

EFFECTIVE CATEGORY MANAGEMENT

“Driving Strategic Procurement through Category-Focused Value Delivery”

Schedule

Date	Venue	Fees
26 - 27 Feb 2026	Kuala Lumpur, Malaysia	USD 1995 per delegate

Introduction

In today’s competitive procurement environment, organizations must move beyond transactional sourcing to strategic value creation. Category Management enables procurement professionals to segment spend into discrete groups with similar supply and demand drivers and apply customized strategies to deliver long-term value.

This two-day course introduces delegates to the key principles and tools of category management, focusing on strategic planning, stakeholder engagement, supplier collaboration, and cost optimization. Practical exercises and real-world examples will empower participants to implement category strategies that align with broader business goals.

Objectives

By the end of this course, participants will be able to:

- Define and implement a category management framework in their organization
- Conduct spend and market analysis to inform strategic decisions
- Build effective stakeholder engagement and cross-functional collaboration
- Develop category strategies that optimize value, cost, and risk
- Measure and sustain category performance through KPIs and continuous improvement

Why Attend

- Learn proven techniques for segmenting spend and prioritizing procurement strategies
- Acquire tools for analyzing market dynamics and supplier landscapes
- Engage stakeholders effectively to build buy-in for category strategies
- Improve supplier performance, innovation, and risk management through strategic sourcing
- Align procurement with corporate objectives and long-term value creation

Target Audience

This program is designed for:

- Procurement and sourcing professionals involved in strategic buying
- Category managers and supply chain analysts
- Procurement transformation teams and consultants
- Supplier relationship managers and vendor development professionals
- Heads of procurement and purchasing

Individual Benefits

Key competencies that will be developed include:

- Understanding of category management lifecycle and planning processes
- Strategic sourcing skills and decision-making tools
- Enhanced capability to analyze spend data and market conditions
- Cross-functional collaboration and stakeholder alignment
- Ability to build and execute robust category strategies

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved procurement performance through focused category strategies
- Increased cost savings, supplier performance, and risk mitigation
- Stronger alignment between procurement and business priorities
- Structured approach to supplier segmentation, innovation, and collaboration
- Better visibility and control over spend categories

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Introduction to category management principles, frameworks, and planning processes
- Case Studies - Real-life examples of category management in global organizations
- Workshops - Interactive exercises on spend analysis, supplier segmentation, and strategy formulation
- Peer Exchange - Group discussions and role-plays to simulate cross-functional collaboration
- Tools - Category strategy templates, market analysis frameworks, and supplier evaluation matrices

Course Outline

DETAILED 2-DAY COURSE OUTLINE

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Category Management

- Module 1: Introduction to Category Management (07:30 – 09:30) • Defining category management and its strategic role in procurement • Benefits and challenges of implementing category strategies • Overview of the category management lifecycle
- Module 2: Spend and Market Analysis (09:45 – 11:15) • Gathering and analyzing spend data • Supply market segmentation and risk profiling • Strategic tools: SWOT, Porter’s Five Forces, Kraljic Matrix
- Module 3: Stakeholder Engagement (11:30 – 01:00) • Identifying and prioritizing key stakeholders • Building influence and managing internal expectations • Facilitating cross-functional alignment
- Module 4: Workshop – Category Planning Simulation (02:00 – 03:30) • Hands-on group activity to develop a category strategy brief • Discussion and peer review of group outputs

Day 2: Strategy Development, Execution and Performance

- Module 1: Category Strategy Formulation (07:30 – 09:30) • Setting goals and performance indicators • Selecting sourcing levers and supplier engagement models • Creating a category plan aligned with business objectives
- Module 2: Supplier Management and Collaboration (09:45 – 11:15) • Supplier segmentation and performance management • Innovation and value-add through strategic supplier partnerships • Managing supply risk and continuity
- Module 3: Implementation and Continuous Improvement (11:30 – 01:00) • Change management and governance of category plans • Measuring success through KPIs and dashboards • Sustaining value delivery through regular reviews
- Module 4: Case Study and Action Planning (02:00 – 03:30) • Real-world example of category strategy implementation • Delegates develop action plans for post-course application • Final Q&A and course wrap-up

Certification

Participants will receive a Certificate of Completion in Effective Category Management, validating their capabilities in applying strategic procurement practices to achieve business value through category-based sourcing approaches.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training

Interested in running this course for your team?

Please contact us:

TEL:

+601116373203

EMAIL:

info@mawaevents.net

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.