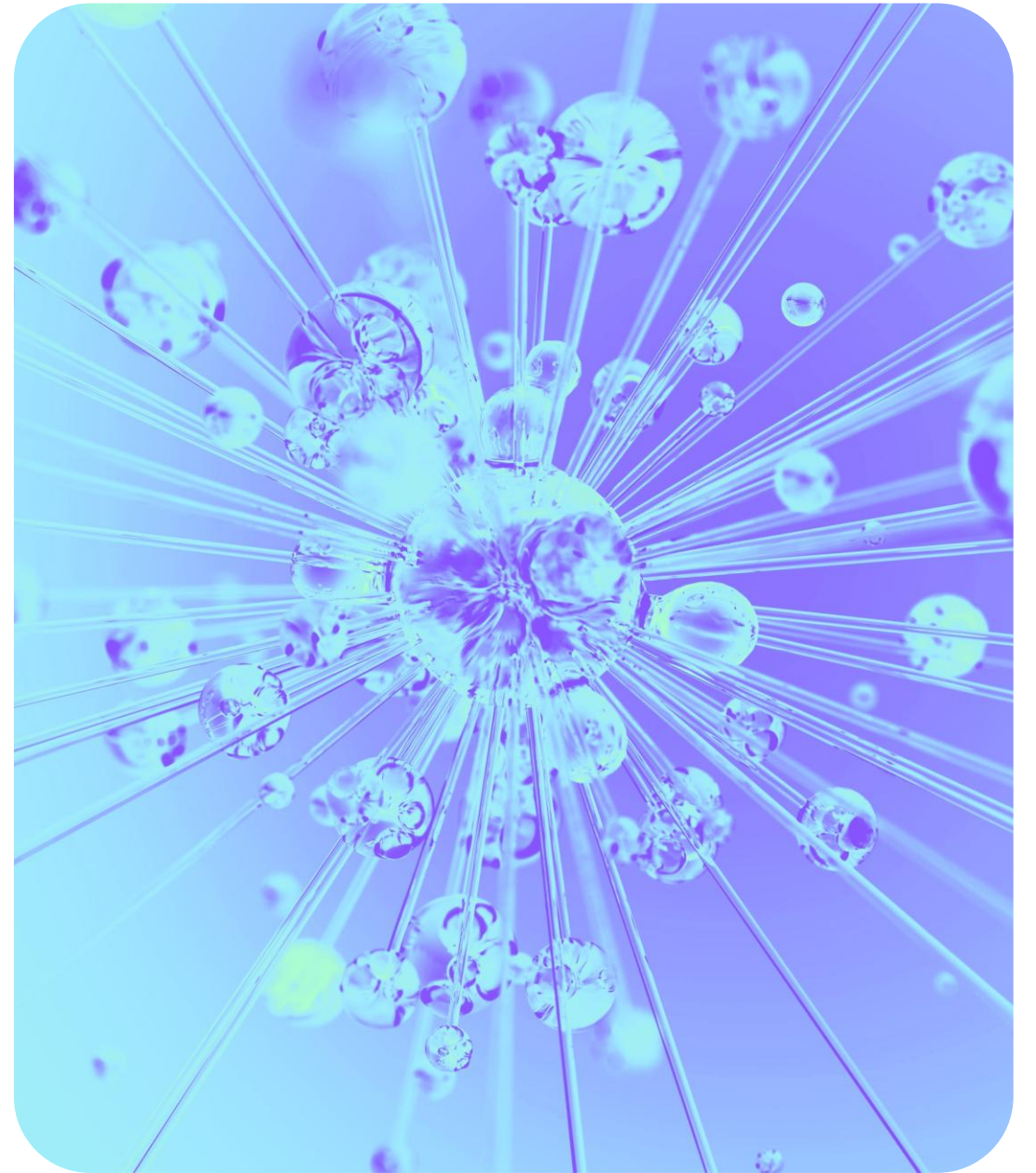


# Category Leadership in a Changing Retail Landscape

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# Hello!



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**The classic 4  
P's were built  
for a different  
era of retail**

# 4 New P's

## OF CATEGORY LEADERSHIP



# Personalization

**Assortment aligned to the trading area**

**Personalized pricing via loyalty**

**Dynamic digital offers**



**Faster test and learn cycles**

**Shorter promotion windows**

**Real-time performance visibility**



# Partnerships

**Internal Cross-Functional Collaboration**

**CPG Joint-Business-Plans**

**New Technology Partners**



# People

**Data Fluency Skills**

**Commercial Storytelling**

**Comfort with AI**

# AI Evolution



**Predictive AI**



**Generative AI**



**Agentic AI**

# Category Leaders

**1.**

**Eligibility is the  
New Shelf**

**2.**

**Loyalty is Your  
Control Layer**

**3.**

**Speed Wins**

**4.**

**Retail Media  
Drives Decisions**



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