



# Cat-Micro Assortment

With the evolving market dynamics, limited shelf space, and changing consumer behaviours, effective product assortment management is crucial for driving category growth.

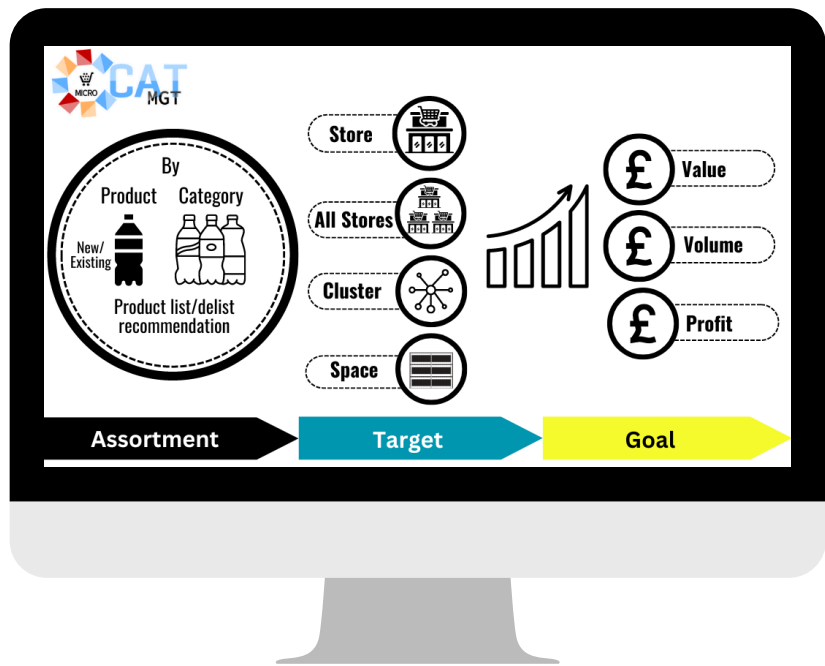
**Does your assortment process help you to...**

- Create Assortments – National, segment, fixture size break or store specific.
- Optimise the customer offer to the shopping mission using segmentation or assortment rules.
- Represent category strategy whilst respecting buyer commercial agreements.
- Represent groups of products using rules.
- Consider regional product swap.
- Ensure local products are appearing in the right store.
- Report across products, stores, distribution, & financials.

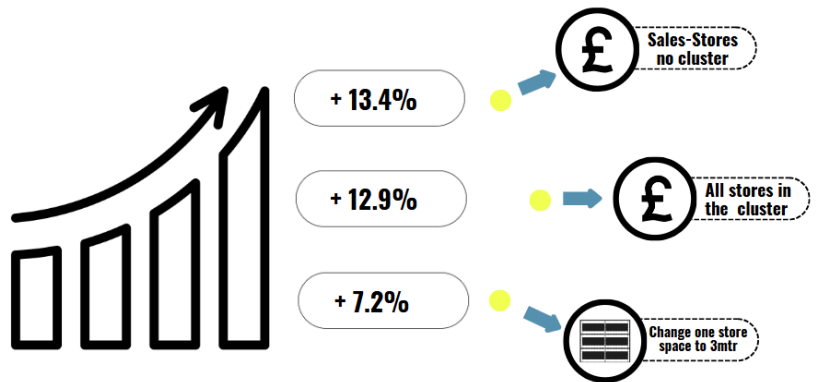
- Cat-Micro offers managed processes, quick implementation and no internal IT costs.
- User-defined rules are set against a product or category with the ability to target specific levels within a store, group of stores, cluster or fixture space.
- Additionally, users can run "What Ifs" scenarios, access interactive Excel reports, and refresh data periodically to evaluate outcomes.

- Target example, changing the product mix, all stores in the cluster.

Sector	Future Volume	Existing Volume	Future Value	Existing Value	Diff Vol %	Diff Value %
Sector 1	1233	2454	724	1441	-49.8%	-49.8%
Sector 2	71661	72706	67578	68573	-1.4%	-1.5%
Sector 3	68225	60534	74094	67468	12.7%	9.8%
Sector 4	112123	95420	119142	105351	17.5%	13.1%
Sector 5	54480	45905	83682	69838	18.7%	19.8%
<b>Total</b>	<b>307722</b>	<b>277018</b>	<b>345221</b>	<b>312671</b>	<b>12.2%</b>	<b>12.9%</b>



## Are you driving category growth?



Results from leading UK retailer