


# PURCHASING – Category management

| Level        | Available languages  | Fee   |
|--------------|--|-------|
| Intermediate |  | € 400 |

| e-Module titles                               | Objectives  | Content   |
|---|---|---|
| STRATEGY ALIGNMENT                            | This module aims at understanding how to define a category strategy:<br>- the 2 company strategies<br>- how the procurement strategy aligns with the company strategy   | 1. Strategy definition<br>2. Company strategy<br>3. Alignment   |
| STAKEHOLDER ANALYSIS                          | This module aims at using some advanced procurement tools & practices, & defining a category strategy:<br>- identifying the stakeholders involved in the procurement process<br>- adapting communication to their roles & expectations    | 1. CRM<br>2. From CRM to IBP<br>3. The Buying Centre  |
| MARKET DYNAMICS & PORTER'S 5 FORCES           | This module aims at using some advanced procurement tools & practices, & defining a category strategy:<br>- the importance of market dynamics<br>- determining market dynamics with Porter's 5 forces                                     | 1. Under & over-capacity cycle<br>2. Porter's 5 forces model<br>3. Case study   |
| KRALJIC MATRIX - DEFINING A CATEGORY STRATEGY | This module aims at using some advanced procurement tools & practices, & defining a category strategy:<br>- defining & building a procurement strategy<br>- the procurement focus per segment<br>- the levers of the procurement strategy | 1. The Kraljic matrix<br>2. Procurement focus per segment<br>3. Category procurement - Strategy levers identification |
| RISK ANALYSIS                                 | This module aims at using some advanced procurement tools & practices, & defining a category strategy:<br>- identifying supply risk factors<br>- how & when to perform a Risk Analysis<br>- what actions to take according to risks       | 1. Risk factors<br>2. Risk Analysis methodology<br>3. Risk prevention   |