

Supply Market Analysis: Strategies for Procurement Success

Supply Chain & Logistics
Berlin (Germany)
14 - 18 Jul 2025

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Supply Market Analysis: Strategies for Procurement Success

Ref: 321539_134956 **Date:** 14 - 18 Jul 2025 **Location:** Berlin (Germany) **Fees:** 4200 **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. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. In the background, there are concentric circles emanating from a point on the board.

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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

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. In the background, there are concentric circles emanating from a point on the board.

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www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335