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# OPEN TRAINING

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## Category Strategy Plans

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Making sure to master all the  
aspects of a Purchasing Category

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Philip Meyers

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# Making sure to master all the aspects of a Purchasing Category

## Content

Every participant will receive an Excel Workbook with The Category Strategy Plan Template. This training will use this template as a guide to perform a complete step-by-step analysis and action plan for a given category.

This template is in fact an extensive Excel workbook in which the participants will perform the analysis step-by-step and register the results.

The 7 steps of the CMP are:

1. Preparation: Defining the scope, subcategories ...
2. Analysis: The actual situation
3. The market: Supplier's market, customer market (retail)
4. Objectives: what do we want to achieve
5. Strategy development
6. Action plan
7. Evaluation, feedback and improvements

## Target Group

Senior Buyers  
Purchasing Managers  
Category Managers

## Objectives

After this training, participants will be able to use the CMP template and perform the job of a professional category manager independently.

## Program

The 7 steps of the CMP will be developed during this practical classroom session using a real life case. At the end of the session, participants will have witnessed a CSP for the given case.

## Trainer

This training will be hosted by Philip Meyers



## Coaching

Participants who attended to this training and start working on their Purchasing Category Plan may require some coaching from the trainer. Highfive is available to provide such coaching by the trainer or by other Purchasing Professionals.

