

# € TRAINING

Category Management in Procurement



16 - 27 December 2024  
Kuala Lumpur (Malaysia)



# Category Management in Procurement

REF: L249 DATE: 16 - 27 December 2024 Venue: Kuala Lumpur (Malaysia) - Fee: 8775 Euro

## Introduction:

This training program is designed to provide participants with in-depth knowledge and advanced skills in category management. It empowers them to implement effective category management practices and achieve procurement excellence.

## Program Objectives:

At the end of this program, participants will be able to:

- Understand the principles and methodologies of category management.
- Develop and implement category strategies aligned with organizational goals.
- Enhance supplier performance and manage supplier relationships effectively.
- Utilize data analytics to inform category management decisions.
- Optimize procurement processes and drive cost savings.

## Targeted Audience:

- Procurement Managers and Specialists.
- Category Managers.
- Supply Chain Managers.
- Strategic Sourcing Professionals.
- Anyone involved in procurement and category management.

## Program Outline:

### Unit 1:

#### Introduction to Category Management:

- Definition and Importance of Category Management.
- Key Principles and Methodologies.
- Role of Category Managers in Procurement.

- Aligning Category Management with Organizational Goals.
- Case Studies on Successful Category Management.

## Unit 2:

### Category Strategy Development:

- Analyzing Market Trends and Supply Markets.
- Identifying Key Categories and Prioritizing Efforts.
- Developing Category Plans and Strategies.
- Implementing Category Strategies Across the Organization.
- Monitoring and Adjusting Category Strategies.

## Unit 3:

### Supplier Relationship Management:

- Importance of Supplier Relationships in Category Management.
- Strategies for Building Strong Supplier Relationships.
- Supplier Performance Measurement and Improvement.
- Managing Supplier Risks and Mitigating Disruptions.
- Case Studies on Effective Supplier Relationship Management.

## Unit 4:

### Data-Driven Decision Making:

- Importance of Data Analytics in Category Management.
- Collecting and Analyzing Procurement Data.
- Using Data to Inform Category Strategies.
- Tools and Technologies for Data-Driven Procurement.
- Examples of Data Analytics in Category Management.

## Unit 5:

## Category Management Best Practices:

- Benchmarking and Identifying Best Practices.
- Implementing Best Practices in Procurement.
- Continuous Improvement in Category Management.
- Measuring the Impact of Category Management Initiatives.
- Case Studies on Best Practices in Category Management.

## Unit 6:

### Advanced Negotiation Techniques:

- Principles of Effective Negotiation.
- Preparing for Negotiations with Key Suppliers.
- Negotiation Tactics and Strategies.
- Managing Complex Negotiations.
- Role-Playing and Simulation Exercises.

## Unit 7:

### Risk Management in Category Management:

- Identifying and Assessing Risks in Categories.
- Developing Risk Mitigation Strategies.
- Implementing Risk Management Plans.
- Monitoring and Reviewing Risks.
- Case Studies on Risk Management in Procurement.

## Unit 8:

### Sustainable Category Management:

- Importance of Sustainability in Procurement.
- Developing Sustainable Category Strategies.
- Sourcing Sustainable Products and Materials.

- Measuring and Reporting on Sustainability.
- Case Studies on Sustainable Category Management.

## Unit 9:

### Leveraging Technology in Category Management:

- Overview of Procurement Technologies.
- Implementing E-Procurement Solutions.
- Using AI and Machine Learning in Category Management.
- Digital Tools for Supplier Collaboration.
- Future Trends in Procurement Technology.

## Unit 10:

### Change Management and Communication:

- Importance of Change Management in Category Management.
- Strategies for Managing Change in Procurement.
- Communicating Category Management Initiatives.
- Engaging Stakeholders and Building Support.
- Case Studies on Successful Change Management.