



Germany

Date 2010

**Category Management Basics – International  
2-day seminar**

**Training language: English**

**ECR**

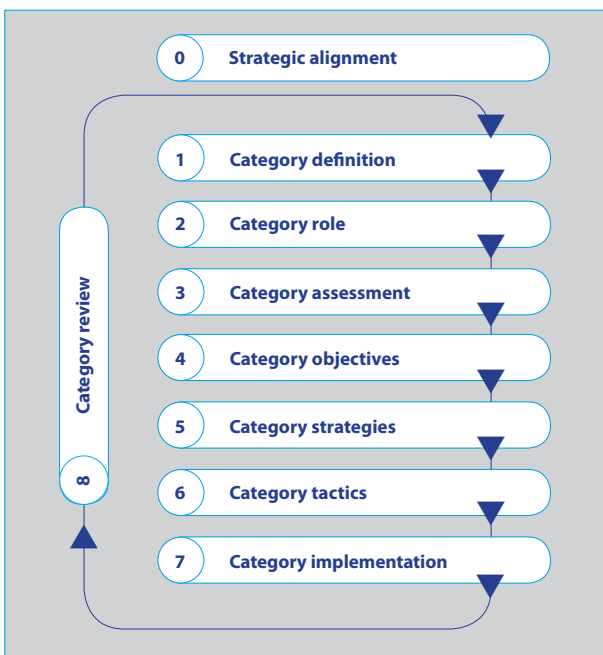


## Category Management is a retailer/ supplier process of managing categories as strategic business units, producing enhanced business results by focusing on delivering consumer value.

- >> How are categories treated as business units?
- >> What are the different strategic roles of categories for retailers?
- >> What data is needed to evaluate a category?
- >> How are category objectives defined and verified?
- >> According to which criteria are products listed or delisted?
- >> What does the perfect shelf look like from a customer's point of view?
- >> How do stores successfully implement Category Management?
- >> Which are the prerequisites for a successful collaboration?

These questions and more will be answered during the **Category Management Basics – International** seminar.

## Category Management 8-step process



## Programme overview

### What you will learn

- >> Introduction to Efficient Consumer Response and Category Management according to ECR Europe
- >> Overview and introduction to methods as well as each of the 8 steps of the ECR Europe Category Management Process
- >> Case studies
- >> Relevant presentations by European manufacturing and retail representatives
- >> Applying know-how from manufacturing and retail
- >> Consolidation of assortment optimisation and shelf presentation
- >> Team project on case studies

The seminar is conducted according to the standards of the ECR Europe Category Management Process.

These standards lead to a common understanding of the Category Management Process, subsequently enabling cross-company project management.

After the seminar you will have acquired the basics to evaluate Category Management potential as well as the know-how to develop your own solutions. After taking part in the seminar, you will receive a confirmation of participation.

## Quality

### GS1 Germany stands for:

- >> 500 successfully trained and certified Category Managers
- >> close collaboration with ECR Europe
- >> international in-house trainings in Category Management
- >> centre of expertise for efficient business processes
- >> driving force in setting standards
- >> member of the international GS1 (Global Standards One) community
- >> a comprehensive network in manufacturing and retail

## Target group

The seminar is aimed at participants with minimal Category Management experience. They will gain an insight into the methods and the benefits of Category Management within two days.

### Business areas

ECR, Category Management, Key Account Management, Trade Marketing, Sales Force, Purchasing, Supply Chain Management

## Location

### **GS1 Germany Knowledge Center**

Maarweg 133

50825 Köln

Covering 1,000 m<sup>2</sup>, the GS1 Germany Knowledge Center is your partner for trainings and for meeting experts along the value chain: modern, experienced and results-oriented. Here you can gain expert knowledge in target-group-appropriate trainings.



## In-house training

You would like a special training tailored to your company?

Please contact on T +49 (0)221 94714-441

## Conditions of participation

Once your registration has been processed, you will receive a confirmation accompanied by an invoice for the participation fee, which is payable right away. In case the registered participant is unable to attend, you are free to designate an alternative participant from your organisation.

The organiser reserves the right to alter the content of the programme or to cancel the seminar for urgent reasons. In case of cancellation by the organiser, a full refund will be given. The size of the seminar is limited to 15 participants. Registrations will be considered in the order received. The training language will be English.

The participation fee per person is € 1,290 excl. VAT. The price includes seminar documents, lunch and soft drinks during breaks.

**Further information at [www.gs1-germany.de](http://www.gs1-germany.de)**

>> "Weiterbildung"

>> on the left-hand side "Category Management"

>> CM Basics International

## Hotline

**If you have any queries please call our hotline**

**+49 (0)221 94714-555 or e-mail us at**

**[category-management@gs1-germany.de](mailto:category-management@gs1-germany.de)**

## Registration form

### Category Management Basics – International 2-day seminar

#### Seminar data

7.-8. December 2010

*(limited to 15 participants)*

*Please fill in and return this sheet to*

**GS1 Germany GmbH**  
**F +49 (0)221 94714-595**

.....  
*Surname, First Name*

.....  
*Function, Title*

.....  
*Company*

.....  
*Street*

.....  
*Country / Postcode / City*

.....  
*Phone*

.....  
*Fax*

.....  
*eMail*

## Registration form

Tell us how/where you first heard about us!

Website .....  
(URL)

Mailing from .....

Conference

.....  
*Name of the conference*

Press

.....  
*Name of the article*

Personal

.....  
*Name of the contact*

Other

.....  
**What is your area of work?**

Retail

Manufacturing

Association

Consulting

Logistics

Service Provider

Other

**Number of employees:**

<10

11-50

51-250

251-1000

>1000

By submitting this form, you acknowledge your agreement to and acceptance of the terms and conditions. The seminar fee is € 1,290 excl. VAT. The seminar is conducted by GS1 Germany GmbH.

.....  
*Date*

.....  
*Signature*

## Sponsors



Global Standards –  
Connecting Business

GS1 Germany GmbH

Maarweg 133  
50825 Köln  
T +49 (0)221 947 14-0  
F +49 (0)221 947 14-990  
info@gs1-germany.de

[www.gs1-germany.de](http://www.gs1-germany.de)