

Level	Fee
Intermediate	€ 400

e-Modules' titles	Objectives	Content
STRATEGY DEFINITION ALIGNMENT	This module aims at understanding how to define a category strategy: - the 2 company strategies - how the purchasing strategy aligns with the company strategy	1. Strategy definition 2. Company strategy 3. Aligning purchasing strategy on company strategy
NEEDS DEFINITION – STAKEHOLDER ANALYSIS	This module aims at using some advanced Purchasing tools & practices, & defining a category strategy: - identifying the stakeholders involved in the purchasing process - adapting communication to their roles & expectations	1. CRM 2. From CRM to IBP 3. The Buying Centre
MARKET DYNAMICS - PORTER	This module aims at using some advanced Purchasing tools & practices, & defining a category strategy: - the importance of market dynamics - determining market dynamics with Porter's 5 forces	1. Under & over-capacity cycles 2. Porter's 5 forces 3. Case study
DEFINING A CATEGORY STRATEGY - KRALJIC	This module aims at using some advanced Purchasing tools & practices, & defining a category strategy: - defining & building a purchasing strategy - the purchasing focus per segment - the levers of the purchasing strategy	1. The Kraljic matrix 2. Procurement focus per segment 3. Category procurement strategy levers identification
RISK ANALYSIS	This module aims at using some advanced Purchasing tools & practices, & defining a category strategy: - identifying supply risk factors - how & when to perform a Risk Analysis - what actions to take according to risks	1. Risk factors 2. Risk analysis methodology 3. Risk prevention