

An aerial view of a supermarket aisle, showing rows of shelves stocked with various products. A large, solid red square is overlaid on the left side of the image, partially obscuring the shelves. The background is a grayscale image of the store's interior.

Case Study

Category Management

Service Line:
Operational Efficiency



CONTEXT

A highly mature and traditional category like tea was undergoing some remarkable changes due to overall economic downturn and health lifestyle trends, resulting in a shift in tea consumption tendencies.



CLIENT

Russian branch of World's top 10 Wholesale Retailer



CHALLENGE

The Client wanted an assessment of tea category performance in order to align its offer with the latest market trends.

A full scope analysis was performed in order to assess both internal drivers/constraints of category management and key market tendencies.

Project timeline: 1 month



The category check-up was carried out in 3 steps

AS-IS Category Overview

In-depth Category analysis covering both strategical and operational aspects.



Drivers and Constraints overview

SWOT analysis addressing internal factors and market/competition overview



Definition of an implementation roadmap

Definition and prioritization of a list of initiatives according to the key findings.



BENEFITS & RESULTS



Alignment of the category SKUs to new market trends, together with an implementation roadmap highlighting quick wins and long term initiatives.

KEY POINTS



Not only a modified assortment, but also a review of safety stock policies in order to avoid out-of-stock



Improvement of operational efficiency within category management process



The key to a success is a cooperative approach sharing information with all the involved departments and suppliers