

## CATEGORY MANAGEMENT IN PROCUREMENT

*“Transform Procurement from Transactional Buying to Strategic Value Creation through Category Management”*

### Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

### Introduction

In today’s competitive and dynamic business environment, organizations must move beyond traditional procurement practices to achieve long-term value and efficiency. Category Management provides a structured, strategic approach to managing spend, suppliers, and markets — enabling procurement teams to deliver greater business impact through data-driven decision-making and collaboration.

The Category Management in Procurement course equips participants with the knowledge, tools, and techniques to implement category management effectively. It covers the end-to-end process — from spend analysis and category planning to supplier relationship management and performance optimization. Participants will learn how to drive innovation, cost savings, and sustainable outcomes through strategic procurement practices.

### Objectives

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

- Understand the principles and strategic importance of category management.
- Conduct spend and market analysis to identify sourcing opportunities.
- Develop and implement category strategies aligned with business objectives.
- Segment suppliers and manage performance for long-term value creation.
- Apply tools and frameworks for category planning and execution.
- Foster collaboration between procurement and internal stakeholders.
- Integrate sustainability, innovation, and risk management into category strategies.
- Measure category performance using KPIs and continuous improvement methods.

## Why Attend

Category management transforms procurement into a proactive, value-driven function. This course offers practical insights and global best practices to help participants shift from tactical purchasing to strategic management of spend categories. Whether you are building a new category management framework or enhancing an existing one, this training will empower you to unlock greater efficiency, savings, and supplier innovation.

## Target Audience

This course is suitable for:

- Procurement and Purchasing Managers
- Category and Sourcing Managers
- Supply Chain and Logistics Professionals
- Contract and Vendor Management Specialists
- Finance and Operations Managers
- Strategic Buyers and Analysts
- Anyone involved in strategic sourcing or supplier management

## Individual Benefits

- Gain hands-on experience in developing and implementing category strategies.
- Learn to use data and analytics for procurement decision-making.
- Enhance negotiation, stakeholder management, and strategic planning skills.
- Understand best practices for supplier segmentation and collaboration.
- Improve career opportunities in strategic procurement and sourcing roles.
- Build confidence in managing complex spend categories effectively.

## Organizational Benefits

- Achieve measurable cost savings and value improvements.
- Enhance visibility and control over procurement spend.
- Strengthen supplier performance and innovation partnerships.
- Improve alignment between procurement and business strategy.
- Reduce risks through structured category and supplier management.
- Foster a culture of continuous improvement and strategic thinking.

## Instructional Methodology

This course emphasizes practical, interactive learning through:

- Real-world case studies and procurement simulations
- Group workshops on category strategy development
- Hands-on exercises in spend and market analysis
- Frameworks and toolkits for category planning and implementation
- Peer learning, discussions, and feedback sessions
- Instructor-led sessions supported by industry best practices

## Course Outline

- Module 1: Introduction to Category Management and Strategic Procurement
- Module 2: Spend Analysis, Segmentation, and Opportunity Assessment
- Module 3: Market Research and Supplier Landscape Evaluation
- Module 4: Developing Category Strategies and Implementation Plans
- Module 5: Strategic Sourcing and Supplier Relationship Management
- Module 6: Risk, Sustainability, and Innovation in Category Management
- Module 7: Performance Measurement and Continuous Improvement
- Module 8: Stakeholder Engagement and Change Management
- Module 9: Digital Tools and Technologies in Category Management
- Module 10: Capstone Workshop – Building a Category Strategy for Your Organization

## Certification

Upon successful completion, participants will receive a Certificate in Category Management in Procurement, acknowledging their ability to apply structured, strategic, and data-driven approaches to managing procurement categories for maximum business value and performance improvement.

## 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:

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