



An **Aldata** Company



Open Your Eyes & Discover Opportunities with **Everyday Catman**

Aldata Cosmic is the leading supplier of Category Management and Profitability Planning services to the FMCG sector. Identify more opportunities with our Everyday Catman approach and increase sales revenue by 3-10%!

www.EverydayCatman.com

Everyday Catman vs Traditional Catman

The New Everyday Catman Approach

The traditional approach to category management is to conduct annual reviews. The Everyday Catman Approach promotes regular (monthly, quarterly) review of opportunities assessing the value it adds to the retailer and prioritises the recommendations accordingly.

The Everyday Catman approach delivers significant benefit with a fraction of the effort associated with traditional category management techniques.

So why is adopting Everyday Catman important?

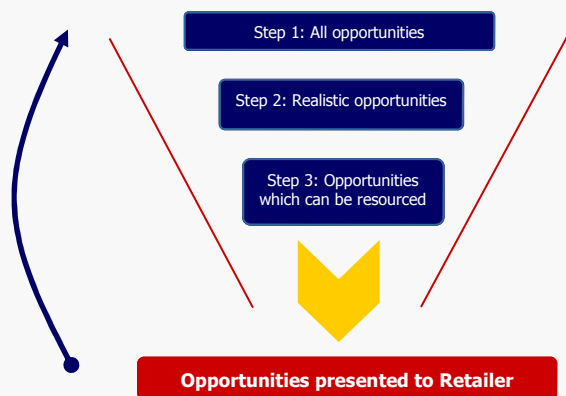
- Influences product innovation and help optimise sales effort
- Inspires retailer confidence and help convince them that your recommendations are sound and are based on best-practice
- Provides an invaluable toolkit that helps manage retailer and supplier relationship
- Improves efficiency and reduces out of stocks leading to increased shopper satisfaction and customer loyalty.

Target your Opportunity

To successfully adopt Everyday Catman you will:

1. Understand your customers' goals
2. Produce regular analysis focusing on assortment
3. Manage the opportunity pipeline
4. Monitor implementation and evaluate results
5. Provide support and training

Everyday Catman encourages regular analysis and provides a robust framework for evaluating opportunities. Any opportunity identified passes through a qualification funnel in which they are evaluated in terms of revenue potential, viability and resource requirements. Continual monitoring is vital to the process ensuring key learnings and compliance issues are captured and addressed.



Managing the opportunity pipeline

Support for your Catman Process

Cosmic Solutions can work with you to develop efficient category management methodologies that are supported by our range of software tools. This powerful combination will help you and your business face the challenges that occur in this competitive environment.

Here are a selection of Cosmic tools that have helped leading FMCG companies generate £millions in incremental sales:

CS Range Manager - a sophisticated scenario modeling tool that enables you to perform a wide range of category based projects including assortment, distribution and space analysis.

CS Insight Explorer - a powerful category, market and account assessment tool made simple - provides a straight forward workflow to category channel and retailer analysis

CS Store Explorer - allows rapid analysis & highlights key opportunities that enables you to effectively analyse information and target sales effort

Cosmic Solutions now part of the Aldata Group

Cosmic Solutions Ltd is the leading supplier of category management and profitability planning solutions to the FMCG sector

We offer expertise and solutions in the following areas:

- > Category / Range Planning
- > Customer / Account / Brand Profitability
- > Promotional Evaluation
- > Forecasting and Planning
- > Data Consolidation and Analysis
- > Training

Book an online demo or meeting with us today!

We can demonstrate real business case studies and show you how the 'Everyday Catman' approach will:

- Optimise your product range
- Maximise your distribution
- Increase your share of space
- Improve your shelf positioning

Our friendly consultancy team can help answer any queries you have.

Partner with Aldata and make a difference!

Contact us on +44 (0) 1476 570 500

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