



CATEGORY MANAGEMENT PRESENTS 4 DIFFERENT CATEGORY ROLES.

ROLES DRIVE SPECIFIC TACTICS WITHIN THE CATEGORY.

PFANNER CAN PLAY IMPORTANT ROLE IN THE CATEGORY.

## CATEGORY ROLES

DESTINATION	ROUTINE	SEASONAL/OCASSIONAL	CONVENIENCE
<ul style="list-style-type: none"><li>➤ Draws shoppers to a trip into the store.</li><li>➤ Helps store to differentiate.</li><li>➤ Highly image building.</li><li>➤ Has signature items.</li><li>➤ Will lead to very aggressive selling behavior.</li><li>➤ 5%-7% number of categories.</li></ul> <p><b>PROMO ACTIVITY:</b> HIGH <b>PROMO FREQUENCY:</b> HIGH <b>PROMO DURATION:</b> LONG</p>	<ul style="list-style-type: none"><li>➤ Big category with high penetration</li><li>➤ Core routine items without major differentiation power.</li><li>➤ Will lead to regular selling efforts.</li><li>➤ 55%-60% number of categories.</li></ul> <p><b>PROMO ACTIVITY:</b> AVERAGE <b>PROMO FREQUENCY:</b> AVERAGE <b>PROMO DURATION:</b> AVERAGE</p>	<ul style="list-style-type: none"><li>➤ Categories only sold during specific time of the year.</li><li>➤ Sales with very big seasonal fluctuations.</li><li>➤ Can assume either destination or convenience role during the season.</li><li>➤ 15%-20% number of categories.</li></ul> <p><b>PROMO ACTIVITY:</b> Seasonal/Intensive <b>PROMO FREQUENCY:</b> Targeted <b>PROMO DURATION:</b> Timely</p>	<ul style="list-style-type: none"><li>➤ Small to medium turnover, penetration, frequency.</li><li>➤ Categories to help reinforce the retailer as a one-stop shopping place.</li><li>➤ Ease the shopping experience.</li><li>➤ Impulsive categories.</li><li>➤ 15%-20% number of categories.</li></ul> <p><b>PROMO ACTIVITY:</b> LOW <b>PROMO FREQUENCY:</b> LOW <b>PROMO DURATION:</b> LOW</p>



## PFANNER PRODUCTS PROVIDE:

- a high quality selection to the shoppers
- new and unique flavors to deliver new experiences
- the most modern packaging formats to stand out in the shelf

Fruits	Apple	Banana	Grape	... (About 50 in total)	Guava
	Apricot	Cranberry	Pear		Marakuja
Qualities	Standard	NFC	BIO	Fairtrade	
Packaging	Tetra Pak	PET	Glass	Cans	
	Elopak				
	SIG				