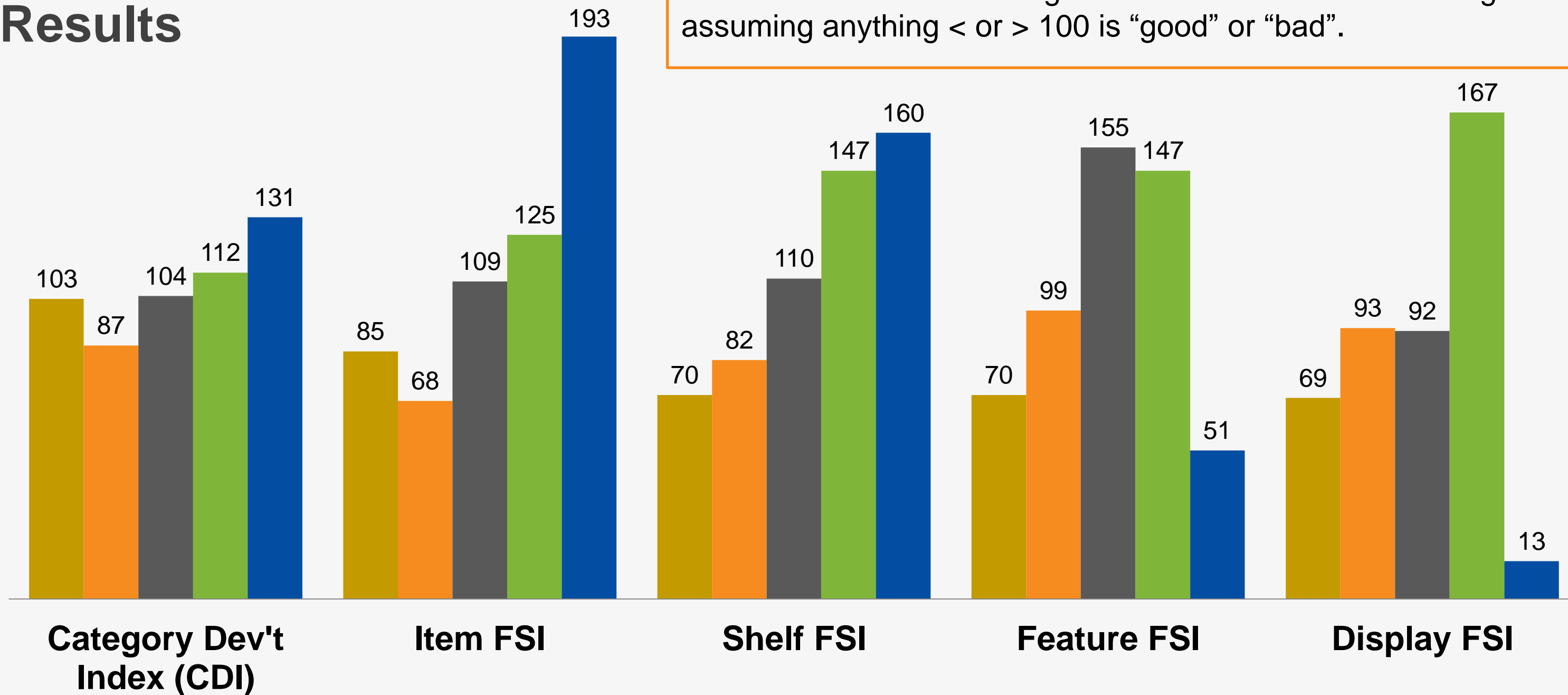# Category Management KNOWLEDGE GROUP

INFOGRAPHIC:
How to Draw Relevant Observations From Category Development and Fair Share Index Results

INSTRUCTIONS:

❶ Review the column chart below for Retailer X in a category.
❷ Review the CDI and FSI results for the category by brand.
❸ Match brand results & opportunities with legend on right. Green check-marks (✔) indicate brands that Retailer X wants to be highly developed in, based on overall retailer strategy and target consumer.

Note how different indices are "good" or "bad" and represent opportunities for Retailer X based on how each brand fits within the retailer's overall strategies. This is much more strategic than assuming anything < or > 100 is "good" or "bad".

Column chart data:

	Category Dev't Index (CDI)	Item FSI	Shelf FSI	Feature FSI	Display FSI
Brand 4 (olive)	103	85	70	70	69
Brand 3 (orange)	87	68	82	99	93
Brand 2 (gray)	104	109	110	155	92
Brand 1 (green)	112	125	147	147	167
Private Label (blue)	131	193	160	51	13

CDI Calculation: Brand or Segment Share at Retailer ÷ Brand or Segment Share in Market x 100
FSI Calculation: Brand or Segment Tactic Share ÷ Brand or Segment $ Share

Private Label (Retailer's store brand): ✔
CDI: Strong development (131)
FSI: Strong item & shelf indices; low feature & display indices
Opportunities: increase display and feature support

Brand 1 (Organic Brand) ✔
CDI: Strong development (112)
FSI: Strong support across all tactics
Opportunities: maintain strong support across the tactics

Brand 2 (Declining Brand With Less Differentiation)
CDI: Good development (104)
FSI: Low item & shelf indices; Good feature & display indices
Opportunities: reduce display and feature support

Brand 3 (Value Brand competes with Private Label)
CDI: Low development (87)
FSI: Low item & shelf indices; Good feature & display indices
Opportunities: reduce display and feature support

Brand 4 (National Brand Leader) ✔
CDI: Good development (103)
FSI: Strong item & shelf indices; low feature & display indices
Opportunities: increase display and feature support