



HOW TO REVIEW CATEGORY PERFORMANCE

A FRAMEWORK FOR RETAILERS AND
SUPPLIERS TO USE WHEN CONDUCTING A
CATEGORY REVIEW



ECR Ireland Category Review Framework 2013

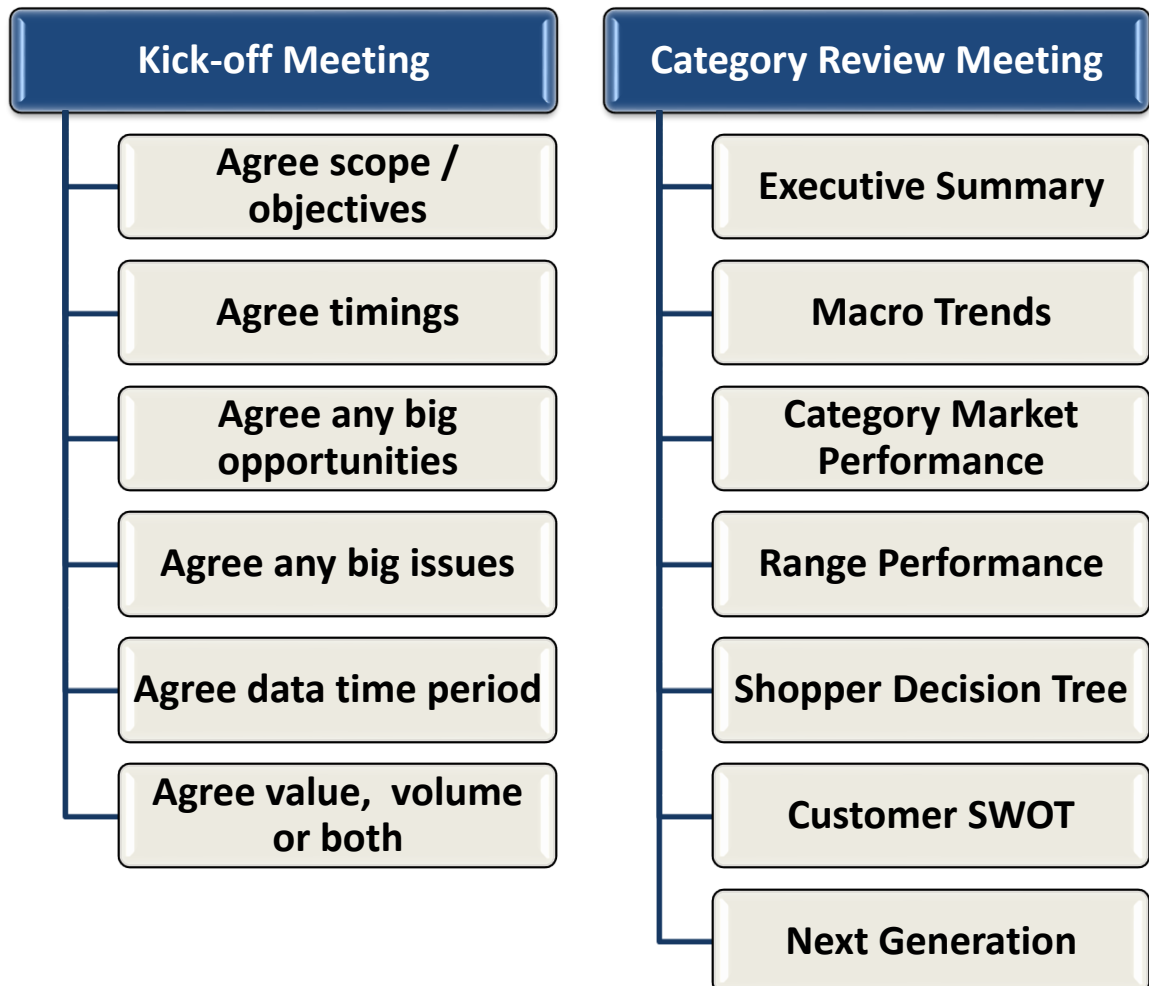
This is a framework for a Category Review between a retailer & a manufacturer.

It is a best practice proposed by the ECR Ireland Category Management & Shopper Marketing Workgroup 2013.

The framework requires a Kick-off Meeting followed by a Category Review Meeting.

An agenda for each meeting is advised.

A detailed checklist is proposed for the Category Review Meeting.



Category Review Meeting – Checklist

