

What is Category Management?

- Category Management – involves the process of determining:
 - Store's product mix.
 - Space allocation for each category.
 - Specific items to stock for each category.
 - By putting categories in a logical place, you allow your customers to shop your store and find products they need or purchase on impulse.
- **And make more money!**
- Today, we are just talking about your convenience store – inside the 4 walls of your store.