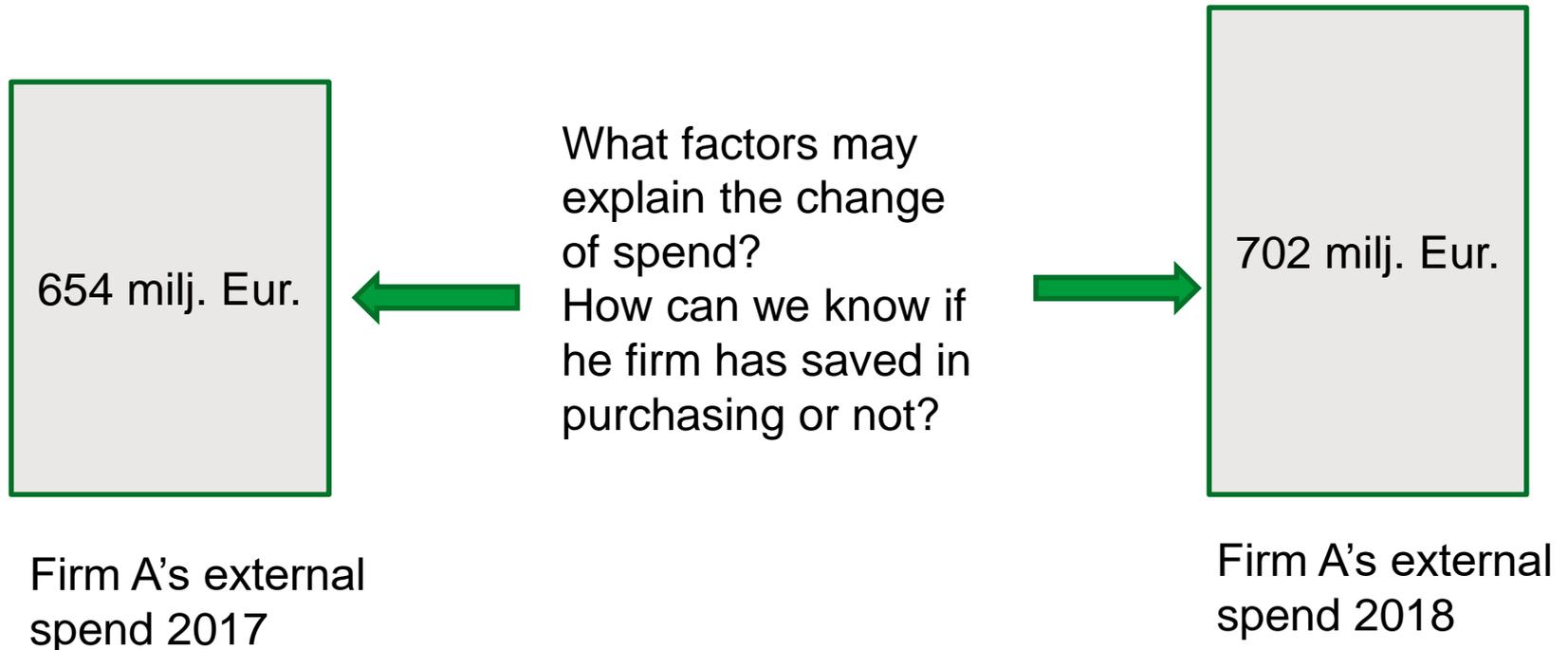


Case assignment 1a: categorization

- See video [Procurement Analytics Simply Explained](#)
- Design two alternative ways to categorize your own personal spend
- Compare the strengths and weaknesses of the alternatives

Case assignment 1b: drivers of spend



Case assignment 1c: Kraljic matrix

- As a purchasing manager in a car manufacturing company, how would you position the following purchase items / services into the matrix:
 - *Marketing materials*
 - *Office supplies*
 - *Maintenance of the assembly line*
 - *Braking systems*
 - *Spark plugs*
 - *Infotainment system*
- Why did you place the category into the respective quadrant? Be prepared to justify your decision.
- What is the implication for purchasing strategy?
- What analysis can you find and use to complement the purchasing portfolio analysis?