

# KEY CATEGORY MANAGEMENT

From 4 September to 15 October 2020

## 1. Aim of the course

By the end of this course, participants will be able to create & deploy a category strategy.

### Learning goals:

- Understand the fundamental steps of a strategic process to manage a portfolio.
- Understand how this process can be implemented in terms of global/local organisation.
- Define a purchasing strategy based on in-depth knowledge of the company needs and market trends.
- Lead the use by a cross-functional team of the process and tools needed to define a purchasing strategy.

### Target group:

- Category Managers.
- Strategic Buyers.

## 2. Course Structure

The KEY CATEGORY MANAGEMENT course contains **4 Chapters including 9 e-modules, other material** (readings, videos...) **and 4 virtual classes**.

For each Chapter, specific e-modules & other material must be completed before attending the related Virtual Class.

Please, see the programme below:

Chapters	e-modules		Virtual Classes	
	Number	Names	Dates	Duration
Analyse my Needs	4	<ul style="list-style-type: none"> <li>• Stakeholder Analysis</li> <li>• Segmentation</li> <li>• Functional Analysis</li> <li>• ABC Criticality</li> </ul>	14 Sep 2020	90 min.
Market Analysis	1	<ul style="list-style-type: none"> <li>• Market Dynamics (Porter)</li> </ul>	21 Sep 2020	120 min.
Strategy Formulation	1	<ul style="list-style-type: none"> <li>• Category strategy definition (Kraljic)</li> </ul>	28 Sep 2020	90 min.
Strategy Pitch	3	<ul style="list-style-type: none"> <li>• Strategy Definition Alignment</li> <li>• Purchasing Organisation to support Strategy</li> <li>• Purchasing Process steps</li> </ul>	5 Oct 2020	90 min.