



# Key Category Management – KCM

Shanghai, China 17th-19th Apr 2017 / 23th-25th Oct 2017

## Learning Goals

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### By the end of this module, participants will be able to

- Understand the role of upstream and downstream purchasing
- Define a purchasing strategy based on in-depth knowledge of their company needs and market trends
- Maximise the value delivered to the company
- Understand the fundamental steps of strategic purchasing portfolio management
- Adapt this process according to the type of global/local Organisation (for example within a Lead buyer or Key Commodity Management type organisations).
- Define a plan to execute the strategy
- Measure the outcome of the strategy
- Communicate effectively with the different stakeholders

## Methods and Tools

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- Workshops will be used to provide participants with the opportunity to apply the tools presented.
- Participants will be asked to apply the methodology to their own commodities
- Extensive discussions among participants will facilitate a dynamic and interactive learning environment.

## Target Group

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- This course targets purchasing staff with experience as buyers or in other functions, aiming to assume regional or global purchasing category management responsibility, particularly Key Commodity Managers and Senior Buyers in charge of commodity teams

## Duration

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- 3 days

## Training location

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- 26A, No. 895, Yan An Road West, Shanghai, P. R. China, 200050



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## Phase Content

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### Day 1

- Sourcing strategy development from a corporate point of view
- Introduction to Sourcing Methodology
- Portfolio analysis
- How to segment a portfolio
- Understanding the dynamics of the supplier's market

### Day 2

- Purchasing strategy development by segment
- Sourcing Methodology
- How to find new potential suppliers
- Total cost approaches to supplier selection
- How to select strategic suppliers

### Day 3

- Risk
- Market Intelligence and the role of the KCM
- Discussion on the difficulties of the KCM's coordinating role and how to deal with it
- Communication issues in relation to the management of commodity teams

## Credits for

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**Expert Buyers Certification Programme**

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