








Examples of Category Strategies ([Category Strategies Online Course](#))

SAMPLE STRATEGIES		CHARACTERISTICS
Traffic building		High share, price awareness, HH penetration, frequent purchase.
	Transaction building	Large transaction size, drive basket spend, large families, impulse, sell well on display.
Turf defending		Frequently purchased, intensely preferred, high price sensitive, frequently promoted by competition.
	Excitement creating	New, seasonal, rapid growing, fashion.
Image enhancing		Reinforce store theme, healthy, fresh, price, quality, service.
	Cash generating	Fast turning, good payment terms, low stock.
Profit generating		High margins, high loyalty, higher ring, linked to profitable cross purchase, low price sensitivity.

These are the most common category strategies that retailers may choose from. Some retailers may also create their own strategies, because they want to have more specific strategies based on different categories and how they fit within their stores. This approach allows them to have more creativity in the strategies that they develop, but there is less of a framework for them to work off of for each custom strategy that they develop. It's important to assign category strategies that complement the overall *role of the category*.