This new approach maximizes value from procurement by combining traditional techniques, with newer tools, techniques and approaches to successfully manage different categories in procurement. You will have a full understanding of the Category Management methodology with the necessary working knowledge of how this approach can be used, and is now being used, by World Class companies in Procurement.

This intensive seminar shows how Category Management maximises value from procurement by integrating supplier sourcing, supplier management, supplier development and supplier relationships management. You will find out how to achieve effective Category Management of procurement and the supply chain, which can create economic profit for World Class supply chains.

Throughout this unique course you will fully understand what it takes to manage categories and implement world class practices in category management, especially:
- Apply a thorough understanding of supplier chain activities.
- Identity, analyse and evaluate procurement opportunities
- Understand the keys aspects in category management
- Understand what drives your other supply chain players
- How to use analytical tools to identify procurement opportunities?

Who should attend?
- Procurement, buyers and purchasing professionals
- All those who need to maximise value from procurement and the supply chain
- All of those who need an understanding of the relationships between risk, cost and service in supply chains.

Course Outline

Day 1
Understanding procurement and category management
- Procurement and purchasing definitions
- A vision for procurement
- The 21st century procurement challenge
- Procurement and the Supply Chain
- The 8 Supply Chain Rules
- Supply chain excellence and shareholder value
- Competitive advantage
- The 2008 economic crisis and the consequences for the supply chain
- Procurement structure options
- Category Management definitions
- The evolution of Category Management
- Category grouping overview
- The three aspects to be considered in category groups
- Category Management structures

Maximising value and procurement excellence by using varied routes
- The procurement excellence roadmap
- The Purchasing land Supplier loops
- Why we should use Category Management
- How category management improves value
- How category management builds from P2P and the procurement cycle
Integrating approaches
The two outcomes to maximise value from procurement
The value opportunities that come from using Category Management

Understanding the supplier sourcing and selection routes
Traditional purchasing revisited
The P2P and procurement cycle
Value and risk analysis
Kraljic matrix
The Category management and value opportunities
Volume concentration
Best price evaluation
Low cost country sourcing

Day 2
Understanding collaborative supplier management
Supplier management objectives
Supplier customer connections
Supplier service
Supplier management and contract management
Best practice contract management
Supplier relationship management definitions and aims
Applying Supplier relationship management
Collaboration
Supplier development definitions and aims
Best practice in supplier development
Changed views and lessons
Benefits and improvements
The Category Management outcomes and value opportunities
Specification improvements
Joint process development and linking price with suppliers
Value chain disruption and managing supply chain risk
Best practice in supplier management

Recognising and overcoming the barriers to Category Management
The 6 Common barriers and challenges
Internal conflicts
Perception of procurement
Lack of creativity
Skill sets
Trust
Fear of change

Overcoming such barriers & Using Best Practices in the implementation of new ideas

The 4 step model for introducing Category Management
Understand the current situation
Key questions
Research and analysis
Design and improvement
Key questions
What needs doing
Plan the new processes and structures
What needs doing
Key questions
Operate and review the new processes
Key questions
EXCELLENCE IN THE PROCUREMENT OF SERVICES
How to achieve costs savings & add value when buying Services?
17 - 18 December 2012, Berjaya Times Square Hotel, Kuala Lumpur - Malaysia

Course Summary

The procurement of services is different from buying products, and whilst much of the process is the same, it has been noted by the Aberdeen Group that “services purchases represent one of the largest and largely untapped opportunities for cost savings within organisations.” A UK Government report has also noted that:

1. Organisations do not always allocate appropriate skills and resources to the management of their service contracts.
2. There are weaknesses in key performance indicators and limited use of financial incentives to drive supplier performance.
3. There is variable testing of the “Value for Money” delivery of ongoing services and contract changes.
4. Less than half of organisations have implemented supplier relationship management programmes, despite these bringing clear benefits.

The cost for services compared to products is often high, simply because most services use people and there is little opportunity for production economies of scale. The great news however is that when done properly, the procurement of services results in large savings which directly add to the bottom line and profitability of your organisation.

Day 1:

Procurement Objectives
Here we examine those basic but key aspects that give us the groundwork from which to launch improvements.
- Procurement Evolution
- Strategic and Corporate Procurement
- Procurement Objectives and the Five Rights
- Procurement strategy overview
- Procurement process cycle overview
- Contract management overview
Case Studies include: Toyota USA and buying third party logistics

Services Definition and specific characteristics
We look here at just how services differ from buying goods/materials and explore why services need to be handled differently.
- Service are different purchases
- Service procurement in production organisations
- Service specification
- Supplier selection
- Service quality
- Managing perceptions and satisfaction
- Service quality improvement
Case studies include: Categorizing cleaning services

Day 2:

Outsourcing and Services
Services are commonly outsourced completely; therefore in this section we explore this further
- Definition and history of outsourcing
- Important aspects for buyers when outsourcing
- Outsourcing strategy
- Outsourcing implementation guidelines
- What can go wrong with outsourcing?
- Service level specifications
- Outsourcing and risk elimination
- Outsourcing as a paradigm change
- Transfer of undertakings protection of employment (TUPE)
Case Studies include: Buying Third Party Logistics

Service contexts
Services have their own unique contextual aspects and in this section we explore some of the procurement specifics and buyer knowledge that is needed.
- Third party logistics (3PL)
- Consultancy
- Marketing services
- Legal services
- Business travel
- Facilities
- Catering
- Identifying the key Aspects for each service context

Why You Should Attend?

Understand how to master the buying of services by learning best practices, especially:
- Understand how services are different from buying products
- Examine the real cost of services to the organisation
- Remove the performance limiters when buying services
- Select and maintain good suppliers
- Provide the practical skills and information to enable better services procurement
- Apply the essential tools to enable more effective procurement of services.
- Examine the benefit of using effective Supplier Relationship Management (SRM) and other ground breaking procurement techniques
- Overall, reduce the costs and make improvements in services procurement.

Who should attend?

- Those who want to understand more about procuring services
- Those directly & indirectly involved in managing procurement of services
- Those non procurement people who need to gain an awareness of the issues and key drivers
- Owners, operators and directors of organisations/ companies who buy services
- All Procurement, Purchasing, Buyers and Supply Management Executives/Managers/Sr. Managers/Directors/Vice Presidents/ GM’s & Professionals

Course Outline

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SUPPLIER QUALIFICATION AND PERFORMANCE MEASUREMENT

14 - 15 January 2013, Berjaya Times Square Hotel, Kuala Lumpur - Malaysia

Course Overview

Introduction
Most organizations recognize that they cannot perform any better than their suppliers perform and therefore continuous improvement of supplier performance is critical to the success of any organization. As a result supplier assessment, selection, and performance measurement are being recognized as critical processes where high management and professional competencies are required. This fast paced seminar provides both strategic and practical insights into:

- Achieving Supplier Total Quality
- What can Measurements Accomplish
- Developing the Qualification Process
- Supplier Performance -What to Measure
- Collecting, Rating, and Reporting Supplier Performance
- How To Use Performance Measurements

WHO SHOULD ATTEND:
- Contracts, Procurement, Purchasing, and Project personnel,
- Engineering, Operational, Quality, and Maintenance personnel,
- And all others who are involved in interfacing with contractors or suppliers in the acquisition of materials, equipment, parts, and services or anyone who wants to improve supplier performance and gain successful outcomes.

SEMINAR OBJECTIVES
- Benefit from hearing the practices and experiences of others
- Cover the many steps in a proper supplier evaluation
- Develop performance weightings
- Learn how to use performance results for continuous improvement
- Explore various rating systems
- Discuss methods of collection and reporting data.

TRAINING METHODOLOGY
Participants will increase competencies through a variety of instructional methods including lecture by an experienced practitioner and consultant, individual and team cases, and group discussions covering the many topics presented in the seminar.

PROGRAM SUMMARY:
Supplier qualification and performance measurement are the processes of evaluating, measuring, analyzing, and managing supplier selection and performance with the objective of improving quality, reducing Total Cost of Ownership, reducing risk, and providing continuous improvements in supplier and contractor performance. This program provides methods and competencies directed at improving these processes within the buying/contracting organization.

Session 1: Achieving Supplier Total Quality

Course Outline (continuation……………..)

Session 2: What can Measurements Accomplish
Determining the best approach for supplier performance measurement requires that you first clearly define the objectives of such a system as it relates specifically to your organization.

- Objectives of Supplier Performance Measurement
- Best Practices In Supplier Qualification
- Best Practices in Supplier Performance System
- Best Practices in Supplier Relations

Case: Supplier Performance Measurement Objectives

Session 3: Developing the Qualification Process
Selecting the best supplier through the implementation of a world class supplier qualification procedure is one of the most important parts of the Supply Management Process.

- Developing The Qualification Process
- The Preliminary Supplier Assessment
- The Supplier Site Assessment
- Who Participates In Supplier Qualification
- The Supplier Evaluation Forms
- Qualified Supplier List

Case: Developing Supplier Qualification Procedure

Session 4: Supplier Performance -What to Measure
In our efforts to increase margins, it is critical to understand the areas in which supplier performance most significantly drives Total Cost of Ownership.

- Key Elements Of Supplier Performance Measurement
- Common Performance Categories
- Category Weighting
- Deciding Which Suppliers To Measure
- The Difficulties Of Measuring Supplier Performance
- Quantitative Vs. Qualitative Data

Cases-What to Measure for the Supplier Scorecard and Determining Criteria Weightings

Session 5: Collecting, Rating, and Reporting Supplier Performance
Only about ¼ of the organizations measure supplier performance and only about 5% of them do it well.

- Collecting the Data
- Rating Methods - Basic Points
- Rating Systems Options
- Developing Performance Standards
- Applying Supplier Performance In Total Cost Of Ownership (TCO)
- Performance Indexing as a KPI

Cases: Selecting Suppliers using Supplier Performance in a TCO model and developing supplier performance indexes.

Session 6: How to Use Performance Measurements
In addition to mitigating risks of supply disruption and lowering total costs, there are a number of other benefits from measuring and analyzing supplier performance.

- Benefits From Measuring And Analyzing Supplier Performance
- Establishing Expectations
- Sharing The Information
- Holding Supplier Recognition Events
- Motivate Supplier With Performance Measurements
- Expectations From The Supplier’s Point Of View

Case: Letting the Supplier Measure Your Organization as a Customer.
Did you know that as a purchaser you could be responsible for spending over 50% of your organization's revenue? This could be spent on goods and services like raw material or even overnight mail. Yet, by contrast, labour costs seldom exceed 10 to 15 percent of sales. So when the goal is to increase earnings by lowering costs, you have to look very closely at what and how you buy. Cost Reduction Programs and Cost Price Analysis and tools, when properly implemented, will result in dramatic reductions in cost and bring significant improvements in productivity across your organization.

Key benefits of attending this workshop:
- Explore 20 cost reduction methods and gain substantial savings
- Learn proper Cost Reduction Reporting Procedures
- Streamline and improve your supplier performance
- Master data mining and learn the art of strategic plans
- Accurately monitor your cost improvements
- Learn how to get control of your time with the all important ABC analysis
- Develop your skill in handling Purchase Price Indexes
- Explore 20 cost reduction methods and gain substantial savings
- Learn proper Cost Reduction Reporting Procedures
- Streamline and improve your supplier performance
- Master data mining and learn the art of strategic plans
- Accurately monitor your cost improvements
- Learn how to get control of your time with the all important ABC analysis
- Develop your skill in handling Purchase Price Indexes

Course Overview

Purchasing Savings Impact on the Bottom Line
See the purchasing savings go right to the bottom line whereas a small percentage of sales hit the bottom line
- The need for change
- Purchasing savings model

Essential Issues in Cost Reduction Initiatives
- A check list resulting for experiences

Cost Reduction Reporting Procedures
A formal reporting process is essential for you to have a successful initiative and to motivate people to search for savings
- Difference between cost reduction and avoidance
- Types of reduction
- Sample reporting form

Continuous Improvement Skills Set
This will give you an essential skill set and training
- A comprehensive list of crucial skill sets

Data Mining
The 1st critical step for you to perform world class purchasing is to have a spend profile
- Sources of date to develop the spend profile
- Developing the spend profile
- Commodity Codes
- Developing the ABC analysis

Opportunity Assessment
After the spend profile is developed, you need to show how to analyze data. Included are some essential tools used by very few purchasers
- Analyzing the spend profile
- A demonstration of how to use Pivot Tables, Filters in Excel Course outline

Course Outline (continuation……………..)

Develop Opportunity Hypotheses
This will enable you to identify specific opportunities and how to rank them
- User group brainstorming sessions
- The Improvement Opportunity form

Purchase Price Index
This will show you how to develop a KPI to show positive savings performance even when prices are increasing
- Developing company purchase price index and comparing to external Indexes

Cost Reduction Methods
This will clarify typical savings methods and enable you to implement improved performance
- Benchmarking
- Early Purchasing
- Supplier Involvement
- Supplier reduction
- Advancing supplier relationships
- Supplier qualification methods
- Supplier performance measurement
- Strategic alliances
- Understanding of supply marketplace
- Developing commodity plans
- Resisting price increases
- Reengineering processes
- Negotiations
- Inventory reduction
- Improving terms & conditions
- Long term agreements
- Information Systems
- Value analysis
- Reducing Waste in the supply chain
- Defining Price/ Cost Analysis

Who should attend:
Materials, Contracts, or Purchasing Managers, Buyers, Contract Administrators, any other Managers or Professionals involved in Implementing cost reduction initiatives or looking for savings relating to the purchase of goods, equipment, supplies, and services.
Robi, lifetime C.P.M and Founder-Director of Bendorf & Associates, has over 30 years of diversified industrial purchasing and sales experience involving both domestic and international activities for a broad range of manufacturing and service businesses. His vast practical experience combined with an excellent theoretical understanding, strategic focus, and ability to quickly implement concepts makes him a much sought after international authority in procurement.

HERE ARE A FEW HIGHLIGHTS OF HIS ILLUSTRIOUS CAREER:

Westinghouse Distribution and Control Business Unit:
- $14 million in cost reductions by developing procurement strategies for key commodities that took advantage of multi-plant volumes and resources
- Increased value from 17 to 30% of materials controlled by central purchasing by managing commodity specialists in implementation of strategies

Westinghouse Trading Company:
- Doubled sales income by promoting benefits of overseas procurement to Westinghouse corporate and division level executives
- Achieved cost savings opportunities of over $3 million by on-site analysis of products and components purchased or made in house.
- Tripled supplier base by determining potential sourcing countries and locating new suppliers

Westinghouse Commercial & Industrial Air Conditioning Division:
- Improved productivity of department by 76% with excellence guidelines
- Increased cost reduction by 200% with cost reduction strategies

Medical Instrument Manufacturing Division of Fortune Top 100 Corporation with Annual Sales $700 million:
- Achieved 20 to 35% savings from overseas suppliers by developing formal Global Sourcing Process and implementing actions

Non-Profit Health Insurance Association Annual Sales: Over $2 Billion:
- Accomplished $1.5 million in savings in less than 6 months by re-organizing spend profile

Large non-profit Professional Society Annual Revenues $70 million:

Michael has been selected to Who’s Who in American Manufacturing and is one of the best in his field as can be seen from his Certifications, Memberships, Publications, Clients and Testimonials outlined below:

Certifications & Memberships
- Certified in Production and Inventory Management (CPIM) & Certified Supply Chain Professional (CSCP) by the Association for Operations Management (APICS).
- Member of the American Society for Quality (ASQ),
- Member of the Institute for Supply Management (ISM formerly NAPM),
- Member of Society for Manufacturing Engineers (SME),
- Member of International Service Quality Association (ISQA).

Books Published: Michael is a successful and established author of many books. He is the co-author of "Made In America - The Total Business Concept", "Just-In-Time Purchasing", "Supplier Certification", "Behind Bars: Bar Coding Principles and Applications", and his latest "People Empowerment - Success Through Involvement".

08.30am Registration & Morning Coffee
09.00am Training Starts
10.45am Morning Coffee Break
11.00am Training Resumes
01.00pm Lunch
02.00pm Training Resumes
03.40pm Afternoon Coffee Break
04.00pm Q & A
05.00pm End of Training

To Register, please see the last page

CONTACT US if you would like to have an IN-HOUSE TRAINING info@purchasing-procurement-center.com
Stuart Emmett (MSc (Cranfield UK); BA Hons (OU); FCILT; FIFP; FCIT; FCMI; M.Inst.LM; MCIPS; MCIPD.

Stuart Emmett is a Senior Consultant and Procurement Expert from the UK specialising in Purchasing, Procurement Supply Management and related areas of Inventory, Transport, Production and Warehousing.

After starting his career in Freight Forwarding Stuart specialized in the analysis of costs and service factors and the tendering/selection of freight service providers. Pursuing his passion in procurement he held commercial roles and later since 1990 consulted and trained in many industries to over 50 nationalities and in over 30 countries on 6 continents. Stuart was also a visiting Professor to Cambridge Pragmatix in Beijing, China.

Besides undertaking training, Stuart also acts as a coach and mentor to individuals/groups, and also as a catalyst/consultant to effect change to existing methods by effecting improvements and introducing new ways. Developing management and supply management excellence is his business.

He is a well known author and joint author of over 25 books. Some of his well known titles are:

- Excellence In Procurement: How To Optimise Costs & Add Value
- Excellence in Services Procurement
- Excellence in Supplier Management
- Excellence in Public Sector Procurement

Other titles are: “Stores and Distribution”, “Excellence in Warehouse Management”, “Excellence in Inventory Management”. His book on “Green Supply Chains” was awarded the “Most Innovative Supply Chain Book of the Decade” by Supply Chain Insights.

Finally, Stuart is not only an established author, but is also an outstanding instructor who engages the class and every participant learns in an excited and entertaining way. This is what clients say about Stuart:

“In Stuart Emmett, we have not only one of the countries acknowledged leaders in training, but who also has the practical background to relate this to the real problems faced by managers”

(John Perry Managing Director Scala Consulting Limited).

“I really think you did remarkably well and definitely understand the audience - brilliant!”

(Jenny Lazeal, Conference Organiser SAPICS)

“Stuart brings humour and common sense to complex business and training issues. He remains cool under pressure, and is deservedly popular with delegates on training courses.”

(Peter Foreman, Owner, Traprain Consultants Ltd)

“The score for the course overall was 4.9 out of 5! Good work!”

(Jan Taylor, Lloyds Maritime Academy, London)

“His delivery, breadth of knowledge and his patience with his students on some of the more complex modules set him apart from many lecturers I have worked with. … If you need someone to deliver any training ….you will find no better. Top Qualities: Great Results, Personable, Expert “

(Roy Herley)
REGISTRATION FORM

DELEGATE DETAILS
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COMPANY INFORMATION
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AUTHORIZATION (This form is invalid without signature)
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CONTACT PERSON
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Important: Please fill all details in this registration form.

PAYMENT DETAILS
PAYMENT OPTIONS: Please tick your method of payment
PAYMENT POLICY: Payment is required within 5 days upon receipt of the invoice.

☐ BANK TRANSFER
Bank Name: STANDARD CHARtered BANK MALAYSIA BERHAD
Bank Address: Lot 10, j alan sultan Ismail, 50250 Kuala Lumpur, Malaysia
Bank Account Name: KAVAQ BUSINESs INTELLIGENCE (M) SDN BHD
Bank Account No: 897156698585
Swift Code: SCBLMYXXX
All payments must be received prior to the event date.

☐ CHEQUE
Please make your cheque crosspayable to KAVAQ BUSINESs INTELLIGENCE (M) SDN BHD in Malaysia Ringgit (MYR).

CREDIT CARD (Please fill below) __ Visa __ MC ______ others
Name on the Card: .......................................................................................
Credit Card No: ....................................................................................... (Last 3 digit numbers below the magnetic bar at the back of the Card)
Expiry Date: __________________ Signature: __________________________
I would like to pay thru credit card as per details filled above.
My organization will pay for my attendance. Use my Credit card to guarantee my attendance. If I fail to attend the event with less than 3 weeks’ notice before event date, I authorize Kavaq to charge my credit card for the entire event fee.
NOTE: Please send a copy (front & back) of your credit card as well.

Confirmation details
Joining details confirming your participation will be sent, once a registration has been received. After receiving payment, a receipt will be issued.

Cancellations/Substitutions
Substitutions are welcome at any time. Please notify us at least 2 working days prior to the event. All cancellations must be in writing by fax or email at least 3 weeks before the event date. Cancellations with less than 3 weeks working days prior to the event date carry a 100% liability. However, course materials will still be couriered to you.

Investment Fee (Please tick / check box)
☐ REGULAR FEE RM 5,995.00 / USD 1,995.00 per participant
☐ Group of 3 to 5 (8% off) RM 5,515.00 / USD 1,835.00 per participant
☐ Group of 6 or more (17% off) RM 4,975.00 / USD 1,655.00 per participant

Select the trainings to attend (Please tick / check box)
☐ EXCELLENCE IN THE PROCUREMENT OF SERVICES 17—18 December 2012, Kuala Lumpur—Malaysia
☐ CATEGORY MANAGEMENT IN PROCUREMENT 19—20 December 2012, Kuala Lumpur—Malaysia
☐ SUPPLIER QUALIFICATION AND PERFORMANCE MEASUREMENT 14—15 January 2013, Kuala Lumpur, Malaysia
☐ COST REDUCTION IN PURCHASING 16—17 January 2013, Kuala Lumpur, Malaysia