

Category Management – New Ways of Cooperation

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Focus in Heterogeneous Markets



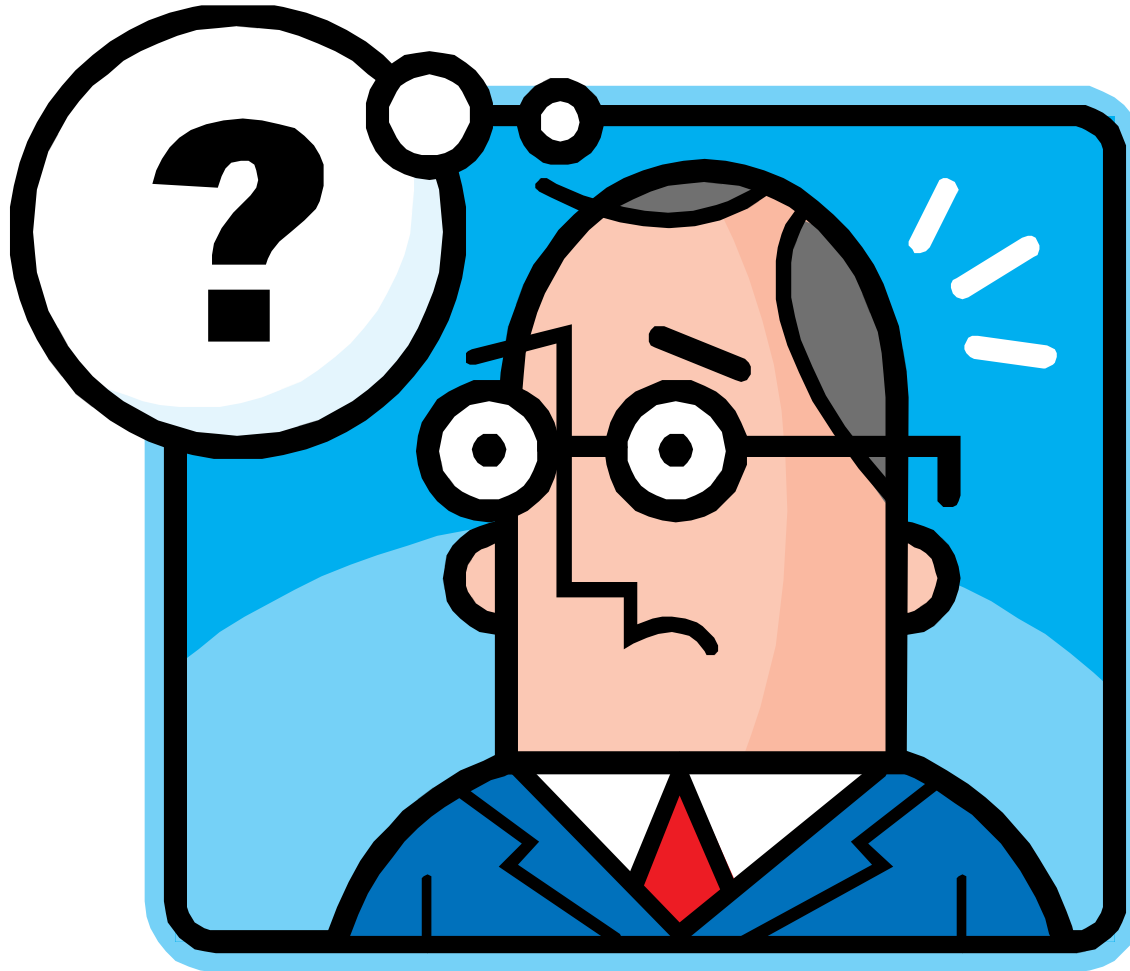
Focus in Highly Competitive Markets



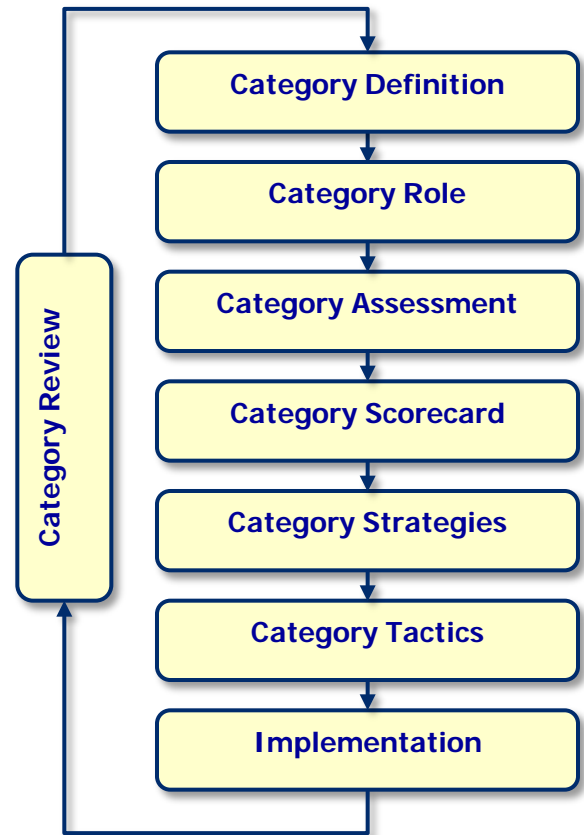
The Change



The Outcome



The Opportunity



The Cooperation

- Customer & Consumer & Shopper focused
- Information sharing as an enabler
- Back to basics – process and cooperation
→ Opportunity to real differentiation



Case Finland

- Uncertainty and chaos for a while – then new ways for the organization to looking into Category Management process
- The use of extensive CRM-data and new customer oriented catman process
 - Goal setting
 - Process optimizing
 - Results measurement



Case Finland

- Totally new cooperation via consumption style customer segments and information sharing
 - Executing strategy supporting assortments, pricing, campaigns etc. together with supplier partners
- The change of the basis data for CatMan work
 - Turning declining market share curve to growth (e.g. assortment classes were renewed from average to market structure based)



The Learnings

- Understand the Consumer and the Shopper
 - Go beyond the top-lists
- Understand the value of the Information
 - Don't relay on one source
- Develop the understanding of the Category Management continuously
 - Internally and in cooperation
 - Make sure the people understand how the process really works
- Active cooperation in CatMan Network in Finland and in nearby areas
 - Benchmarking
 - People development