

OPERATIONS & SUPPLY CHAIN | COURSE BROCHURE

Category Management in Procurement

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

This course on Category Management in Procurement equips professionals with the skills to strategically manage procurement categories. Participants will learn to analyse spend data, develop category strategies, and implement effective supplier management practices, enhancing procurement efficiency and value delivery.

Procurement professionals often face challenges in optimising supplier relationships and managing diverse categories effectively. Understanding category management enables them to align procurement strategies with organisational goals, ensuring that resources are allocated efficiently and risks are mitigated. This course addresses these critical issues by providing practical frameworks and tools for effective category management. Participants will learn to analyse procurement spend data, identify opportunities for cost savings, and develop strategies that enhance supplier collaboration, which is essential for driving innovation and improving service delivery in their organisations. By mastering these skills, participants will be better equipped to make informed decisions that impact their procurement processes positively.
Participants will engage in hands-on exercises that simulate real-world procurement scenarios, allowing them to practice developing category strategies, conducting market analysis, and negotiating with suppliers. They will also explore the importance of stakeholder engagement in the category management process, ensuring that their strategies are aligned with broader business objectives. By mastering these capabilities, procurement professionals will be better positioned to make informed decisions that drive cost savings and improve supplier performance, ultimately contributing to the organisation's bottom line. This course will empower them to implement best practices that lead to sustainable procurement outcomes, enhancing their overall effectiveness in the procurement function.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of interactive workshops, case studies, and simulations to reinforce learning. Participants will analyse real procurement data, develop category plans, and engage in role-playing exercises to practice negotiation techniques. Each session culminates in a practical output, such as a category strategy document or a supplier assessment report, ensuring that participants can apply their learning directly to their roles. Additionally, peer feedback sessions will enhance collaborative learning, allowing participants to refine their strategies and approaches based on group insights. This hands-on approach ensures that theoretical concepts are translated into actionable skills relevant to their daily procurement activities.



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Course objectives

By the end of this course, participants will be able to:
• Analyse procurement spend data to identify category opportunities and risks.
• Develop a comprehensive category management strategy tailored to specific organisational needs.
• Assess supplier performance using key performance indicators (KPIs) and benchmarking techniques.
• Construct effective negotiation strategies for supplier contracts based on market analysis.
• Prioritise procurement initiatives within a category to maximise value and efficiency.
• Justify category management decisions to stakeholders using data-driven insights.

Target audience

This course is suitable for:
• Procurement Managers responsible for category strategy development.
• Category Managers tasked with supplier relationship management.
• Supply Chain Analysts focusing on procurement data analysis.
• Purchasing Agents involved in contract negotiations and supplier selection.

Target competencies

Participants will develop competencies in:
• Conducting thorough spend analysis to inform category decisions.
• Formulating strategic category plans that align with business objectives.
• Implementing supplier performance measurement frameworks effectively.
• Negotiating contracts that deliver optimal value and risk management.
• Prioritising procurement activities based on strategic importance and impact.
• Utilising data analytics tools to enhance category insights.

Course outline

Day 1: Introduction to Category Management

Applied activity: Participants will analyse a fictional procurement dataset to identify key categories and their spend patterns. They will discuss findings in groups and propose initial category priorities, considering organisational goals, market trends, and potential risks.
Output: A summary report outlining identified categories, prioritisation rationale, and initial recommendations.

09:00–09:54	Defining category management and its importance in procurement for organisational success.



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09:54–10:48	Understanding the category lifecycle and its phases for effective management and strategy development.
10:48–11:00	Identifying key stakeholders in category management processes and their roles.
11:00–11:30	**Coffee break**
11:30–12:12	Identifying key stakeholders in category management processes and their roles. (continued)
12:12–13:06	Exploring the role of data analytics in category decision-making and supplier selection.
13:06–14:00	Overview of category management frameworks and best practices for implementation in various sectors.

Day 2: Developing Category Strategies

Applied activity: In groups, participants will develop a category strategy for a selected category, incorporating market research, risk assessment, and stakeholder input. They will present their strategies to the class for feedback and discussion, focusing on implementation feasibility.
Output: A comprehensive category strategy document that includes objectives, risks, and stakeholder engagement plans.

09:00–09:54	Conducting market research to inform category strategies and supplier selection processes.
09:54–10:48	Setting clear category objectives aligned with organisational goals and performance metrics.
10:48–11:00	Identifying risks and opportunities within categories to enhance strategic planning and execution.
11:00–11:30	**Coffee break**
11:30–12:12	Identifying risks and opportunities within categories to enhance strategic planning and execution. (continued)
12:12–13:06	Creating a category strategy template for consistent application across categories and departments.
13:06–14:00	Engaging relevant stakeholders in the strategy development process to ensure buy-in and support.

Day 3: Supplier Selection and Management

Applied activity: Participants will role-play a supplier negotiation scenario, applying techniques learned in class. They will negotiate terms based on a provided case study, focusing on value creation, risk mitigation, and long-term partnership potential.
Output: A negotiated contract summary highlighting key terms, conditions, and agreed performance metrics.

09:00–09:54	Defining criteria for supplier selection and evaluation based on strategic fit and capability.



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09:54–10:48	Utilising supplier scorecards and KPIs for ongoing performance assessment and improvement.
10:48–11:00	Exploring effective supplier relationship management techniques for collaboration and innovation.
11:00–11:30	**Coffee break**
11:30–12:12	Exploring effective supplier relationship management techniques for collaboration and innovation. (continued)
12:12–13:06	Implementing risk management strategies in supplier selection and contract negotiation processes.
13:06–14:00	Negotiating terms and conditions with suppliers to achieve optimal outcomes and mitigate risks.

Day 4: Performance Measurement and Continuous Improvement

Applied activity: Participants will conduct a mock supplier performance review using a fictional supplier scorecard. They will identify areas for improvement and propose actionable plans, considering both qualitative and quantitative data gathered during the review process.
Output: A performance review report with recommendations for improvement and a follow-up action plan.

09:00–09:54	Establishing KPIs for category performance measurement and supplier evaluation to drive accountability.
09:54–10:48	Conducting supplier performance reviews and feedback sessions to drive continuous improvement and innovation.
10:48–11:00	Utilising benchmarking to identify best practices and enhance category performance across the organisation.
11:00–11:30	**Coffee break**
11:30–12:12	Utilising benchmarking to identify best practices and enhance category performance across the organisation. (continued)
12:12–13:06	Implementing corrective actions based on performance data and supplier feedback to improve outcomes.
13:06–14:00	Fostering a culture of continuous improvement in procurement practices through regular training and development.



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Day 5: Integrated Category Management Practice

Applied activity: In teams, participants will create an integrated category management plan that incorporates strategies, supplier management, and performance measurement. They will present their plans to a panel for evaluation, focusing on strategic alignment, implementation feasibility, and expected outcomes.
Output: An integrated category management plan that outlines strategies, KPIs, and implementation steps.

09:00–09:54	Integrating category management practices across the procurement function for synergy and efficiency.
09:54–10:48	Aligning category strategies with overall business strategy and objectives for maximum impact.
10:48–11:00	Utilising technology and tools for effective category management and data analysis to enhance decision-making.
11:00–11:30	**Coffee break**
11:30–12:12	Utilising technology and tools for effective category management and data analysis to enhance decision-making. (continued)
12:12–13:06	Developing a roadmap for category management implementation and continuous monitoring to ensure success.
13:06–14:00	Preparing for future trends in procurement and category management practices to remain competitive.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,450.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,860.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Istanbul Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,650.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Amsterdam Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,540.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Singapore Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,820.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Vienna Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,940.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
London Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,450.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Dubai Confirmed dates	8 Feb 2027	12 Feb 2027	**€3,150.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Frankfurt Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,650.–**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,860.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Barcelona Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,840.-**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.-**
Istanbul Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,650.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Amsterdam Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,540.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Singapore Confirmed dates	10 May 2027	14 May 2027	**€2,820.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**
Cape Town Confirmed dates	17 May 2027	21 May 2027	**€1,890.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**
London Confirmed dates	24 May 2027	28 May 2027	**€2,450.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Dubai Confirmed dates	14 Jun 2027	18 Jun 2027	**€3,150.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Frankfurt Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,450.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,890.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Paris Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,860.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,650.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,540.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Singapore Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,820.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
London Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Rome Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,450.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**€3,150.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,650.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,450.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Rome Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,450.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Paris Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,860.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Istanbul Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Amsterdam Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,540.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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