

Category Management - Online

This course provides a detailed overview of using category management as a strategic procurement tool, as well as an understanding of how to develop the category management strategy.

Category Management

- ❖ Welcome
- ❖ What is Category Management, and who does it?
- ❖ Researching and Accessing Information and Data
- ❖ Undertaking Spend Analysis
- ❖ The Role of Market Analysis in Category Management
- ❖ Utilising the Supply Positioning Matrix
- ❖ Understanding Customer Preferencing
- ❖ Exploring Category Strategy Options
- ❖ Determining the Optimum Category Strategy
- ❖ Ensuring Approval for your Category Strategy

Fee: \$350.00 inclusive of GST