

IMS Training

Merchandising and category management:

- Introduction to merchandising
- Merchandising principles: modern trade versus traditional trade.
- Merchandising techniques and methodologies
- Trade marketing principles , plannogramme creation
- In store space management for retailers
- Category captain
- Consumer decision tree
- Definition of the category
- Introduction to category management
- The 8 steps of the category management process
- Clustering principles
- Category remodeling for supermarkets, hypermarkets.
- Stock optimization

Goals of the training: Putting into practice the principles of merchandising and category management at floor level on the traditional and modern trades.

Your Merchandisers team's objectives:

- Understand the principles of modern day merchandising
- Define retailer's needs in terms of space management
- Optimize existing lineal space
- Use advanced merchandising techniques to scientifically evaluate categories performance
- Increase brands visibility
- Implement brands KPI's
- Efficiently manage out of stocks
- Identify consumer needs
- Manage the category in according with retailer's interest
- Create a win – win situation between manufacturers, retailers and consumers.

Target audience: Merchandisers, sales team, trade marketing teams, marketing team.

For more information contact us:contact@ims-research.com