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# **Agric. Econ. – Czech**

**M. Zábaj**

## **Analysis of using the Category Management in distribution process**

**Agric. Econ. – Czech, 50 (2004): 423-  
428**

The paper deals with the very actual sphere of new conceptions in frame of supplier-customer relations between trade firms and their suppliers. The common idea is management of the distribution channel by the method it would create consumer feeling that the retail shop satisfies his wants and gives him the greatest benefit with the most favourable price. Presumption for realisation of this goal becomes the implementation of a new phenomenon, so-called " Category Management" to current business processes using modern information technology.

### **Keywords:**

supplier, category, category  
management, space management,  
planogram, retailer

[ Fulltext ]

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