Tactics to achieve immediate positive impact on Retailers Top line and Bottom line

Workshop Content

For suppliers and retailers to work effectively together requires a great deal of mutual understanding. Probably the best way of building this understanding is for suppliers to appreciate all the issues that a category manager typically faces in managing the category on a day-to-day basis. The following topics will build your knowledge and understanding on :

1. Defining a category and understanding the category's target consumer
2. Determining category role and potential objectives
3. Building a category overview and analysis of retailer performance
4. Product range and space management decisions
5. Price and Promotion management decisions
6. Examples of how category management is being applied

By understanding the above, you will know what an effective Category Management approach in retailer perspective is and to translate them into your day-to-day business process.

Who should attend?

Middle to Senior Management from

1. Retailers : Category/ Buying and Merchandising Heads
2. Manufacturers/ Suppliers : Customer Marketing, Trade Marketing, Key Accounts Management and Category Management



The session will be interactive through

Group discussions, group and individual exercises, case studies and presentation, and lecture.

Our Speaker's Credentials – Christoph Michel

Industry knowledge

- Retail and FMCG

Associate Director Retailer Services and Merchandising Services (Vietnam & Asia Pacific), The Nielsen Company

- Responsible for retailer services in emerging Vietnam market
- Responsible for Asia Pacific development of Category Management capabilities
- Has conducted numerous Category Management seminars with retailers and manufacturers in India and the region

Sales Development and Category Manager

- 10 years experience in FMCG
- Numerous Category Management projects in Switzerland, France, South Africa, South Korea
- Projects with both local and international retailers and wholesaler/ cash&carry chains
- Trained more than 150 top commercial managers and directors on sales processes in Europe, Africa and Asia

Workshop Fee & Details

Date :	6th - 7th June (Monday and Tuesday)
Venue :	Ivy Room, Cinnamon Grand Hotel, Colombo - 3
Time :	9:00am - 6:00pm
Speaker :	Christoph Michel, Associate Director Retailer Services and Merchandising Services (Vietnam & Asia Pacific), The Nielsen Company
Cost :	SLR 52,000
Registration :	Please make early registration. We have maximum 30 seats in each workshop available on a first come first serve basis. Seats are strictly limited to maximum participation to ensure effective learning. Last date for receipt of delegate fee is 20th May, 2011.
Inclusions :	Comprehensive course materials and case studies. Business lunch and coffee breaks with snack items on both days.

Testimonials from Past Participants

"Very useful and applicable"

"It's fantastic as it gave me a lot of insights about Category Management to work with"

"Very good because practical, not just theory"



Category Management Workshop Agenda

DAY 1	
8:30-9:00am	Registration
Introduction : The Sri Lankan Marketplace	Assess today's relevance for Category Management
Why do Category Management?	What to expect from Category Management?
Definition, roles and responsibilities	A simple overview of Category Management, its process and its benefits
Category Management Process : Category Definition	How to define a category decision tree
Category Management Process : Category Role	How to assign the optimal role for a category
Category Management Process : Category Assessment	What to look for in order to understand the category, its products, market trends, consumers, shoppers, suppliers
Category Management Process : Category Scorecard	How to set the appropriate KPIs
Category Management Process : Category Strategies	How to define the best strategies to reach your objectives

DAY 2	
9:00am	Review Day One
Common Shopper Behavior	How to unleash growth from the basics
Category Management Process : Category Tactics	Which products to include in the assortment? Where to place the category in the store? How to merchandise products? Which prices to apply? What promotions to implement?
Category Management Process : Category Implementation	How to ensure all is being put in place as agreed
Category Management Process : Category Review	How to review the results and take corrective actions
Summary, tools and data needed	How to be as efficient as possible
Q&A	



Category Management Workshop Enrolment Form

To enroll, kindly fill in the form below and fax to us at the earliest.

Kindly contact your respective Team Account Managers or any one of the following for further details.

Project Manager	Direct Line	Email	Fax
Athula Eriyagama	94-11-4707417	Athula.Eriyagama@nielsen.com	94-11-2688449
Nishanthi De Silva	94-11-2688446 (ext 237)	Nishanthi.DeSilva@nielsen.com	94-11-2688449
Shanmugapriyah Thiyagarajah	94-11-2688446 (ext 215)	Shanmguapriyah.Thiyagarajah@nielsen.com	94-11-2688449

YES, I / We want to join the Nielsen Category Management Workshop.

Company	
Address	

	Name (First name, Surname)	Position	Tel.	Email
1.				
2.				
3.				
4.				
5.				

Number of Enrolment : _____ Total Program Fee : _____

Upon confirmation of your registration, we will require a non-refundable seminar fee of SLR 52,000 (Taxes as applicable) per registrant latest by 20th May, 2011, made payable to The Nielsen Company Lanka (Pvt) Ltd. Please send the cheque addressed to Athula Eriyagama at The Nielsen Company Lanka (Pvt) Ltd. 98, D.S. Senanayake Mawatha, Colombo 8.

- Discount of 5% for booking 2 to 4 seats from a single organization
- Discount of 10% for booking 5 or more seats from a single organization

There will be no refunds for cancellations after 20th May, 2011. However, you may find a colleague within your company to replace your seat.

Kindly state names to be addressed to when we send invoice and receipt to your company.

	Invoice	Receipt
Name :		
Department :		
Phone :		
Fax :		
Email :		

