

"Application of Category Management in Hypermarkets of Rawalpindi, Islamabad and areas for improvement in it"

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Dedication

We would dedicate this Project to our respectful Parents and Teachers who supported us and facilitated us throughout the course of life. We would also like to dedicate this project to Hexagon and friends without the support of whom, this journey of life would not have been so successful.

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Abstract

Category Management is a formal technique to manage the aisles in the retailer's store. This has emerged as a science which increases the profits of the retailer through co-ordination and integration of manufacturer, supplier and retailer. This research was carried out to observe the application of category management technique in Rawalpindi and Islamabad. Moreover, areas for improvements in category management were also identified during the course of the research. Research findings clearly indicate that there is NO Application of category management in the population investigated and retailers even the huge names like Cosmo, Metro, City Supermarket are unaware of this phenomenon which is acting very vital for the same retail format in the western part of the world. This technique includes formation of category captain who is a supplier of a certain commodity and the suppliers of the substitute commodities become his advisors. Now it is the job of category manager to plan the categories along with his advisors and making them more profitable.

The data collected was in the form of questionnaires from the key personnel of the main retail businesses and it was coded in order to analyze and interpret the results. In the end conclusion is given to explain that this field is very useful for the growing and lucrative retail Industry for Pakistan.

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