

Category Management Simulation

Category Managers play a critical role in driving convenience and retail brands forward. Category Managers who understand and can execute the six steps of category management, as defined by NACS, give retailers an advantage in the market. The Category Management simulation integrates into existing category management training programs and enables current and future Category Managers to practice the necessary skills to be successful in their roles.

The Simulation Experience

The Category Management simulation maps to the six steps of category management as defined by NACS. Ultimately, participants will craft a **Category Management Plan** that encompasses all six steps and will present it to the cohort.

Participants practice:

- ▶ Translating observations into **strategies** and **tactics** to achieve the desired category plan outcome.
- ▶ Identifying and recognizing **performance opportunities/issues** to address or that need further examination or analysis.
- ▶ Formulating **key strategies** and **tactical recommendations** that can be implemented by the retailer.
- ▶ Creating a concise **presentation** of results, opportunities, and recommendations to be presented to the other teams.
- ▶ Demonstrating knowledge and understanding of **the six steps of category management**.

Category Management Simulation

A dynamic business simulation offers the opportunity to connect to the learning through practice and the reinforcement of skills and concepts.

Working in a team, participants assume the role of a Category Manager for either the beer, pack beverage, or confectionary category of a fictitious retailer. The Category Manager must leverage category information to inform the execution of the six steps of category management.

The simulation rewards Category Managers who select strong vendors, complete a robust SWOT and USED analysis, manage change, and complete a strong category plan presentation.

Insight Experience's flexible platform allows for the business simulation experience to be tailored to reflect the category of your choice.



Target Audience

Current or prospective Category Managers or marketing leaders seeking to practice the utilization of the six NACS steps of category management.



Desired Outcomes

This program builds skills to:

- Understand and utilize the six NACS-defined steps of category management.
- Be agile as a Category Manager.
- Develop critical communication and presentation skills.



Logistics

- 1-5 days virtual or in person.
- 8-300+ participants.

