

# MARKET INTELLIGENCE

**Category:** Market Intelligence

**Course Name:** Supply Market Analysis

**Course Length:** 2 Days

**Instructor:** William L. Michels

**About this Course:**

Supply Market Analysis involves the gathering of facts, data and observations about the marketplace within which suppliers conduct business. A structured assessment of past and future developments and potential impacts on sourcing decisions by helping to determine the ability to influence the market to your advantage, or buy better within it.

*Recommended for: any company or organization involved in major strategic sourcing projects where understanding supply markets, competition, technology, risk and geography are key considerations.*

**Objectives:**

- Understand the factors affecting the supply markets and the impact on bargaining power
- Understand supply markets on a national and international basis
- Identify areas on which to focus when conducting a supply market analysis
- Understand the structure and business drivers of a supply market
- Use supply market analysis to understand the drivers to deliver cost and value improvements, innovation and manage risk

**Benefits:**

- Learn more market economics and market drivers
- Identify opportunities for cost, value, innovation and risk improvement