



Category Management

Category Management is the strategic process of managing product groups as independent business units to align retail strategy with consumer needs. By treating groups of products as Strategic Business Units, retailers can ensure every item on the shelf serves a specific consumer need and contributes to the overall health of the category.

Retail Express (RE) provides the integrated infrastructure to liberate your trading teams from manual administration, evolving them into strategic maestros who turn category intent into a daily, profitable reality.

The Problem

Traditionally, category management has been delivered by expensive consultancies and remained disconnected from day-to-day operations. This “admin-heavy” approach prevents strategic thinking from becoming the norm and often results in strategy being a “moment in time” rather than an active process.

Stage	Action	Description
Category Definition	Define the Category	Determining products that make up the category based on the consumer’s perspective and sub-category roles.
Category Planning	Establish Strategic Role	Developing a long-term strategic plan based on the category’s unique characteristics (e.g., Profit Generator vs. Service Provider).
	Establish Performance Measures	Determining evaluation methods, such as Activity-Based Costing, to account for the costs of promotions and introductions.
	Formulate Strategy	Creating a marketing and supply plan to achieve specific short-term and long-term performance goals.
	Establish Marketing Mix	Defining specific tactics for the category, including space allocation, pricing, and promotional frequency.
Category Management	Assign Management Roles	Establishing clear workflows for implementation within both the retailer and supply partner organisations.

Retail Express (RE) provides a sophisticated, AI-driven category management solution designed to transition grocery retailers from manual, “one-and-done” planning to a state of **Autonomous Category Management**. By embedding strategy directly into a digital infrastructure, the solution ensures that high-level category goals are operationalised in real-time rather than lost to administrative silos.

Transform your pricing into a growth engine.

Retail Express – Intelligent. Integrated. Profitable.

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The Path to Strategic Autonomy

The solution partners with retailers to navigate three distinct stages of maturity, moving away from traditional, siloed buying:



Foundation (Data Accuracy)

Eliminates manual errors common in spreadsheets - found in 90% of cases - to establish a "Single Version of Truth" for all category data.



Optimisation - Semi-Automation

Establishes specific item roles, such as Key Value Items (KVIs) versus the "Long Tail," and automates responses to market triggers like competitor moves or cost changes.



Consumer-Led (AI-Driven Strategy)

Cross-functional teams manage categories by responding to real-time AI demand. The system autonomously applies prices and assortments aligned with pre-set "red lines" and business strategies

Mitigating Strategic Risks

Retail Express specifically addresses the common pitfalls of traditional category management, such as the "banalisation" of retail - where an over-focus on top-sellers leads to uninspiring ranges.

Managing the "Long Tail"

In a typical 30,000+ SKU assortment, 80% of items are often under-managed. The RE engine automatically handles this "Long Tail," ensuring margin health and variety without increasing staff workload.

Operationalising Strategy

RE integrates planning and workflow into a single point of truth, ensuring strategic decisions (e.g., "Bigger Pack, Better Value" or "Good/Better/Best" hierarchies) are actualised across the entire range.

From Admin to Architect

By automating up to 85% of routine changes, the solution redefines the Pricing Manager's role, shifting them from manual data entry to strategic architects who can focus on innovation and market gaps.

Expected Financial Gains & ROI

Moving to an automated, integrated category management system transforms operations into a cash generator:

20:1

Proven ROI

Retail Express solutions have delivered a 20:1 Return on Investment.

2%

Gross Margin Improvement

Integrated pricing and category strategies typically deliver a 2% Gross Margin improvement.

85%

Efficiency Gains

Automation of routine changes (up to 85% rate) allows staff to focus on strategy rather than admin.

75%

Error Reduction

Integrated systems provide a "Single Version of Truth," leading to a 75% reduction in pricing and assortment errors.

The Bottom Line: Category Management is no longer a moment in time. By predicting the impact of a strategy before it hits the shelf, Retail Express allows you to be agile, aggressive, and profitable.

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