



Category management



Opportunity analysis



Business-wide engagement



Market insight



Whole-of-life strategy



Organisational approach

Category Opportunity Analysis



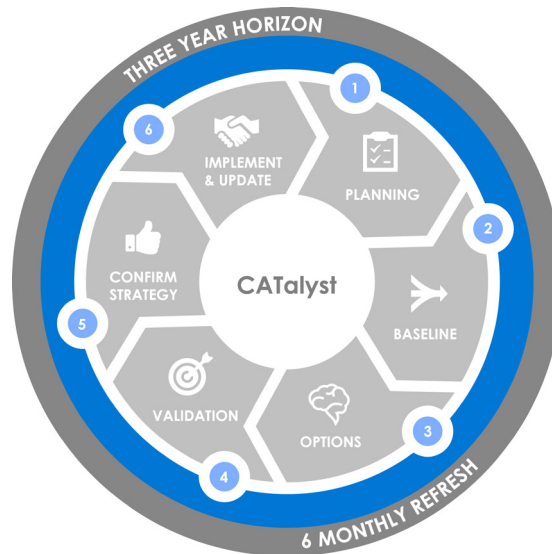
Benefits realisation aligned to your business strategies and needs

ArcBlue Category Opportunity Analysis

Category Management may be more than you realise. At ArcBlue, we take a helicopter view of your business needs to understand how your organisation wants to achieve its strategic vision. We explore supply market opportunities to deliver high-level category strategies for all key areas of external spend.

At ArcBlue, we use our structured Category Management planning model to:

- Review and categorise external spend, developing a baseline of current category activity in your organisation
- Undertake an Opportunity Analysis to determine your business needs and supply markets, driving benefits and adding value from all areas of procurement activity
- Develop a Category Strategy aligned to your operational and business needs
- Map benefits realisation and savings to strategic deliverables.



Category Opportunity Analysis is a well-structured process supported by best practice category development tools, techniques and templates.

We offer Category Opportunity Analysis methodology as a package where ArcBlue trains and mentors your internal staff, or as a complete consulting program where ArcBlue partners with you to understand your business needs and delivers a detailed category strategy and implementation plan.

The Category Opportunity Analysis model provides a structured process for you to analyse business needs and supply markets, and identify category strategies to drive benefits and additional value. Our specialists will:

-  Engage with key business stakeholders to ensure buy-in and acceptance
-  Facilitate lateral thinking to bring to life category opportunities and directional strategies
-  Align your business goals and outcomes with category strategies and subsequent procurement activity
-  Undertake change management to embed new behaviours in your organisation
-  Analyse your internal spend data and current activities along with Supply Market knowledge to inform decision making and benefits realisation
-  Challenge the marketplace to meet your needs.

TALK TO US TODAY

Category Opportunity Analysis's true strength is its organisational approach. We examine your organisation from a business and procurement perspective, incorporating your business goals to deliver real savings through strategic category management. Talk to us today to explore your Category Opportunity Analysis opportunities.



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