CATEGORY MANAGEMENT



GENTEX®

TRAINING CENTER

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Introduction

Category management treats a group of purchases as a small business with its own strategy, measures, and owner. Instead of chasing each purchase order separately, a category defines where value concentrates and where risk sits, then builds a plan covering suppliers, contracts, cost, and innovation. This Category Management Training Course gives category managers, procurement professionals, and supply chain staff a practical method for building and delivering that plan. Participants learn spend analysis, portfolio segmentation, supply market analysis, strategy design, supplier management, and performance measurement. Furthermore, the course connects category work to business objectives, budgeting, and executive reporting.

Category Management Course Objectives

- Define a purchasing category and set its scope, owner, and responsibilities.
- Run spend analysis and build a spend cube to classify categories.
- Apply the Kraljic portfolio matrix to choose the right approach per category.
- Analyse supply markets, supplier landscape, and price movements.
- Build a category plan with cost, risk, service, and sustainability objectives.
- Design sourcing strategies by portfolio quadrant and market structure.
- Manage and develop strategic suppliers with risk and reward sharing.
- Align the category with planning, operations, finance, and stakeholders.
- Measure category performance with savings, compliance, risk, and value indicators.
- Establish a category review cycle linked to governance and budgeting.

Course Methodology

- Facilitated sessions built on real spend data, category plans, and market research.
- Step-by-step category plan workshops on a selected live category.

GENTEX® TRAINING CENTER

- Spreadsheet drills on spend analysis and savings measurement.
- Case workshops on stalled categories, missed targets, and failed supplier relationships.
- Group exercise presenting a category plan with indicators and measures.

Who Should Take This Course

- Category managers and procurement managers.
- Senior buyers and sourcing specialists.
- Supply chain and procurement analysts.
- Supplier managers and supplier development officers.
- Contract and commercial managers.
- Finance and audit staff involved in spend and savings.

Category Management Course Outlines

Day 1: Category Management Fundamentals and Scope

- Defining a purchasing category versus ordinary spend classification.
- Category owner, category team, and shared responsibilities.
- Spend analysis, spend cube construction, and data classification.
- Segmenting categories by value, volume, and complexity.
- The Kraljic portfolio matrix and the characteristics of each quadrant.
- Category governance and its link to transactional purchasing.
- Selecting priority categories for the year.

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Day 2: Category Analysis and Opportunity Assessment

- Collecting category data and verifying accuracy and completeness.
- Analysing cost drivers and price structures in the category.
- Supply market analysis and the supplier landscape.
- Assessing category, supplier, and concentration risk.
- Stakeholder requirement analysis and demand challenge.
- Identifying savings, service, and innovation opportunities.
- Baselining and setting targets.

Day 3: Building the Category Strategy

- Setting the vision and commercial purpose of the category.
- Designing sourcing strategy per quadrant: leverage, strategic, bottleneck, and routine.
- Supplier structure options: consolidation, plurality, and alternate sources.
- Relationship models: collaborative, partnership, and transactional.
- Implementation plan, phases, and resource requirements.
- Change management and stakeholder communication.
- Documenting and approving the category plan.

Day 4: Managing Suppliers within the Category

- Classifying suppliers by importance, performance, and risk.
- Supplier development and capability building strategies.
- Managing strategic relationships and review meetings.
- Contract adjustment, variations, and claims handling.
- Risk and reward sharing and partnership agreements.

- Continuity risk, single sourcing, and alternate planning.
- Supplier exit management and transition planning.

Day 5: Measurement, Governance, and Continuous Improvement

- Category indicators: savings, total cost, delivery reliability, quality, and compliance.
- Measuring value beyond price, including service and innovation metrics.
- Executive reporting and category performance presentation.
- Category review cycle linked to the annual budget.
- Category governance, review boards, and accountability.
- Refreshing plans against market and risk changes.
- Building a multi-year category management roadmap.

Conclusion

By successfully completing the Category Management Training Course, participants will have acquired a thorough working knowledge of spend analysis, portfolio segmentation, supply market analysis, category strategy design, supplier management, and performance measurement and governance. They will leave able to build a category plan with clear objectives, deliver savings and value beyond price, and present category performance to management with figures they trust. Gentex Training Center delivers this programme with procurement practitioners who manage categories in live organisations.

FAQs for the Category Management course

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Q1 What is the "Category Management" course about?

It is a five-day programme on managing a purchasing category as a business unit with its own strategy and measures. It covers spend analysis, portfolio segmentation, supply market analysis, category strategy design, supplier management, and performance measurement.

Q2 What are the key benefits of the "Category Management" course?

Participants focus procurement effort on the categories that matter instead of spreading it evenly, deliver savings that are sustainable because they rest on a plan and a baseline, and manage supplier and concentration risk deliberately. They also gain category reporting that makes procurement readable to management and finance.

Q3 What skills will I gain from the "Category Management" course?

You will gain spend analysis and spend cube construction, supply market analysis with opportunity and risk assessment, category strategy and implementation planning, and supplier management with category performance measurement and governance.

GENTEX® TRAINING CENTER

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Q4 What tools, methods, or standards are covered in the "Category Management" course?

The course works with purchasing category definition and scope setting, spend analysis and spend cube construction with data classification, the Kraljic portfolio matrix, cost driver and price structure analysis, supply market and supplier landscape analysis, concentration and continuity risk assessment, demand challenge, savings baselining, sourcing strategies for each portfolio quadrant, supplier structure and relationship models, supplier classification by performance and risk, partnership and risk-sharing agreements, category indicators covering total cost, delivery reliability, quality and compliance, and category review cycle and governance.

Q5 How is the "Category Management" course applied in real-world practice?

Teams apply it when building an annual category plan, analysing spend for an administrative or technical category, prioritising categories in the budget, managing a strategic supplier through review meetings, measuring a category plan's effect on cost and service, and presenting category performance to management.