



*Training Course:
The Strategic Buyer MBA*

*27 July - 7 August 2026
Casablanca (Morocco)*

Training Course: The Strategic Buyer MBA

Training Course code: LS4078 From: 27 July - 7 August 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725
€ Euro

Introduction

In today's highly competitive and rapidly evolving business environment, procurement and purchasing functions play a strategic role in driving organizational performance, cost optimization, operational efficiency, and supply chain resilience. Modern buyers are no longer limited to transactional purchasing activities; they are strategic business partners responsible for supplier management, negotiation, risk mitigation, value creation, and long-term procurement planning.

The Strategic Buyer MBA program is designed to provide participants with advanced strategic procurement and purchasing knowledge, combining business management principles with modern procurement practices. The program focuses on strategic sourcing, supplier relationship management, negotiation, financial awareness, contract management, supply chain integration, risk management, and leadership skills required for high-performing procurement professionals.

Participants will gain practical tools and strategic frameworks to improve purchasing performance, strengthen supplier partnerships, optimize procurement processes, and contribute effectively to organizational growth and competitiveness.

Course Objectives

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

- Understand the strategic role of procurement and purchasing within organizations.
- Apply strategic sourcing and supplier management techniques effectively.
- Improve negotiation and contract management capabilities.
- Analyze procurement costs and financial impacts professionally.
- Develop procurement strategies aligned with organizational objectives.
- Manage supplier relationships and procurement risks effectively.
- Apply market analysis and category management techniques.
- Improve procurement performance and operational efficiency.
- Strengthen leadership, communication, and decision-making skills within procurement functions.
- Support organizational sustainability and supply chain resilience initiatives.

Target Audience

- Procurement and Purchasing Professionals
- Strategic Buyers and Category Managers
- Supply Chain and Logistics Professionals

- Contract and Vendor Management Professionals
- Procurement Supervisors and Managers
- Operations and Commercial Managers
- Professionals Transitioning into Strategic Procurement Roles
- Individuals Seeking Advanced Procurement and Purchasing Skills

5-Day Training Outline

Day 1: Strategic Procurement and Business Fundamentals

- Introduction to strategic procurement and purchasing
- The evolving role of the strategic buyer
- Procurement's impact on organizational performance
- Procurement and supply chain integration
- Strategic sourcing principles
- Procurement ethics and governance
- Market analysis and procurement planning

Day 2: Supplier Relationship and Category Management

- Supplier selection and evaluation techniques
- Supplier relationship management SRM
- Strategic partnerships and supplier collaboration
- Category management principles
- Supplier performance measurement
- Managing supplier risks and disruptions
- Sustainable procurement practices

Day 3: Negotiation and Contract Management

- Strategic negotiation techniques
- Preparing and conducting procurement negotiations
- Contract types and procurement agreements
- Contract risk management
- Managing disputes and supplier conflicts
- Communication and influencing skills
- Practical negotiation exercises and case studies

Day 4: Financial and Operational Excellence in Procurement

- Procurement cost analysis and budgeting
- Total Cost of Ownership TCO
- Financial analysis for procurement decisions
- Inventory and demand planning fundamentals
- Procurement KPIs and performance management
- Process improvement and operational efficiency
- Digital procurement tools and technologies

Day 5: Leadership and Strategic Decision-Making



- Leadership skills for procurement professionals
- Strategic thinking and decision-making
- Managing procurement teams and stakeholders
- Change management in procurement environments
- Procurement risk and business continuity planning
- Building resilient procurement strategies
- Final workshop, action planning, and program review

Registration form on the Training Course: The Strategic Buyer MBA

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