

Supply Market Analysis

Supply Chain & Logistics
Malaga (Spain)
13 - 17 Jan 2025

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Supply Market Analysis

Ref: 321539_129867 **Date:** 13 - 17 Jan 2025 **Location:** Malaga (Spain) **Fees:** 4400 **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

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