

OPERATIONS & SUPPLY CHAIN | COURSE BROCHURE

Category Strategy Development Workshop

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

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Course content

Why attend

This practical workshop takes procurement teams through developing a real category strategy step by step. Participants bring one of their categories and work through requirements, spend and market analysis, supplier positioning, strategic options, risk assessment, business case and implementation plan, receiving coaching and peer review throughout.

Learning category management by applying it to your own spend produces immediate value. You will leave with a strategy ready to present.

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

Workshop format with guided templates, coaching, peer challenge sessions and final presentations.

Course objectives

By the end of this course, participants will be able to:
• Define category scope and stakeholder requirements
• Analyse spend and demand drivers
• Analyse supply market dynamics
• Evaluate strategic options
• Build the business case and risk assessment
• Present an implementation plan

Target audience

This course is suitable for:
• Category managers
• Senior buyers
• Procurement teams
• Sourcing specialists
• Procurement leaders coaching teams



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Target competencies

Participants will develop competencies in:
- Strategy development
- Market analysis
- Option evaluation
- Business case writing
- Presentation

Course outline

Day 1: Category Definition

09:00–10:08	Scope and segmentation
10:08–11:00	Stakeholders
11:00–11:30	**Coffee break**
11:30–11:45	Stakeholders (continued)
11:45–12:53	Requirements
12:53–14:00	Workshop on own category

Day 2: Spend and Demand

09:00–10:08	Spend profile
10:08–11:00	Demand drivers
11:00–11:30	**Coffee break**
11:30–11:45	Demand drivers (continued)
11:45–12:53	Opportunities
12:53–14:00	Workshop

Day 3: Market Analysis

09:00–10:08	Market structure
10:08–11:00	Supplier positioning
11:00–11:30	**Coffee break**



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11:30–11:45	Supplier positioning (continued)
11:45–12:53	Leverage
12:53–14:00	Workshop

Day 4: Strategy and Business Case

09:00–10:08	Option evaluation
10:08–11:00	Risks
11:00–11:30	**Coffee break**
11:30–11:45	Risks (continued)
11:45–12:53	Savings and value
12:53–14:00	Peer challenge

Day 5: Implementation

09:00–10:08	Plan and milestones
10:08–11:00	Stakeholder buy-in
11:00–11:30	**Coffee break**
11:30–11:45	Stakeholder buy-in (continued)
11:45–12:53	Final presentations
12:53–14:00	Action plan

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.



Course content

Dates, venues and fees

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

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,450.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Cape Town Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,890.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.–**
Vienna Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,940.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Cape Town Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,890.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
London Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,890.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Rome Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
London Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,450.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Paris Confirmed dates	3 May 2027	7 May 2027	**€2,860.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	17 May 2027	21 May 2027	**€2,650.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,450.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Barcelona Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,840.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**
Rome Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,450.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Vienna Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,940.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Dubai Confirmed dates	23 Aug 2027	27 Aug 2027	**€3,150.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Barcelona Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,840.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Amsterdam Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,540.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Dubai Confirmed dates	25 Oct 2027	29 Oct 2027	**€3,150.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,650.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Dubai Confirmed dates	29 Nov 2027	3 Dec 2027	**€3,150.-**
Online Confirmed dates	29 Nov 2027	3 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

info@smart-horizon.eu
Amsterdam
The Netherlands

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