

**SKILLS FRAMEWORK FOR RETAIL  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Product Management					
<b>TSC</b>	Category Management					
<b>TSC Description</b>	Establish category management principles to identify trends, opportunities and risks, as well as monitor and manage internal systems to evaluate level of spending					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b> <b>RET-PMN-2001-1.1</b>	<b>Level 3</b> <b>RET-PMN-3001-1.1</b>	<b>Level 4</b> <b>RET-PMN-4001-1.1</b>	<b>Level 5</b> <b>RET-PMN-5001-1.1</b>	<b>Level 6</b>
		Analyse data from a range of sources pertaining to category performance against the performance metrics and prepare reports to indicate category performance	Execute category management plans, review market category positions to identify trends, opportunities and risks and provide inputs to management	Develop category management plans and identify market, trends, opportunities and risks relevant to categories	Identify and assess business requirements from corporate planning documents in the context of suitability to adopt category management approaches for procurement and contract management	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Merchandise strategies and plans</li> <li>Category management implementation plans</li> <li>Types of data related to category management</li> <li>Assortment planning processes that support category management</li> </ul>	<ul style="list-style-type: none"> <li>Merchandise strategies and plans</li> <li>Category management implementation plans</li> <li>Requirements to consider in relation to core and seasonal ranges</li> <li>Types of data related to category management</li> <li>Trends and predictions of markets and consumer trends</li> <li>Assortment planning process that support category management</li> <li>Processes involved in product life-cycle management</li> </ul>	<ul style="list-style-type: none"> <li>Merchandise strategies and plans</li> <li>Requirements to consider in relation to core and seasonal ranges</li> <li>Factors influencing the review of category management</li> <li>Trends and predictions of markets and consumer trends</li> <li>Financial, costing and accounting issues relevant to category management</li> <li>Stakeholders involved in category management approvals</li> <li>Types of suppliers for category management</li> <li>Assortment planning process that support category management</li> <li>Processes involved in product life-cycle management</li> </ul>	<ul style="list-style-type: none"> <li>Merchandise strategies and plans</li> <li>Government legislation, regulation, policies, practices, procedures and guidelines in relation to category management</li> <li>Trends and predictions of markets and consumer trends</li> <li>Financial, costing and accounting issues relevant to category management</li> <li>Stakeholders involved in category management approvals</li> <li>Types of key performance indicators</li> <li>Assortment planning process that support category management</li> <li>Processes involved in product life-cycle management</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Support execution of category management plans</li> <li>Collate data and information pertaining to sales and category performance</li> </ul>	<ul style="list-style-type: none"> <li>Execute category management plans</li> <li>Review sales and category performance data against category sales targets, profits and/or profit margins</li> </ul>	<ul style="list-style-type: none"> <li>Analyse sales data, consumer shopping behaviours, market trends, local and global markets to determine category and product mix, sales targets, profits and/or profit margins</li> </ul>	<ul style="list-style-type: none"> <li>Develop merchandising and category strategies and principles, sales targets, profits and/or profit margins in alignment with business strategies</li> </ul>	

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		<ul style="list-style-type: none"> <li>Analyse category performance data against category sales targets, profits and/or profit margins</li> <li>Draft reports on category performance</li> </ul>	<ul style="list-style-type: none"> <li>Report and assess category performance</li> <li>Propose solutions to achieve or address gaps against category sales targets, profits and/or profit margins</li> </ul>	<ul style="list-style-type: none"> <li>Develop category management plans in consideration of volume (footfall), value (spend) and profit (bottom line) components</li> <li>Align category management plans to merchandising and category strategies and principles, market segmentation, sales targets, profits and/or profit margins</li> <li>Develop and/or source for new products</li> <li>Evaluate and refresh product mix in alignment to supplier's category, product and promotional plans</li> <li>Develop and evolve product assortment, line and range in alignment to supplier's category, product and promotional plans</li> <li>Present category management plans for approval</li> <li>Monitor execution of category management plans</li> </ul>	<ul style="list-style-type: none"> <li>Identify and assess category and product mix</li> <li>Review and analyse customers, market and environmental factors</li> <li>Engage with internal and external stakeholders on merchandising and category strategies, review of category and product mix, sales targets, supplier's category, product and promotional plans</li> <li>Develop outcome-based processes and guidelines to support category management</li> </ul>	
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