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Course Name

Strategic Category Management Excellence

Sector Name

Procurement & Supply Chain Operations

Document Type

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Strategic Category Management Excellence

Course Introduction

Effective Category Management enables procurement teams to move beyond transactional purchasing and manage groups of goods and services as strategic business portfolios. By combining spend analysis, market intelligence, sourcing strategy, supplier management, and stakeholder engagement, organizations can achieve greater value while improving supply performance and managing risk.

This **five-day** course from **BOOST** provides a practical and structured approach to **Category Management and strategic procurement**. Participants will learn how to analyse expenditure and supply markets, segment categories, identify value opportunities, develop effective category and sourcing strategies, manage supplier relationships, and translate category plans into measurable business results.

The course also addresses cost and value analysis, supply risk, stakeholder alignment, supplier performance, and category governance, providing participants with the essential tools required to manage procurement categories strategically and sustainably.

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Strategic Category Management Excellence

Target Audience

- ✓ Category Managers and Category Specialists
- ✓ Procurement Managers and Specialists
- ✓ Strategic Sourcing Professionals
- ✓ Purchasing Managers and Senior Buyers
- ✓ Supply Chain Professionals
- ✓ Contracts and Commercial Professionals
- ✓ Supplier and Vendor Management Professionals
- ✓ Procurement Analysts
- ✓ Professionals involved in sourcing, supplier selection, or procurement strategy

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Learning Objectives

- ✓ Understand the principles and strategic value of Category Management.
- ✓ Structure and analyse procurement categories and organizational spend.
- ✓ Apply category segmentation and supply-market analysis techniques.
- ✓ Identify cost drivers, risks, and value improvement opportunities.
- ✓ Develop effective category and strategic sourcing strategies.
- ✓ Select appropriate sourcing and supplier management approaches.
- ✓ Strengthen supplier performance and relationship management.
- ✓ Develop practical category implementation plans and performance measures.

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Strategic Category Management Excellence

Course Outline

✓ DAY 1

Category Management Fundamentals & Spend Analysis

- ✓ Understanding Category Management
- ✓ The evolution from purchasing to strategic procurement
- ✓ What Category Management means in modern procurement
- ✓ Category Management versus traditional purchasing and strategic sourcing
- ✓ The Category Management lifecycle
- ✓ Role and responsibilities of the Category Manager
- ✓ Linking category objectives with business priorities

Category Structure and Classification

- ✓ Defining categories and subcategories
- ✓ Developing practical category hierarchies
- ✓ Direct and indirect procurement categories
- ✓ Establishing category boundaries and ownership
- ✓ Understanding category characteristics and business requirements

Spend Analysis and Category Profiling

- ✓ Understanding organizational expenditure
- ✓ Spend analysis by category, supplier, and business unit
- ✓ Identifying fragmented and unmanaged spend
- ✓ Supplier concentration and purchasing patterns
- ✓ Contracted versus non-contracted expenditure
- ✓ Establishing the category baseline

Demand Analysis

- ✓ Understanding business demand and consumption patterns
- ✓ Demand aggregation and consolidation
- ✓ Standardization opportunities
- ✓ Specification optimization
- ✓ Identifying opportunities to reduce unnecessary demand

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Course Outline

✓ DAY 2

Category Segmentation, Market & Cost Analysis

- ✓ Category Segmentation
- ✓ Assessing business impact and supply risk
- ✓ Applying the Kraljic Portfolio Matrix
- ✓ Strategic, leverage, bottleneck, and routine categories
- ✓ Determining appropriate approaches for different categories

Supply-Market Analysis

- ✓ Understanding supply-market structure
- ✓ Supplier concentration and competition
- ✓ Market capacity and availability
- ✓ Buyer and supplier power
- ✓ Market trends and technology developments
- ✓ Geographic and geopolitical considerations

Market Intelligence

- ✓ Sources of procurement market intelligence

✓ Supplier and market benchmarking
✓ Monitoring market developments
✓ Using market intelligence to support sourcing decisions
✓

Cost and Value Analysis

✓ Price versus cost analysis
✓ Understanding key cost drivers
✓ Total Cost of Ownership (TCO)
✓ Lifecycle cost considerations
✓ Identifying hidden procurement costs
✓ Balancing cost, quality, service, and risk

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Course Outline

✓ DAY 3

Category Strategy & Strategic Sourcing

- ✓ Developing the Category Strategy
- ✓ Moving from category analysis to strategy
- ✓ Establishing category objectives and priorities
- ✓ Identifying category opportunities
- ✓ Aligning category strategy with business requirements
- ✓ Prioritizing opportunities based on value and feasibility

Category Management Value Levers

- ✓ Demand consolidation
- ✓ Supplier rationalization
- ✓ Specification optimization
- ✓ Standardization and substitution
- ✓ Competitive sourcing
- ✓ Alternative sourcing markets
- ✓ Commercial and pricing model optimization

Developing the Sourcing Strategy

- ✓ Defining sourcing requirements
- ✓ Single, dual, and multiple sourcing approaches
- ✓ Local, regional, and global sourcing considerations
- ✓ RFI, RFQ, and RFP approaches
- ✓ Supplier evaluation criteria
- ✓ Technical and commercial evaluation

Supplier Selection and Negotiation Considerations

- ✓ Supplier qualification
- ✓ Evaluating supplier capabilities
- ✓ Commercial evaluation
- ✓ Negotiation preparation
- ✓ Connecting sourcing decisions with category objectives

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Course Outline

✓ DAY 4

Supplier Management, Performance & Category Risk

- ✓ Supplier Segmentation
- ✓ Understanding supplier segmentation
- ✓ Strategic versus transactional suppliers
- ✓ Assessing supplier importance and dependency
- ✓ Supplier capability and performance
- ✓ Selecting appropriate supplier management approaches

Supplier Relationship Management

- ✓ Principles of Supplier Relationship Management (SRM)
- ✓ Building effective supplier relationships
- ✓ Strategic supplier collaboration
- ✓ Supplier communication and governance
- ✓ Supplier development and improvement
- ✓ Leveraging suppliers for innovation and value

Supplier Performance Management

- ✓ Establishing supplier KPIs
- ✓ Quality, cost, delivery, and service measures
- ✓ Supplier scorecards
- ✓ Performance review mechanisms
- ✓ Managing supplier underperformance
- ✓ Continuous supplier improvement

Category and Supply Risk

- ✓ Identifying category and supplier risks
- ✓ Supply continuity and dependency risks
- ✓ Financial, operational, and market risks
- ✓ Single-source and concentration risks
- ✓ Risk assessment and prioritization
- ✓ Developing practical risk mitigation strategies

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Course Outline

✓ DAY 5

Category Implementation, Performance & Continuous Improvement

- ✓ Implementing the Category Strategy
- ✓ Translating strategy into an implementation plan
- ✓ Defining priorities, actions, and responsibilities
- ✓ Establishing milestones and timelines
- ✓ Managing implementation dependencies
- ✓ Monitoring category initiatives

Stakeholder Management

- ✓ Identifying key category stakeholders
- ✓ Understanding stakeholder requirements
- ✓ Building cross-functional alignment
- ✓ Communicating the business value of Category Management
- ✓ Managing resistance and gaining stakeholder support

Category Performance Management

- ✓ Developing meaningful category KPIs

- ✓ Measuring savings and cost avoidance
- ✓ Supplier performance measures
- ✓ Risk and service improvement measures
- ✓ Tracking planned versus realized benefits
- ✓ Category dashboards and reporting

Category Governance and Continuous Improvement

- ✓ Category review and governance mechanisms
- ✓ Reviewing and refreshing category strategies
- ✓ Responding to market and supplier changes
- ✓ Maintaining the category opportunity pipeline
- ✓ Continuous improvement of category performance
- ✓ Digital tools and analytics in Category Management
- ✓ Emerging trends in strategic procurement

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Feb. 1, 2027	Feb. 5, 2027	5 days	5950.00 $	USA , Los Angeles

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