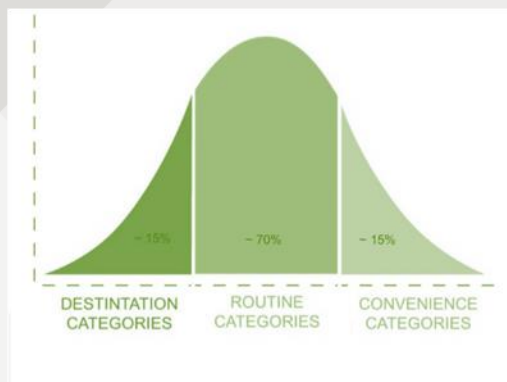# How to Assign Category Roles (Category Roles OnLine Course)

There are some steps that need to be taken when a retailer assigns category roles. First, a cross category analysis needs to be completed. To assign roles at a macro level, retailers should look at key data measures that are important to their business. They can apply a weighting across these variables to come up with a total weighting importance for each category. Then they will determine if the category is seasonal. If so, they can assign it a seasonal or occasional role meaning that the category may be a destination category at certain times of year.

The next step is to evaluate the ability of each category to deliver corporate objectives, and ensure that it fits with the overall retail strategy. How closely aligned is the category to the target consumer for the retailer? Finally, upon completion of these steps, the category is assigned a role.

① Assessment — Look at key measures important to the business

DESTINATION CATEGORIES ~ 15% | ROUTINE CATEGORIES ~ 70% | CONVENIENCE CATEGORIES ~ 15%

② Allocation — Determine if the category is seasonal

③ Strategy — Evaluate each category's ability to deliver corporate objectives