

## Category Management

This 2 day intensive workshop is designed to develop skills in understanding the relationship between category management and procurement and how to best apply the tools and techniques discussed.

### Program outline

The Workshop will cover:

- Stakeholder engagement
- Needs analysis
- Understanding market dynamics
- Developing category strategies
- Managing complex categories and markets
- Managing the transition
- Supplier performance management

### Benefits to the delegates

The workshop will give a broader understanding of the process of category management and the tools and techniques that can be utilised within the process.

### Benefit to the organisation

This workshop illustrates the value to all organizations of understanding the correct approaches to take for any categories. Through an understanding of tools, approached and techniques and recognizing that one size does not fit all organizations will benefit by adding value to any procurement process.

### Duration & level

2 days. Intermediate level program

### Who should attend

All category managers or those organizations wishing to understand more about category management prior to implementing a category management process