



*Training Course:  
Strategic Planning, Contracts, and Procurement  
for General Managers*

*12 - 16 October 2026  
Casablanca (Morocco)*

## Training Course: Strategic Planning, Contracts, and Procurement for General Managers

Training Course code: PC235389 From: 12 - 16 October 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

### Introduction:

Welcome to Global Horizon Training Center's "STRATEGIC Planning Contracts and Procurement" program, tailored for general managers. This program is meticulously crafted to empower executives with the essential competencies required to navigate strategic planning, contract management, and procurement in today's dynamic business landscape.

### Objectives:

Upon completing this program, participants will:

- Grasp the core principles of strategic planning, contracts, and procurement, aligning them with overarching business strategies.
- Cultivate proficiency in negotiating complex contracts and managing them adeptly to mitigate risks and drive value.
- Explore advanced strategies to streamline procurement processes, enhance supplier relationships, and promote sustainable practices.
- Stay abreast of the latest trends, technologies, and best practices shaping the realms of procurement and contract management.

### Methodology:

This program integrates a blend of executive-level lectures, immersive case studies, strategic discussions, and interactive workshops. Leveraging real-world simulations and insights from industry experts, participants will gain actionable knowledge and strategic acumen to excel in their managerial roles.

### Target Audience:

This program is tailored for general managers and senior executives across various sectors, including but not limited to:

- General Managers
- Senior Executives
- Directors
- Heads of Departments

## Outlines:

### Day 1: Strategic Planning Foundations

- Understanding Strategic Planning in a Leadership Context
- Aligning Procurement Strategies with Organizational Vision and Goals
- Strategic Analysis Techniques: SWOT Analysis and Beyond

### Day 2: Advanced Contract Management

- Mastering Contract Lifecycle Management
- Evaluating Different Contract Types and Agreements
- Risk Identification, Mitigation, and Compliance in Contracts

### Day 3: Strategic Procurement Strategies

- Crafting Effective Procurement Strategies for Organizational Success
- Supplier Selection, Evaluation, and Performance Management
- Cost Analysis, and Sustainability Practices in Procurement

### Day 4: Executive Negotiation and Relationship Management

- Advanced Negotiation Techniques for General Managers
- Cultivating Strong Supplier Relationships and Alliances
- Conflict Resolution Strategies and Performance Metrics in Contracts

### Day 5: Strategic Insights and Future Trends

- Exploring Emerging Trends in Procurement and Contract Management
- Leveraging Technology and Digital Transformation in Procurement Processes
- Global Procurement Strategies and Supply Chain Management Best Practices

## Registration form on the Training Course: Strategic Planning, Contracts, and Procurement for General Managers

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
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### Easy Ways To Register

Telephone:  
+201095004484 to  
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place.

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registration  
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E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
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