

# CATEGORY MANAGEMENT FUNDAMENTALS CERTIFICATION

As per International Standards



## UNICHROME

# Unichrone Training **Advantages**

- ✓ 1 Day Interactive Instructor-led Online/Classroom or Group Training
- ✓ Course study materials designed by subject matter experts
- ✓ Mock Tests to prepare in a best way
- ✓ Highly qualified, expert & accredited trainers with vast experience
- ✓ Enrich with Industry best practices and case studies and present trends
- ✓ Category Management Fundamentals Training Course adhered with International Standards
- ✓ End-to-end support via phone, mail, and chat
- ✓ Convenient Weekday/weekend Category Management Fundamentals Training Course schedule



## About Unichrone

- ✓ We are a professional training institute with an extensive portfolio of professional certification courses. Our training programs are meant for those who want to expand their horizons by acquiring professional certifications across the spectrum. We train small- and medium-sized organizations all around the world, including in USA, Canada, Australia, UK, Ireland and Germany.



Guaranteed Quality



Handpicked Trainers



Global Presence



Online Training Option

We've trained professionals across  
global companies

PHILIPS

AXCESS  
FINANCIAL PRODUCT MANAGEMENT

CLARIANT

AkerSolutions

WÜRTH

baycoat

DUPONT

DASHTI

GlobalSign

TriskeleLabs

مصرف الراجحي  
Al Rajhi Bank

DHL

ARASCO  
أراسكو



أراسكو

EMERSON

accenture

VOLVO

AMA  
AMERICAN MEDICAL  
ASSOCIATION

sitel  
group

@ignify

Atos

LEAR  
CORPORATION



## Importance of Category Management Fundamentals Training

- ✓ Category Management Certification in the supply chain industry can be pursued to demonstrate a professional's proficiency in developing and managing product categories profitably. Certified people have advanced knowledge of Category Management practices and techniques of creating a category strategy, determining an optimal assortment portfolio, setting effective prices, negotiating with suppliers, and evaluating performance. Category Management Credential enables business professionals to solve problems and thus increase the amount of profit of a business through increased customer satisfaction and better relations with suppliers.
- ✓ Category Management Training delivers an in-depth understanding of category strategy and management techniques. Participants gain insights into effective assortment planning, category financial analysis, and negotiation strategies with suppliers. The training also covers the application of data analytics and insights for informed category decisions, preparing participants to drive category performance and growth. It equips professionals with the knowledge to manage supplier partnerships, assess category profitability, and utilize consumer data for optimal product positioning.

## ELIGIBILITY CRITERIA

- ✓ Aspirants need not meet any requirements to pursue Category Management Fundamentals Training Course. However, having prior knowledge is beneficial.

## WHO SHOULD ATTEND

- ✓ Any individual who wants to gain skills in Category Management Fundamentals can enroll in the Category Management Fundamentals Training course.

# CATEGORY MANAGEMENT FUNDAMENTALS CERTIFICATION ADVANTAGES



CERTIFIES  
YOUR TALENT



HELPS  
BUILDING  
VALUES



GLOBAL  
RECOGNITION



PERFECT  
EXECUTION



BUILDS  
CUSTOMER  
LOYALTY



MORE  
EMPLOYABILITY  
OPTIONS

# Syllabus of Category Management Fundamentals Training

## Lesson 01 – Category Management Aiding Procurement

1.	Category Management
2.	Significance of Category Management
3.	Essentials of Category Management
4.	Components of Category Management
5.	Enabling Components
6.	Category Management in Procurement

## Lesson 02 – Category Management and the Contract Lifecycle

1.	What is the Contract Lifecycle?
2.	Contract Lifecycle
3.	Contract Lifecycle Can Increase Revenue and Reduce Expenses

# Syllabus of Category Management Fundamentals Training

## Lesson 03 – Roles Within Category Management

1.	Category Definition
2.	Category Role
3.	Category Manager

## Lesson 04 – Key Category Management Techniques in Optimizing Business

1.	Category Management Techniques
2.	Strategic Sourcing Process and Tools



# Syllabus of Category Management Fundamentals Training

## Lesson 05 – Steps in the Category Management Process

- |    |                               |
|----|-------------------------------|
| 1. | Define Category               |
| 2. | Category Roles                |
| 3. | Category Appraisal            |
| 4. | Category Scorecard            |
| 5. | Category Strategies           |
| 6. | Category Tactics              |
| 7. | Implement Plan                |
| 8. | Review and Assess Performance |

# Exam Format of Category Management Fundamentals Certification

Examination Format	
Exam Name	Category Management Fundamentals Exam
Exam Format	Multiple Choice
Total Questions & Duration	30 Questions, 1 Hour
Passing Score	Minimum passing score of 70%
Exam Cost	Included in training fee

To get you fully prepared with the knowledge and skills for Category Management Fundamentals, a training session at Unichrone gives immense importance to mock questions at the end of every module and problem-solving exercises within the session. Prepared by certified faculty, the practice tests are a true simulation of the Category Management Fundamentals exam.

# Contact Us

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<https://unichrone.com/>

