

## CATEGORY MANAGEMENT FOR PROCUREMENT PROFESSIONALS

*"Strategically Managing Spend Categories to Maximize Value and Supplier Performance"*

### Schedule

Date	Venue	Fees (Face-to-Face)
10 - 14 May 2026	Kuwait	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

### Introduction

Category management is a strategic procurement approach that enables organizations to group similar goods or services to drive efficiencies, control costs, and strengthen supplier performance. Unlike traditional sourcing, it provides a long-term, structured framework that aligns procurement goals with organizational objectives.

This advanced training course empowers procurement professionals to master the tools, techniques, and skills needed to implement and sustain effective category management practices. It provides practical insights into spend analysis, stakeholder engagement, market intelligence, sourcing strategies, and supplier collaboration to deliver measurable value across categories.

### Objectives

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

- Define and apply the category management process across spend areas
- Conduct spend segmentation and opportunity analysis
- Develop and implement category strategies using real data
- Engage stakeholders to ensure adoption and alignment
- Apply sourcing levers and supplier strategies to reduce risk and cost
- Monitor category performance using KPIs and dashboards

## Why Attend

- Move beyond tactical sourcing to deliver sustained category value
- Gain hands-on experience in category planning and strategy development
- Understand how to link procurement to corporate goals and stakeholder needs
- Learn to use market intelligence and supplier data effectively
- Increase your influence as a strategic partner in the organization

## Target Audience

This program is designed for:

- Procurement and Strategic Sourcing Managers
- Category Managers and Buyers
- Contract and Supply Chain Professionals
- Commercial, Finance, and Project Support Staff
- Anyone involved in planning, buying, or managing supplier categories

## Individual Benefits

Key competencies that will be developed include:

- Spend segmentation and opportunity assessment
- Category planning and strategy formulation
- Stakeholder management and communication
- Supplier evaluation and relationship management
- Data-driven procurement decision-making

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- More strategic, value-driven sourcing decisions
- Improved supplier alignment and performance monitoring
- Enhanced stakeholder engagement and internal collaboration
- Stronger cost control and risk mitigation across categories
- Procurement's increased contribution to organizational success

## Instructional Methodology

Upon completing the training course, participants will demonstrate:

- More strategic, value-driven sourcing decisions
- Improved supplier alignment and performance monitoring
- Enhanced stakeholder engagement and internal collaboration
- Stronger cost control and risk mitigation across categories
- Procurement's increased contribution to organizational success

## 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) • Definitions, benefits, and key differences from traditional sourcing
- Module 2: Procurement Maturity and Strategic Alignment (09:45 - 11:15) • Maturity models and aligning category goals with business priorities
- Module 3: Spend Analysis and Segmentation (11:30 - 01:00) • Spend cube creation, Pareto analysis, and portfolio matrices
- Module 4: Workshop - Map Spend to Categories (02:00 - 03:30) • Use sample data to identify priority areas for focus

### Day 2: Strategy Development and Market Intelligence

- Module 5: Category Planning Framework (07:30 - 09:30) • Objectives, scope, stakeholder alignment, and timelines
- Module 6: Internal Needs and Demand Analysis (09:45 - 11:15) • Usage patterns, business requirements, and volume forecasts
- Module 7: External Market and Supply Risk Assessment (11:30 - 01:00) • Porter's Five Forces, supply risk mapping, PESTLE
- Module 8: Workshop - Build a Category Strategy Draft (02:00 - 03:30) • Teams outline a strategic plan for a selected category

### Day 3: Strategic Sourcing and Supplier Management

- Module 9: Sourcing Levers and Options (07:30 - 09:30) • Aggregation, standardization, substitution, negotiation
- Module 10: Total Cost of Ownership and Lifecycle Costs (09:45 - 11:15) • Comparing offers beyond price - risk, service, sustainability
- Module 11: Supplier Relationship Management (11:30 - 01:00) • Supplier segmentation, development, and collaboration
- Module 12: Workshop - Source a High-Impact Category (02:00 - 03:30) • Build sourcing strategies and risk-response plans

### Day 4: Implementation and Stakeholder Engagement

- Module 13: Engaging Internal Stakeholders (07:30 - 09:30) • Managing resistance, alignment meetings, and adoption
- Module 14: Implementation Planning and Governance (09:45 - 11:15) • Transition planning, performance monitoring, change control
- Module 15: Category Action Plans and Roadmaps (11:30 - 01:00) • Execution timelines and accountability models
- Module 16: Workshop - Stakeholder Engagement Simulation (02:00 - 03:30) • Roleplay-based scenario for stakeholder negotiation

### Day 5: Performance Management and Continuous Improvement

- Module 17: KPIs and Performance Measurement (07:30 - 09:30) • Savings tracking, service levels, risk indicators
- Module 18: Category Review and Improvement Cycles (09:45 - 11:15) • Annual reviews, lessons learned, continuous updates
- Module 19: Case Study - End-to-End Category Lifecycle (11:30 - 01:00) • From planning to execution to evaluation
- Module 20: Final Workshop - Present a Full Category Strategy (02:00 - 03:30) • Participants deliver their comprehensive strategy presentations

## Certification

Participants will receive a Certificate of Completion in Category Management for Procurement Professionals, validating their capability to drive category-based sourcing initiatives that improve value, reduce risk, and align procurement with business strategy.

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