Category Management Basics Training Course

Professional Development Training Course Outline

Category	Logistics and Supply Chain Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Category Management Basics Training Course is designed to provide participants with comprehensive knowledge and practical skills necessary to manage product categories effectively in a competitive retail environment. The course emphasizes strategic decision-making, data-driven analysis, and best practices for optimizing product assortment, pricing, promotions, and supplier collaboration. Participants will gain insights into category planning, performance monitoring, and consumer-driven merchandising techniques that enhance overall business profitability.

This course also focuses on the integration of advanced analytical tools, inventory management principles, and market intelligence to drive actionable insights. Participants will learn to implement category strategies that align with organizational goals, improve customer satisfaction, and strengthen competitive advantage. Through practical exercises, real-world case studies, and interactive sessions, learners will develop the skills to make informed decisions and lead category management initiatives with confidence.

Programme Curriculum

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Course Objectives

By the end of this training, participants will be able to:

1. Understand the principles and frameworks of category management.
2. Analyze market trends and consumer behavior to optimize category performance.
3. Develop strategic plans for product assortment and merchandising.
4. Implement pricing strategies that maximize profitability.
5. Evaluate supplier performance and strengthen vendor relationships.
6. Monitor category performance using key performance indicators (KPIs).
7. Apply inventory optimization techniques to minimize stockouts and overstocks.
8. Execute promotional strategies to enhance category growth.
9. Utilize data analytics tools for category insights and reporting.
10. Enhance collaboration between cross-functional teams for category success.
11. Design actionable plans to improve category sales and margin.
12. Conduct SWOT analysis for category strategy improvement.
13. Integrate organizational objectives with category management initiatives.

Organizational Benefits

- Improved profitability through optimized product assortment.
- Increased customer satisfaction and loyalty.
- Efficient inventory management and reduced waste.
- Stronger supplier and vendor partnerships.
- Enhanced decision-making with data-driven insights.
- Streamlined merchandising and promotional strategies.
- Better cross-functional collaboration and communication.
- Clear performance metrics for continuous improvement.
- Strategic alignment with overall business objectives.
- Competitive advantage in dynamic market environments.

Target Audiences

- Category managers and assistants
- Retail buyers and merchandisers
- Supply chain professionals
- Inventory planners and analysts
- Procurement specialists
- Marketing and sales executives
- Retail operations managers

- Business analysts and consultants

Course Duration: 5 days

Course Modules

Module 1: Introduction to Category Management

- Definition and scope of category management
- Key principles and frameworks
- Benefits to the organization and consumers
- Role of category managers
- Case Study: Successful category restructuring in retail
- Practical exercise: Identifying category opportunities

Module 2: Consumer & Market Analysis

- Understanding consumer behavior and preferences
- Analyzing market trends and competitor strategies
- Data collection methods for category insights
- Using analytics for decision-making
- Case Study: Market trend analysis for FMCG category
- Exercise: Mapping consumer needs to category planning

Module 3: Product Assortment Planning

- Determining optimal product mix
- Managing SKU rationalization
- Aligning assortment with sales objectives
- Lifecycle management of products
- Case Study: Product assortment optimization
- Exercise: Creating an assortment plan for a category

Module 4: Pricing & Promotion Strategies

- Developing pricing strategies based on market analysis
- Promotional planning for category growth
- Margin and profit impact assessment
- Evaluating promotional effectiveness
- Case Study: Price adjustment to boost category sales
- Exercise: Designing a promotional calendar

Module 5: Supplier & Vendor Management

- Supplier selection and evaluation
- Negotiation techniques for category benefit
- Vendor collaboration for promotional planning
- Contract and performance management
- Case Study: Strengthening supplier relationships
- Exercise: Supplier scoring and performance review

Module 6: Inventory Optimization

- Techniques to reduce stockouts and overstocks
- Forecasting demand for accurate inventory planning
- Safety stock and reorder point determination
- Inventory tracking and reporting
- Case Study: Inventory optimization in retail
- Exercise: Calculating inventory requirements for a category

Module 7: Category Performance Measurement

- Key performance indicators (KPIs) for category success
- Monitoring sales, margins, and market share
- Reporting methods and dashboards
- Benchmarking against industry standards
- Case Study: KPI analysis and action planning
- Exercise: Developing a category performance report

Module 8: Implementation & Continuous Improvement

- Creating action plans for category initiatives
- Aligning category strategies with organizational goals
- Continuous monitoring and adaptation
- Cross-functional collaboration for implementation
- Case Study: Successful category management implementation
- Exercise: Action plan creation for assigned category

Training Methodology

- Interactive lectures and presentations
- Hands-on exercises and practical applications
- Case studies analysis with real-world examples

- Group discussions and role-plays
- Use of category management software tools
- Continuous feedback and assessment

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.
f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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