

# Supply Market Analysis

Supply Chain & Logistics  
Casablanca (Morocco)  
13 - 17 Jan 2025

UK Traininig

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## Supply Market Analysis

**Ref:** 321539\_128130 **Date:** 13 - 17 Jan 2025 **Location:** Casablanca (Morocco) **Fees:** 3300 Euro

### Introduction

This highly-interactive Supply Market Analysis training course will give you the supply market analysis tools, resources and best practices you require to understand the marketplace in which suppliers conduct their business. A supply market analysis study provides insights about your supplier's industry.

The analysis enables organisations to develop a detailed understanding of key trends, major players, and overall market dynamics that could influence the development of the commodity strategy e.g. route to market, letting strategy. Supply Market Analysis gives an organisation a competitive advantage in the marketplace and significantly reduces overall procurement costs.

### Course Objectives of Supply Market Analysis

- Identify ways to manipulate markets to deliver significant cost, value and risk improvement
- Use market knowledge to extract additional value from deals
- Build an understanding of market economics and market drivers
- Use market knowledge to boost confidence when discussing procurement with suppliers and to demonstrate commercial acumen

### Supply Market Analysis Course Outlines

#### Day 1

##### Factors Impacting Supply and How they Affect Bargaining Power

- What is the goal of Supply?
- Developing the Strategic Supply Plan
- An Overview of the Supply Process
- Procurement as Part of the Supply Chain

#### Day 2

##### Understanding how Typical Markets Operate on a National and International Basis

- Supplier Strategy
- The Coordination Strategy
- The Purchasing Organization

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- Vertical Integration
- Alliances and Partnerships
- Developing Knowledge of Market Economics and Market Drivers

### **Day 3**

#### **Conducting Structured Assessment of the Current and Future Market Trends**

- Supplier Involvement
- Value Analysis
- Quality Assurance
- Supplier Selection
- Supplier Rating and Ranking
- Contract Management

### **Day 4**

#### **Identifying Suppliers Offering Competitive Advantage and Value**

- IT Systems and e-Procurement
- Make / Buy Decision
- Addressing Quality Issues
- Overdue Orders
- The Payment Process

### **Day 5**

#### **Manipulating Markets to Deliver Significant Cost, Value and/or Risk Improvement to the Business**

- Identifying The Lowest Cost Supplier
- Supplier Performance Measurement
- Selecting The Most Appropriate Ordering Process
- Policies and Procedures

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is white and black squares, with a circular ripple effect in the background.

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