MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

CATEGORY MANAGEMENT IN PROCUREMENT & SUPPLY

"Maximizing Value by Managing Spend Categories Strategically Across the Organization"

Schedule

Date	Venue	Fees (Face-to-Face)
13 – 17 Jul 2026	Dubai, UAE	USD 3495 per delegate

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

Introduction

Category management is a strategic approach to procurement that groups related goods or services into logical units of spend and manages them as discrete business segments. This method enhances value delivery, improves supplier relationships, and enables cost-effective sourcing decisions aligned with business goals.

This intensive 5-day training course equips procurement professionals with the tools and methodologies required to implement category management. Participants will learn how to analyze spend, assess supplier markets, build category strategies, and drive cross-functional collaboration to maximize value creation and risk reduction.

Objectives

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

- Define and apply the principles of category management in procurement
- Conduct spend and market analysis for effective category planning
- Build and implement category strategies with measurable outcomes
- Manage supplier relationships within category frameworks
- Align procurement goals with broader business objectives and stakeholder needs

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Why Attend

- Learn how to organize procurement around high-value categories
- Improve cost savings, compliance, and supplier performance
- Master tools like SWOT, Kraljic Matrix, and Total Cost of Ownership
- Develop tailored strategies for specific product or service groups
- Strengthen collaboration between procurement and internal clients

Target Audience

This program is designed for:

- Procurement and sourcing managers
- Category leads and contract managers
- Supply chain analysts and specialists
- Commercial and finance professionals
- Strategic sourcing consultants

Individual Benefits

Key competencies that will be developed include:

- Spend analysis and opportunity assessment
- Supplier market and risk evaluation
- Strategy formulation and performance tracking
- Cross-functional stakeholder engagement
- Lifecycle thinking and value optimization

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Better alignment of procurement with corporate strategy
- Improved procurement efficiency and supplier leverage
- Increased transparency and control over category spend
- Enhanced ability to reduce risk and total cost of ownership
- More effective category plans driving long-term value

Instructional Methodology

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

- Strategy Briefings – Category planning frameworks and case insights
- Case Studies – Cross-industry examples of successful category strategies
- Workshops – Spend segmentation, supplier positioning, and category playbooks
- Peer Exchange – Real-life challenges in category implementation
- Tools – Templates for strategy maps, scorecards, and negotiation levers

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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: Introduction to Category Management

- Module 1: Category Management Concepts and Benefits (07:30 – 09:30) • What is category management? • Tactical vs strategic sourcing
- Module 2: Category Identification and Segmentation (09:45 – 11:15) • Grouping spend categories logically • Internal demand and value drivers
- Module 3: Spend Analysis and Opportunity Mapping (11:30 – 01:00) • ABC classification, Pareto analysis • Data preparation and reporting
- Module 4: Workshop – Conduct a Category Spend Review (02:00 – 03:30) • Analyze spend and identify value levers

Day 2: Market and Supplier Analysis

- Module 5: External Market Research (07:30 – 09:30) • Supply market structure and dynamics • PESTLE and Porter's Five Forces
- Module 6: Supplier Positioning and Risk (09:45 – 11:15) • Kraljic Matrix, risk/value quadrants • Supplier risk analysis techniques
- Module 7: Supply Base Rationalization (11:30 – 01:00) • Consolidation, dual sourcing, local vs global • Total cost of ownership approach
- Module 8: Workshop – Map Suppliers Using Kraljic Matrix (02:00 – 03:30) • Position current suppliers and discuss implications

Day 3: Strategy Development

- Module 9: Building a Category Strategy (07:30 – 09:30) • Strategic levers, cost models, and timelines • Category playbooks
- Module 10: Stakeholder Engagement and Buy-In (09:45 – 11:15) • Identifying and managing internal stakeholders • Communication plans and alignment sessions
- Module 11: Supplier Strategy and Performance Measures (11:30 – 01:00) • KPI setting, SLAs, and scorecards • Contract and performance monitoring
- Module 12: Workshop – Develop a Category Strategy Template (02:00 – 03:30) • Draft a strategy for a chosen category

Day 4: Implementation and Management

- Module 13: Implementation Planning (07:30 – 09:30) • Roadmaps, timelines, responsibilities • Tools for execution monitoring
- Module 14: Negotiation and Contracting Tactics (09:45 – 11:15) • Value-based negotiation and collaborative tactics • Terms, incentives, and compliance
- Module 15: Supplier Relationship Management (SRM) (11:30 – 01:00) • Segmentation, collaboration, and innovation • Managing performance and risk jointly
- Module 16: Workshop – Prepare an Implementation Checklist (02:00 – 03:30) • Assign tasks and milestones to a rollout plan

Day 5: Continuous Improvement and Innovation

- Module 17: Category Performance Monitoring (07:30 – 09:30) • Scorecards, KPIs, and dashboards • Monthly and quarterly reviews
- Module 18: Innovation and Value Engineering (09:45 – 11:15) • Leveraging supplier innovation • Cost avoidance and continuous improvement
- Module 19: Integrating Category Management into Procurement Culture (11:30 – 01:00) • Training, systems, and mindset shift • Governance and accountability
- Module 20: Final Workshop – Present a Category Management Plan (02:00 – 03:30) • Pitch a complete strategy to stakeholders

Certification

Participants will receive a Certificate of Completion in Category Management in Procurement & Supply, confirming their ability to build and execute category strategies that align procurement with broader organizational goals and deliver measurable value.

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Why Choose MAWA Events

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