

Optimizing Strategic Category Management Capabilities

Development of a prioritized and actionable roadmap to achieve a more consistent and efficient future state and to support strategic objectives.



The Client

A \$1.75B, multi-regional, specialty grocery retailer, focused on high quality fresh food, offered in a differentiated, high-touch shopping experience.

The Challenge

Facing the rapidly changing demands and challenges of a pandemic-influenced market, coupled with the desire for continued growth, company leadership recognized the need to standardize and streamline processes, identify gaps in capabilities, as well as understand options to better align its merchant organization to support new ways of operating.

The goal was to be more efficient and to improve the ability to react more quickly and effectively to customer needs.

The Parker Avery Solution

Parker Avery engaged in a rapid assessment focused on close examination of merchandising processes, roles & responsibilities, and supporting tools. The project scope included annual planning, in-season forecasting, promotional/ad planning, and supply chain operations.

The Parker Avery team worked closely with company stakeholders, performing a comprehensive current-state analysis and then comparing the results to industry best practices and leading capabilities based on the firm's deep retail and grocery experience.

After defining the necessary process, tool, and organizational changes, Parker Avery outlined a detailed, prioritized, and actionable roadmap to guide the client through specific changes required to achieve a more consistent and efficient future state and to support the organization's strategic objectives.

The Result

Parker Avery presented over 20 detailed recommendations in a roadmap with a four-month horizon, including short-term quick-wins, medium-term objectives, and long-term visions. Parker Avery was subsequently engaged by the client to support implementation of the roadmap.