ATHENA RETAIL
The Power of Space

Contacts

Paolo Malucelli
CEO & Sales Director
+39 051 5870 755
+39 335 635 8041
paolo.malucelli@athenaretail.com

Stefano Ceglie
Sales Manager
+39 051 5870 755
+39 346 184 3996
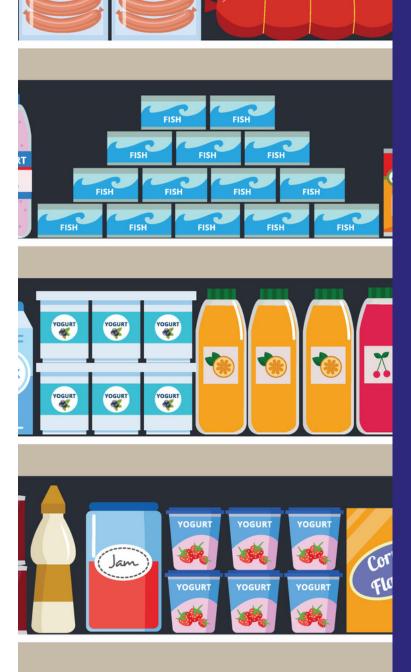stefano.ceglie@athenaretail.com

ATHENA RETAIL SURL
Via del Faggiolo
c/o Cortese Business Center
Via del Faggiolo 1/13, Bologna (BO) | Italy

www.athenaretail.com

TRADE MARKETING

Managing

assortments

and shelf space.

Life is tough for Category Managers!

If you are a Category Manager in a manufacturing company, you have a daunting task: reconciling multiple conflicting perspectives.

MANUFACTURER'S POV:
"We have launched a new product line and we want it to be displayed, with the best visibility possible, throughout the entire network of stores of every Retailer we serve!"

RETAILER'S POV:
"How do you fit new products on the shelf when the available space remains unchanged or even shrinks? An assortment that is too numerous has crazy operating costs, which worsen the marginality per square meter."

CONSUMER'S POV:
"Have you ever felt "lost" standing in front of a shelf filled with products? I have! In recent years, the alternatives of choice for some categories are so many that I often find myself having to choose from numerous - far too many! - options."

With no collaboration, the category will not grow

Defining assortments and spaces in a targeted way by Retailer, cluster, and/or store allows you to meet consumers' expectations, achieve better product availability and increased productivity of the shelves; such approach requires:

24 automation in handling large volumes of data and advanced business analysis

integration between systems, to avoid inaccuracies and latencies in the transfer of information

talent and accuracy in analysis, planning, execution, and monitoring of processes.

Manufacturers must therefore establish effective and consumer-based guidelines for product display, to build, revise and modify assortments and planograms that will drive both growth and profitability for them and for the Retailers with whom they cooperate on Category Management projects.

Several sources contribute to the creation of a planogram-proposal to show to the Retailer at the contracting stage.

We know what they are and especially how to manage them.

AthenaLab: our expertise for CPGs

Product master data

The construction of applicable and effective planograms is strongly based on information that allows to categorize and market products e.g.: the brand, the size of the sales unit, the attributes of the lifestyles, etc.

Category Management

Category definition:
starting with shared categorizations such as the ECR tree, together with the Manufacturer we think about how to offer the Retailer a custom-built classification.

Assortment definition:
at this stage products are evaluated based on their historical (and forecast) performance to be retained, added, or removed from the product portfolio available for sale in stores.

Micromerchandising:
information is combined to produce accurate planograms that can improve consumer experience and store efficiency (reducing execution costs, stock breakage, and waste).

Implementation & Analysis

In-store implementation represents the pinnacle of the category management work done previously. Analysis is critical to measure and compare the results of the implementation with expectations and ensure that Category Management is an efficient and responsive process.