

CATEGORY MANAGEMENT

Advanced Course




6 x 3.5 Hours

An advanced Category Management course aimed at experienced or developing purchasing staff and potentially some key stakeholders. Based around the 5i[®] Category Management process, the course covers all aspects of category strategy creation and how to implement Sustainable Procurement using Category Management.


Practitioners are fully equipped to deliver significant business benefits around reduced price and cost, reduced supply base risk and to unlock innovation and greater value for your most important categories of spend.

Course Content




Understanding Category Management

- Introduction to Category Management and defining our category
- Achieving breakthrough results
- The STP (Situation, Target, Proposal) tool 
- Planning and kicking-off the category project

Cross-functional working and engaging the business

- Cross-functional teams and effective team formation
- Stakeholder Mapping and Communication Planning
- Quick Wins and Opportunity Analysis 



First insights and business requirements

- Early insights into category using Day One Analysis
- Determining how to secure value (Value Levers) 
- Business Requirements definition and prioritization 
- Supplier Conditioning
- Fact Find Planning and using AI 

Gaining insight into the category

- Getting behind suppliers' price using price model
- Purchase price cost analysis (analyzing 'should cost') 
- External environment analysis using PESTLE and Porter's Five Forces 

Developing the category strategy

- Strategy development using Portfolio Analysis/ Kraljic Analysis and Supplier Preferencing 
- Summarizing all the analysis and findings using SWOT
- Strategic sourcing options generation and evaluation 
- Incorporating sustainability within the strategy 
- Category strategy and plan development and approval 

Implementing the category strategy

- Risk and contingency planning
- Detailed implementation planning and project management
- What next - managing the supplier and ongoing attraction of breakthrough and innovation

Learning Objectives

By the end of this course delegates will be able to:

- Describe the core process and principles of Category Management
- Describe what Category Management is, how it adds value, and apply it to key spend areas
- Gain insights into specific categories by working the tools
- Explain the key steps of the process and determine which tools to apply
- Describe how to assess, and potentially change, the balance of power within a buyer/seller relationship
- Establish a cross-functional team and engage the business
- Describe how Category Management can drive supply-side sustainability
- Define business requirements for a category
- Analyze a category and develop a breakthrough category strategy
- Create a category strategy and plan
- Plan and implement a category strategy, applying change management principles
- Manage the category ongoing

