

Category Management



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OVERVIEW

Enhance your understanding of category management with a focus on optimizing product assortments and improving profitability within retail categories.

PROGRAM OBJECTIVES

- To master the strategic approach to managing retail categories.
- To develop effective assortment and space management strategies.
- To implement pricing and promotional strategies that align with consumer demand and retailer objectives.

WHAT YOU WILL LEARN

- Techniques for category analysis and strategic role setting.
- Best practices in assortment planning and shelf space allocation.
- Insights into pricing strategies and promotional effectiveness.

KEY BENEFITS

- Increase category sales and profitability.
- Improve collaboration with retailers through insightful category strategies.
- Enhance shopper satisfaction by optimizing product offerings and availability.

WHO SHOULD ATTEND

Category managers, retail buyers, and merchandising professionals seeking to deepen their knowledge of category dynamics and management strategies.

PROGRAM FORMAT

Live virtual sessions and self-paced learning materials delivered over five evenings, from 6:00 PM to 9:00 PM.

PROGRAM FEE

PHP 7,500.00 per head

WHO SHOULD ATTEND

Sales managers, key account managers, professionals in client-facing roles.

PROGRAM FORMAT

Interactive live sessions and practical exercises, conducted online from 6:00 PM to 9:00 PM across five evenings.

PROGRAM FEE

PHP 7,500.00 per head

FOR INQUIRIES AND REGISTRATION

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