Take control of your categories.

At its core, the principle of Category Management focuses on associated product groups that share common characteristics, values and objectives. Effective Category Management promotes cross-functional working, supports commercial strategy and helps to maximise sales and profit by targeting the changing needs of the customer. Retailers of today demand consistency in their go-to-market approach, and few applications can support this seamlessly from end to end.

Retail Express removes any pain points by operationalising strategy, streamlining complex processes and bringing together the distinct elements that make up profitable retailing. By eliminating the common disconnects that are typical of cross-functional working and siloed systems, the merchandising solution ensures that all decisions being made and all actions being taken are aligned to the organisational strategy, shared throughout the business and communicated in an efficient manner.

Category Management encapsulates all aspects of a retailer's go-to-market approach and sets this out over defined periods and as part of a particular market. Demand modelling is used to forecast, simulate and build upon the business strategies that are played out in-store, delivering results by creating accurate projections of commercial performance. Before being released to the market, retailers can test and optimise category plans in advance; reinforcing the ability to adapt in the face of volatility and adversity.

Insight and analysis is a key part of Category Management; supporting retailers to understand the demands of the consumer. The dashboard and reporting capabilities track historical and future performance by category, market and banner; providing a platform that draws on business intelligence for evaluation. With drill-down capability and intervention possible at every level, this single application can interrogate, manage and control business performance with ease. The Retail Express solution is a product of its time; challenging the norm and attuned to the needs of its users.

Retail Express' use of science launches merchandising systems into the new dawn of technology. The solution supports the principle of Category Management, with a relentless focus on commercial performance, analytics and evaluation. This is represented by the category P&L, which brings together the impact of all prices, markdowns, incentives, promotions, adverts, events, in-store displays, flyers, coupons, loyalty bonuses and mailers into a real-time simulation that understands the effect of each touch point on the customer.

In advance of committing to an activity, Retail Express presents the user with a go-to-market P & L; ensuring that entire propositions can be carefully tuned to deliver the best results. This commercial impact analysis works in conjunction with optimisation tools to achieve a winning mix of price and promotion positioning, alongside the execution of business strategy with respect to budgets, competition, and the market.

Module Capabilities

Harnessing the use of AI and real-time data, Retail Express' intelligent merchandising generates accurate demand forecasts and supports a move away from the limitations of legacy systems and processes. Together with shared planning capabilities, the systematisation and automation of pricing, promotions, strategy and supplier collaboration enable agile thinking, boosts productivity and drives commercial gains.

The solution is an expert system for Category Management; providing easy-to-use pricing, promotion, forecasting and optimisation modules which can work together with the Category Management module, or be used separately. The combined effect delivers greater control over merchandising strategy, tactics and execution; achieving sales, volume, profit, and margin targets with ease. The Category Management module itself assembles key data in a familiar format and supports the validation of go-to-market strategies.

Module functionality highlights:
- A dashboard of key performance indicators by category, company and market.
- View sales, volume, and profit metrics by category, store, company and market.
- Real-time projections of commercial performance over defined periods.
- Forecasting that takes account of cross-product impacts and expected uplifts.
- Tools that simulate unique scenarios within a plan that can enhance commercial results.
- Category P & L's backed by accurate forecasts of future sales that take into account business variables.
- Provides a go-to-market proposition for each category and sub category by store and market.
- Analytical worksheets for each marketing lever.
- Sales forecasts for replenishment and supply chain planning - available by item, by day, and by store over a defined period.
- Aggregated sales data with daily item and category information by store.
- A business intelligence platform for data mining, reporting, analysis, and interrogation.
- Assortment planning that provides insight into the historical, current and predicted performance of items in an assortment.

Retail Express encompasses end-to-end merchandising with the user in control. A commercially robust platform to plan, analyse, evaluate, execute and review all merchandising activities in a single, integrated solution.