Supply Market Analysis: Strategies for Procurement Success

7 – 11 December 2026
Vienna (Austria)



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Why This Course

In today’s dynamic procurement landscape, understanding supply markets at every level is essential for making strategic sourcing decisions. Organizations that master supply market analysis can anticipate risks, optimize supplier relationships, and drive cost-effective value creation.

This intensive 1-week program equips procurement professionals with advanced analytical skills and practical tools to evaluate supply markets at macro, industry, and supplier levels. Participants will gain hands-on experience using proven frameworks, including PESTLE analysis, Porter's Five Forces, supply chain mapping, and financial evaluation of suppliers.

What You’ll Learn and Practice

By attending this course, you will:

- Apply PESTLE analysis to assess macroeconomic and external market factors.
- Utilize Porter's Five Forces to understand industry competitiveness and trends.
- Map supply chains, identify critical nodes, and evaluate operational risks.
- Conduct SWOT and financial analyses of suppliers to guide strategic decisions.
- Develop data-driven procurement strategies that optimize cost, quality, and supplier value.
- Enhance decision-making skills for strategic sourcing and risk mitigation.

The Program Flow

Day 1: Foundations of Supply Market Analysis

- Introduction to supply market analysis concepts and objectives
- Applying the PESTLE framework for macro-level assessment
- Understanding macroeconomic, political, and industry trends
- Data sources, research methodologies, and market intelligence

Day 2: Industry-Level Analysis

- Using Porter's Five Forces to evaluate industry dynamics
- Market segmentation and competitor analysis
- Assessing industry trends and forecasting opportunities
- Evaluating the competitive landscape to inform sourcing strategies



Day 3: Supply Chain Mapping and Optimization

- Mapping supply chains and identifying critical dependencies
- Assessing risks in supply chain networks
- Developing strategies to enhance efficiency and resilience
- Optimizing operational performance through data-driven insights

Day 4: Supplier-Level Analysis

- Conducting SWOT analyses for supplier evaluation
- Performing financial assessments and risk analysis of suppliers
- Developing supplier performance metrics and scorecards
- Prioritizing suppliers for strategic partnerships and collaboration

Day 5: Strategic Decision-Making and Application

- Synthesizing insights from macro, industry, and supplier analysis
- Scenario planning and risk mitigation strategies
- Applying market intelligence to negotiation and sourcing decisions
- Hands-on case studies and practical exercises for immediate implementation

Individual Impact

- Enhanced ability to conduct comprehensive supply market analyses.
- Improved decision-making for sourcing, procurement, and supplier management.
- Stronger capabilities in evaluating supplier performance and mitigating risks.
- Practical techniques for cost optimization and value creation in procurement.

Organizational Impact

- Data-driven procurement strategies that maximize value and minimize risk.
- Improved supplier collaboration and stronger strategic partnerships.
- Optimized sourcing processes and enhanced operational efficiency.
- Greater awareness and mitigation of supply market risks.

Training Methodology

- Interactive case studies reflecting real-world supply market scenarios.
- Hands-on exercises using PESTLE, Porter's Five Forces, and supply chain mapping.
- Group discussions and workshops for practical application of techniques.
- Scenario-based exercises to strengthen analytical and strategic decision-making skills.



Beyond the Course

Participants will leave ready to:

- Analyze supply markets at macro, industry, and supplier levels with confidence.
- Make informed, data-driven sourcing and procurement decisions.
- Optimize supplier selection, risk management, and performance evaluation.
- Implement immediate strategies to reduce costs and enhance value creation.

This course provides a structured, practical approach for procurement professionals seeking to elevate their market analysis capabilities and drive strategic impact within their organizations.

