



Category Management

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LESSON NO 1 – Category Management Definition

Lesson one, category management definition. Let's start this journey into category management. I now give you explanation, how does it work? First of all, we need to understand that category is a part of the whole procurement spend and category manager responsible for delivering the final results and for using different instruments and leverages to get much more better results comparing with traditional transactional approach. So, this is the main definition and this category will be researched and investigated from different sites and category team will get to the final results and implement the category strategy. Let's look at this picture. This picture show us how category management works and how category group operates with a certain category. For example we see here the factory which produce some food and the small piece of the pie. This is category which need to be managed by category manager and the team. And from both sides we see end customers and supply market, a lot of suppliers in different countries on different continents. And up over there, there is a so called helicopter. This helicopter allows us to see 360 degrees view and it is so called helicopter view. When we with the team altogether can research data internal and external. We can make decisions and we can deliver the good results to our end customers. And of course, it is very important to have a focus on all these elements of category management. And the second very important point is you will do it together with category team. So you are traveling all together. You work all together in this journey not for alone category manager but for the whole team. And in the end, you will be granted with very good results and you can bring innovations, you can bring optimizations, you can bring money in there on the table to the business and to their management. So, it is how it works in category management. And next lessons we will study with you all steps of category management and I will help you to understand how to organize this process in the proper way. Stay with us. We will go further.
