



AN UNCOMMON SENSE
OF THE CONSUMER™

PRACTICAL CATEGORY MANAGEMENT WORKSHOP

Build effective category strategies and tactics to help grow the entire category by understanding the steps of Category Management Process

The Retail landscape is changing fast 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?

What will I learn?

- Why do Category Management?
- Definition, Roles and responsibilities
- Category Management process
- Common Shopper Behavior
- Tools and data needed

Key Benefits

- Develop stronger retailer/supplier partnerships
- Follow a joint process that can be adapted across all retail chains
- Leverage all available data to identify category growth opportunities
- Develop tactics to win the battle for shoppers

Who should attend?

Retailers: Category Managers, Merchandising Heads, Space & Range planners and their team

Manufacturers/Suppliers/Distributors: Customer/Trade Marketing Managers, Key Account Managers, Category Managers & their team

Level: Intermediate to advanced

Interactive workshop covering presentations, group discussions, exercises, case studies

Quotes and Facts 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”

100% of participants rated the workshop overall as good to excellent

Participants from more than 40 retailers and manufacturers, including Bharti Wal-Mart, Carrefour, Reliance, Future Group, METRO, Unilever, Nestle, Pepsico, Coca-Cola, Pernod Ricard, J&J, Cargill, etc. from India in the last few years



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Speaker Credentials

Deepak Pillai, Director
Sales Effectiveness , Nielsen

Deepak is a well known Catman Practioner and trainer. He has lead *Category Management Services* for India Region and trained hundreds of professionals from both manufacturers and retailers side. He has many years of experience in working with FMCG and Retailer clients in consulting, developing Category Management programs and executing projects. Has worked in Merchandising and Category Management roles across various categories including Apparel, Home, Food, Non-Food categories and across Convenience, Super Market and Hyper Market formats

WORKSHOP FEE & DETAILS

VENUE, DATE & TIME	<i>The Westin Dhaka, Main Gulshan Avenue, Gulshan Ave, Dhaka 1212, Bangladesh</i>	<i>29th & 30th July 2015</i>
FEE PER PERSON :	BDT 35,000 (Excl taxes) Comprehensive course materials and case studies. Business lunch and coffee breaks with snack items on both days.	
REGISTRATION :	Maximum 30 seats in each workshop available on a first come first serve basis. Early bird and group discount available (see registration form).	

DAY 1 08:30 – 18:00		DAY 2 09:00 – 18:00	
08:30	Registration	09:00	Review Day One
Introduction : The Indian Marketplace	Assess today's relevance for Category Management	Common Shopper Behavior	How to unleash growth from the basics
Why do Category Management?	What to expect from Category Management?	Category Management Process : Category Tactics	<ul style="list-style-type: none"> 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?
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 Implementation	How to ensure all is being put in place as agreed
Category Management Process : Category Strategies	How to define the best strategies to reach your objectives	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	



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Practical Category Management Workshop Dhaka, Bangladesh registration form

To enroll, kindly fill in the form below and email to us by **15th July, 2015** the latest.
Kindly contact your respective Account Managers or any one of the following for further details.

LOCATION	CONTACT PERSON	DIRECT LINE	EMAIL	MOBILE NUMBERS
Dhaka	Masroor Hussain	+88029125839	masroor.hussain@nielsen.com	01753078313
Dhaka	Shabib Raihan	+88029125839	shabib.raihan@nielsen.com	01913981593

COMPANY	
ADDRESS	
CONTACT PERSON FOR REGISTRATION	Name:
	Email:

Please share name, designation , email & mobile phone numbers of participants so we can directly contact the participant if needed.

Number of Enrolment : _____ Total Program Fee : _____

Notes: _____

- Group discount: 5% for 3-5 participants, 10% for 6 or more participants from the same company
- 5% for early birds can be enjoyed **until 3rd July, 2015**
- Applicable group discount and early bird add-up to give total discount (eg. 5% + 5% = 10% discount on cost per pax)

Confirmation of registration will be sent by email. To confirm your registration, we will require a 100% advance payment of the non-refundable seminar fee as indicated above, made payable to Nielsen (India) Private Limited. There will be no refunds for cancellations; however a change in participant name will be accepted any time before the start of the workshop.

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

INVOICE	
Name :	
Department :	
Phone :	
Fax :	
Email :	

Signature: _____

Name: _____

Date: _____