

SSM 31 – ANALYSING THE SUPPLY MARKET

The origins of the relationship approach to understanding buyer-seller interaction at different parts of the supply-chain were established decades ago.

WHO SHOULD ATTEND?

This course is designed for anyone working within a purchasing or procurement function who deals with suppliers, even if this is not frequent.

COURSE OUTLINE

Session 1: Analysing current and potential suppliers

- Information about market share
- Organisation for customer services
- Reviewing mission statements and operations
- Analyse marketing campaigns

Session 2: Perceptual mapping and positioning

Perceptual mapping

- Determine the hidden competitors
- Competition for scarce resources
- Seek out competitive advantages and identify possible opportunities
- Establish Unique Selling Points (USP)

Positioning

- Choose the place your product will occupy in the consumer's mind
- The SWOT analysis
- The PESTEL analysis

Session 3: The buyer-seller relationships

- Power and Dependence
- Trust and Commitment
- Cooperation Initiatives
- Quick Response (QR)
- Efficient Consumer Response (ECR) Improvement Concepts