

Supply Market Analysis: Strategies for Procurement Success

Supply Chain & Logistics
Dubai (UAE)
28 Sep - 02 Oct 2025

UK Traininig

PARTNER



Supply Market Analysis: Strategies for Procurement Success

Ref: 321539_134005 **Date:** 28 Sep - 02 Oct 2025 **Location:** Dubai (UAE) **Fees:** 3900 **Euro**

Course Description

This comprehensive 5-day course equips procurement professionals with advanced skills in supply market analysis. Participants will learn key frameworks and techniques to evaluate supply markets at macro, tactical, and operational levels. The course covers essential tools like PESTLE analysis, Porter's Five Forces, supply chain mapping, and financial evaluation of suppliers.

Learning Objectives

- Apply PESTLE analysis to assess macro-level market factors
- Utilize Porter's Five Forces to analyze industry dynamics
- Conduct effective supply chain mapping and market segmentation
- Perform SWOT and financial analysis of suppliers
- Develop data-driven procurement strategies based on market insights
- Enhance decision-making skills for strategic sourcing

Course Modules

Day 1: Foundations of Supply Market Analysis

- Introduction to supply market analysis
- PESTLE analysis framework
- Macro-economic factors affecting supply markets
- Data sources and research methodologies

Day 2: Industry-Level Analysis

- Porter's Five Forces model
- Supply market segmentation techniques
- Competitive landscape assessment
- Industry trends and forecasting

Day 3: Supply Chain Mapping and Analysis

- Supply chain mapping methodologies
- Identifying critical nodes and dependencies
- Risk assessment in supply chains
- Strategies for supply chain optimization

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The pieces are arranged on a checkered board with concentric circles in the background.

UK Training
PARTNER

Day 4: Supplier-Level Analysis

- SWOT analysis for supplier evaluation
- Financial analysis of suppliers
- Supplier performance metrics
- Developing supplier scorecards

Day 5: Strategic Decision-Making and Application

- Synthesizing market insights for procurement strategy
- Scenario planning and risk mitigation
- Negotiation strategies based on market analysis
- Case studies and practical applications

Practical Wins for Participants

- Ability to conduct comprehensive supply market analyses
- Enhanced strategic decision-making skills for sourcing
- Improved supplier evaluation and risk management capabilities
- Techniques to drive cost savings and value creation in procurement

Blackbird training cities



Amman (Jordan)



Amsterdam (Netherlands)

Accra (Ghana)

Annecy (France)

Baku (Azerbaijan)

Bali (Indonesia)

Bangkok (Thailand)

Bangkok (Thailand)

Barcelona (Spain)

Batumi (Georgia)

Beijing (China)

Beirut (Lebanon)

Berlin (Germany)

Birmingham (UK)

Bordeaux (France)

Boston, Massachusetts (USA)

Brussels (Belgium)

Cairo (Egypt)

Cape Town (South Africa)

Casablanca (Morocco)

Cascais (Portugal)

Copenhagen (Denmark)

Doha (Qatar)

Dubai (UAE)

Düsseldorf (Germany)

UK Training
PARTNER



Blackbird Training Category



Human Resource



Audit & Quality Assurance



Finance, Accounting, Budgeting



Marketing, Sales, Customer Service



Secretary & Admin



Law and Contract Management



Project Management



IT & IT Engineering



Supply Chain & Logistics



Management & Leadership



Professional Skills



Oil & Gas Engineering



Health & Safety



Telecom Engineering



Hospital Management



Customs & Safety



Aviation



C-Suite Training



Agile and Refinement



Blackbird training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



المؤسسة العامة للتأمينات الاجتماعية
General Organization for Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



هيئة تنظيم الكهرباء - عمان
Authority for

UK Training
PARTNER



LONDON TRAINING PROVIDER



www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335