



An extra freebie!

Category management review planner



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Data cheat sheet

Looking at data for your category management review? Here are some places you can look to find the key data that you need.

1. Lucky me! I've got some budget to spend on data

- Check out on-demand consumer insights from [GWI](#).
- Discover what's new and next in consumer behaviour with [Mintel](#).
- Understand how people think and act with [Kantar](#) data.
- Get living consumer data from [YouGov](#).
- Have a look at specialist market research agency [Data Driven Insights](#).

2. Budget..what's that? Show me free resources

- There's lots of news you can pick up on [Ipsos](#)
- Take a look at the UK Government's [research & statistics website](#).
- Use a simple keyword search on [Google's Dataset search](#).
- Join [reddit's datasets community](#) and search in there.

3. Where else can I look?

- This might be an obvious one, but search what you're looking for on Google and see what it finds.
- If you're a member of a trade body or organisation, what statistics do they have available that you can use?
- What data does your business have? Consumer data or buying trends? What can you pick out that you already own?

Are you ready to be your own category captain? (I hope so!)

No, I need help!

Book a mentoring session and we'll plan your category management review together.

Book a mentoring session and together we'll:

- have two hours dedicated to your category review
- check you have found the relevant data for your review
- discuss in detail the questions you should be asking your customers
- plan your store visits so that they make the best use of your time
- decide how your category review should be presented and what you'll need to create it.



Your investment

£350 for a 2-hour session (2 x 15 minute follow-up calls included).

Book and schedule your session now or email
gill.bishop@cherryaidmarketing.co.uk for more information.

Would you like someone to complete a category management review for you?

Not enough hours in the day, no capacity, or prefer an expert to create your category review? Whatever your position, if you decide you'd like some help with your category management, I'd love to chat with you about it.

Get in touch by email gill.bishop@cherryaidmarketing.co.uk and let me know your category management conundrums.

Meet Gill Bishop — that's me!

A professional marketing de-muddler (ok, marketing strategist, if we're being formal)

I create impactful marketing strategies and category management reviews for managing directors, sales directors, CEOs, business owners, and other business leaders in retail, manufacturing, e-commerce, FMCG and product-based sectors.

And, I make those strategies happen — which means action! Right from the initial stages of planning, manufacturing, and logistics through to customer service, category management and more...

