

Category Research

The research group g/d/p accompanies the entire process of category management using innovative methods: starting with the definition of the category, its rating, and including implementation and monitoring.

Background

Focussing on the customer

Category management gears its base strategies concerning range of products, placement, price and promotion to the needs of the customer.

Optimising the category

In face of the continually changing challenges in the market regular monitoring and systematic optimisation of the category are absolutely essential.



Profile

25 years of research at the POS

The research group g/d/p provides the foundations on which to make decisions for successful category management using scanner data analyses, observations, surveys and tests. Following a detailed briefing individual research concepts are drawn up.

Latest innovation: Shopper Research Box

The compact and autonomous observation device provides an anonymous documentation of purchasing patterns on the shelf and shows potential for optimisation. Apart from observing particular shelves using the Shopper Research Box the research group g/d/p is the leader in preparing customer path studies covering the entire shopping area of an outlet.

Areas of use

Category

8. Monitoring	1. Definition	How can the category be structured based on purchasing patterns?
	2. Role	<ul style="list-style-type: none"> > Category mapping and category decision tree > Shopper insight: group discussions, workshops, accompanied shopping
	3. Rating	Which areas have the greatest potential, which goals are defined?
	4. Targets	<ul style="list-style-type: none"> > Data integration, scanner data and till data analyses > Identification of regional potential for success using the demand mapper
	5. Strategy	How can the category targets be fulfilled and implemented?
	6. Tactic	<ul style="list-style-type: none"> > Ideal product range: <ul style="list-style-type: none"> > Listing suggestions using the category profiler > Multi-dimensional improvement of range of products > Correct placement: <ul style="list-style-type: none"> > Category mapping > CASE: Consumer Aided Shelf Engineering
	7. Implementation	<ul style="list-style-type: none"> > Efficient promotion: <ul style="list-style-type: none"> > Product selection + timing using the promotion profiler > Promotion analyses > Successful launch: <ul style="list-style-type: none"> > Initial/repeat buyers' analysis using customer cards > Simulations and forecasts > Fair pricing: <ul style="list-style-type: none"> > Optimal prices by means of studio interviews, Price analyses and simulations (pricer)

Examples

Category Profiler

The category profiler is a software platform used to improve the retailers' range of products. It applies various influencing factors - such as location, type of business and regional needs - to rate the current range and highlight unused potential.

Promotion Profiler

The promotion profiler is a software platform used to assist in active promotion planning. Promotion planning can be optimised by selecting suitable promotion products, the frequency and particular weeks of the promotion based on sales dependencies.

Contact

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