

# New Zealand Procurement Academy

## Course Outline: Category Management

### Who should attend?

This one-day (intermediate/advanced level) workshop is intended for staff experienced in managing contracts for individual goods, or services, who are looking to step into managing a group, or category of spend - or managing across several geographic or organisational boundaries.

### Programme content & duration

This one day workshop will focus on defining and exploring the end-to-end process of grouping goods and /or services into a 'category', understanding the market and internal pressures and applying tools and techniques that will help set up an effective category management strategy.

The Workshop will cover:

- **Defining and understanding Category Management**
- Deciding on and understanding your category
- Category analysis - the tools you will need
- Category planning - selecting a strategy
- Understanding your Stakeholders and how to engage them
- Needs analysis - multiple inputs
- Understanding market dynamics
- What are 'others' doing - clues for us?
- Market engagement - understanding your supplier(s)
- Managing the transition
- Benefits realisation

### Benefits to participants

Participants will understand a range of issues commonly encountered in managing individual categories and will be equipped with some tools to deal effectively with/prevent them. Clearer understanding and analysis, good leadership and engagement of stakeholders will enhance their ability to gain credibility and support.

### Benefits to the employer/ organisation

Effective category management will allow the organisation to realise increased benefits from more appropriate contracts and increased supplier support to all areas. Other benefits will result from greater buy in from all areas, less leakage from the contracts, better control over performance, less wastage of effort and management time.