MAWA EVENTS

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

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

SUCCESSFUL CATEGORY MANAGEMENT

"Drive Strategic Procurement with High-Impact Category Management Techniques"

Schedule

Date	Venue	Fees (Face-to-Face)
04 – 06 Mar 2026	Dubai, UAE	USD 2,495 per delegate
10 – 12 Aug 2026	Dubai, UAE	USD 2,495 per delegate
15 – 17 Sep 2026	Manama, Bahrain	USD 2,495 per delegate

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

Introduction

In modern procurement and supply chain environments, category management plays a pivotal role in delivering cost savings, supplier innovation, and long-term value creation. More than just managing spend, it requires a strategic and analytical approach to segmenting supply markets and aligning sourcing strategies with business goals.

This 3-day intensive course delivers practical tools and strategic insights to design and implement an effective category management framework. Participants will learn to conduct spend analysis, assess supplier markets, manage stakeholder relationships, and drive category-based sourcing strategies that create measurable results.

Objectives

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

- Understand the principles and phases of category management
- Conduct spend and market analysis for effective decision-making
- Develop and implement tailored category strategies
- Build cross-functional collaboration with stakeholders
- Manage supplier relationships for innovation and performance
- Monitor and evaluate category performance using KPIs

MAWA EVENTS

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

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

Why Attend

- Learn how to transition from tactical buying to strategic sourcing
- Gain tools to segment suppliers, analyze risk, and drive value
- Improve stakeholder alignment and supplier collaboration
- Leverage real-world frameworks and industry best practices
- Walk away with category planning templates and action plans

Target Audience

This program is ideal for:

- Procurement and Sourcing Professionals
- Category Managers and Buyers
- Supply Chain Analysts
- Contract and Vendor Managers
- Business Unit Heads involved in procurement strategy
- Professionals seeking to drive procurement transformation

Individual Benefits

Key competencies that will be developed:

- Strategic planning in procurement categories
- Supplier market analysis and risk evaluation
- Spend analysis and demand management techniques
- Contracting strategies aligned with category goals
- Relationship and performance management of suppliers

Organizational Benefits

Your organization will benefit from:

- Improved cost savings through strategic sourcing
- Enhanced supplier performance and innovation
- Better risk mitigation in supply categories
- Increased collaboration across business functions
- Data-driven procurement decisions and forecasting

Instructional Methodology

This course uses a blended and interactive approach:

- Strategy Briefings – Key theories, models, and category management frameworks
- Case Studies – Global best practices and real procurement scenarios
- Workshops – Category strategy development using live tools and templates
- Peer Exchange – Group discussions and lessons learned from different industries
- Tools – Spend analysis templates, stakeholder maps, risk assessment matrices

MAWA EVENTS

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

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

Course Outline

Detailed 3-Day Course Outline

Training Hours: 07:30 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 & Spend Analysis

- Module 1: Introduction to Category Management (07:30 – 09:30)
- Role in procurement transformation
- Category management process lifecycle
- Module 2: Spend Analysis & Opportunity Identification (09:45 – 11:15)
- Data sources and classification techniques
- Identifying savings and value levers
- Module 3: Stakeholder Mapping & Engagement (11:30 – 01:00)
- Understanding internal demand and aligning priorities
- Module 4: Workshop – Spend Segmentation Exercise (02:00 – 03:30)

Day 2: Category Strategy Development

- Module 1: Supply Market Analysis (07:30 – 09:30)
- Porter\'s 5 Forces, SWOT, PESTEL in supplier analysis
- Module 2: Risk Management and Mitigation Planning (09:45 – 11:15)
- Risk segmentation matrix and contingency plans
- Module 3: Strategy Formulation and Target Setting (11:30 – 01:00)
- Tactics: consolidate, diversify, innovate, collaborate
- Module 4: Workshop – Develop a Sample Category Strategy (02:00 – 03:30)

Day 3: Implementation, SRM & Performance Tracking

- Module 1: Implementation Roadmap and Governance (07:30 – 09:30)
- Building a project plan, communication, and tracking
- Module 2: Supplier Relationship Management (SRM) (09:45 – 11:15)
- Segmentation, scorecards, and innovation partnerships
- Module 3: Measuring Success with KPIs (11:30 – 01:00)
- Financial and qualitative performance indicators
- Module 4: Final Strategy Presentations & Peer Review (02:00 – 03:30)

Certification

Participants will receive a Certificate of Completion in Successful Category Management, recognizing their ability to lead and execute category-based procurement strategies using advanced analysis, planning, and stakeholder collaboration.

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.

MAWA EVENTS

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

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

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

Follow us: **Facebook** **Twitter** **YouTube** **LinkedIn** **Instagram**

© 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.