

# € TRAINING

Supply Market Analysis



8 - 12 September 2024  
Istanbul (Turkey)



# Supply Market Analysis

REF: L2067 DATE: 8 - 12 September 2024 Venue: Istanbul (Turkey) - Fee: 5850 Euro

## Introduction:

This training program equips participants with essential skills to conduct effective supply market analysis. It empowers participants to navigate complex market landscapes with confidence.

## Program Objectives:

At the end of this program, participants will be able to:

- Understand the importance of supply market analysis in procurement and supply chain management.
- Identify key components and sources of data for conducting supply market analysis.
- Analyze market trends, competitor strategies, and supplier capabilities.
- Evaluate supply market risks and opportunities to inform procurement strategies.
- Develop actionable insights and recommendations based on supply market analysis.

## Targeted Audience:

- Procurement professionals.
- Supply chain managers and analysts.
- Strategic sourcing specialists.
- Supplier relationship managers.
- Anyone involved in making procurement decisions.

## Program Outlines:

### Unit 1:

#### Fundamentals of Supply Market Analysis:

- Introduction to supply market analysis and its significance.
- Key components of supply market analysis: demand analysis, supplier analysis, and market trends.
- Methods for collecting and analyzing supply market data.

- Tools and techniques for conducting effective supply market research.
- Case studies illustrating the importance of supply market analysis in procurement.

## Unit 2:

### Data Collection and Analysis Techniques:

- Identifying relevant data sources for supply market analysis.
- Collecting quantitative and qualitative data on market trends, supplier performance, and competitor analysis.
- Analyzing supply market data using statistical methods and data visualization techniques.
- Interpreting findings to extract meaningful insights and trends.

## Unit 3:

### Supplier Evaluation and Capability Assessment:

- Assessing supplier capabilities, including financial stability, production capacity, and technical expertise.
- Conducting SWOT Strengths, Weaknesses, Opportunities, Threats analysis for suppliers.
- Evaluating supplier performance and reliability through key performance indicators KPIs.
- Benchmarking supplier performance against industry standards.
- Case studies on effective supplier evaluation and capability assessment.

## Unit 4:

### Market Trends and Competitive Analysis:

- Identifying and monitoring market trends affecting the supply chain.
- Analyzing competitive landscape including market share, pricing strategies, and product differentiation.
- Understanding the impact of emerging technologies and regulatory changes on supply markets.
- Conducting Porter's Five Forces analysis to assess industry competitiveness.
- Real-world examples of successful competitive analysis strategies.

## Unit 5:

### Risk Assessment and Mitigation Strategies:



- Identifying supply market risks such as supplier disruptions, geopolitical factors, and economic instability.
- Evaluating the impact of supply market risks on organizational objectives.
- Developing risk mitigation strategies and contingency plans.
- Implementing supplier diversification and relationship management strategies to mitigate risks.