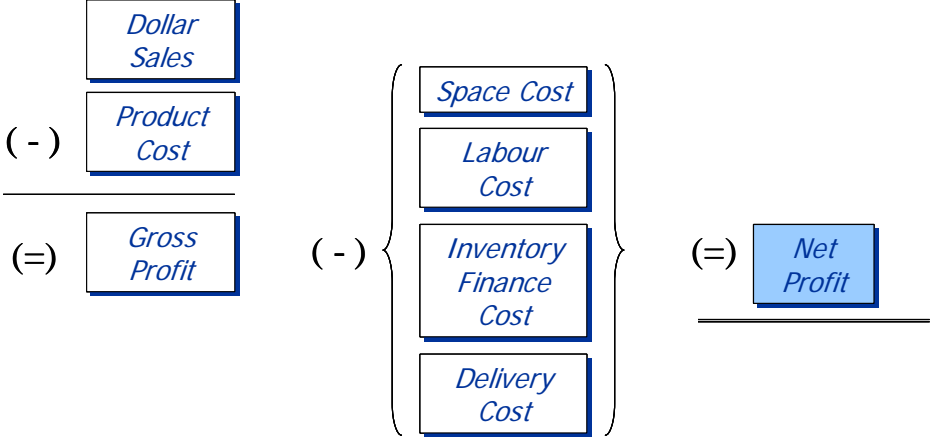


ProCat

Category Analysis

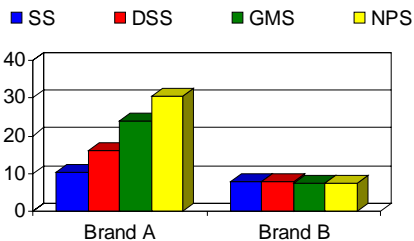
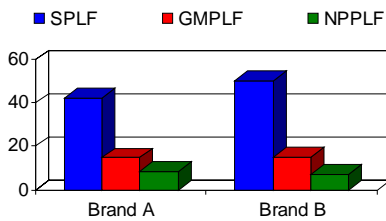
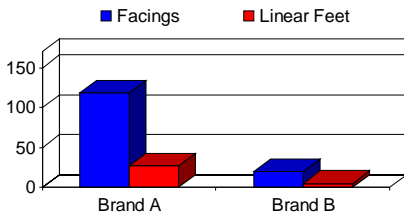
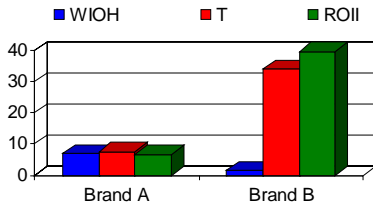
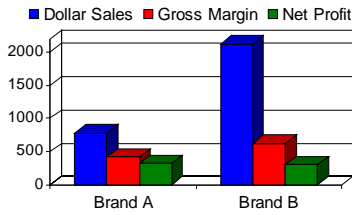
- ❖ ProCat is a category management tool used to determine the performance and profitability of an entire category.
- ❖ ProCat can help you optimize category profitability and performance.
- ❖ A detailed category analysis can offer in depth understanding of the entire category, subcategories, brands and SKU's.
- ❖ It is especially helpful to category leaders.

Financial Model:





Category Information:



Sales Levels (Units / Dollars) & Indicators

Compare Dollar Sales, Gross Margin & Net Profit to look for small Profit / Sales Gap with High Margin

Inventory Levels & Indicators

An in-depth look at inventory including Weeks of Inventory on Hand, Turnover and ROII

Space Utilization

Comparison of Facings and Linear Feet to determine which brands, SKU's, etc. have too much or too little space

Space Efficiency

Compare Dollar Sales per Linear Foot, Gross Margin Per Linear Foot & Net Profit per Linear Foot to determine which brands, SKU's, etc. have the best performance

Share Analysis

A look at the shares of Space, Dollar Sales, Gross Margin and Net Profit to determine which brands are balanced, thus maximizing performance in the category

Distribution across stores

Was performance affected by distribution across stores

Rankings

To determine if elimination of the bottom 20% of SKU's will increase category profitability and performance, and whether removal of category under-performers to make space for high performers is warranted

