



London TDM

Procurement and Supply Chain Management Training Courses

Course Venue: United Arab Emirates - Dubai

Course Date: From 16 November 2025 To 20 November 2025

Course Place: Downtown Dubai

Course Fees: 5,000 USD

Introduction

In the ever-evolving world of procurement, category management stands out as a crucial strategy for streamlining processes and delivering value. This 5-day professional course is designed to provide comprehensive knowledge and practical skills in category management, helping procurement professionals to lead their organizations towards more strategic and effective purchasing decisions.

Objectives

- Understand the fundamentals of category management and its significance in procurement.
- Develop strategic insights for effective category planning and management.
- Learn to conduct spend analysis and market research for informed decision-making.
- Master the skills of supplier relationship management and negotiation.
- Implement effective performance measurement and management strategies.

Course Outlines

Day 1: Understanding Category Management

- Introduction to category management: Definition and benefits.
- Historical development and trends in category management.
- Understanding the role of a category manager in procurement.
- Overview of the category management process and lifecycle.
- Key differences between category management and traditional purchasing.

Day 2: Strategic Category Planning

- Identifying and defining procurement categories.
- Conducting a spend analysis to identify cost-saving opportunities.
- Developing a category strategy aligned with organizational goals.
- Building a robust category plan framework.
- Case studies on successful category planning.

Day 3: Market Research and Analysis

- Methods and tools for effective market research.
- Analyzing market trends and supplier capabilities.
- Techniques for conducting a comprehensive SWOT analysis.
- Identifying risks and opportunities in the supplier market.
- Developing insights to inform category strategies.

Day 4: Supplier Relationship and Negotiation Management

- Building strong and strategic supplier relationships.
- Essential skills for effective negotiation and contract management.
- Implementing supplier performance and risk management strategies.
- Collaborating with suppliers for innovation and value creation.
- Managing supplier diversity and inclusion in category management.

Day 5: Performance Measurement and Continuous Improvement

- Setting and measuring key performance indicators (KPIs).
- Continuous improvement techniques in category management.
- Leveraging technology and data analytics for performance management.
- Reviewing and refining category management strategies.
- Case studies and real-world application of course concepts.