

Subject : Supply Market Intelligence

Purchasing Market Research

Program overview

- 1 hour e-learning
- 2 day classroom

Nowadays, no purchaser can do without a thorough understanding of the industry and its dynamics. This training is internet-based and guides participants in performing market analysis in a structured way. Starting from macro-economic level and ending up at micro-economic level, participants analyze the industry structure, trends and forces, the supply market and finally the major players and their performance.

Besides gaining practice in performing market research, participants discover a wide variety of available resources and learn how to prioritize activities while performing the research.

Target Audience

This program is intended for employees:

- with a bachelor or master degree (or on equivalent level via work experience) with at least 1 year of purchasing experience;
- who are responsible for meeting internal customers' demands.

Objectives

Through this program participants will be able to:

- understand when to do market research;
- understand how to do market research;
- understand which sources for market research are available;
- perform market analysis.

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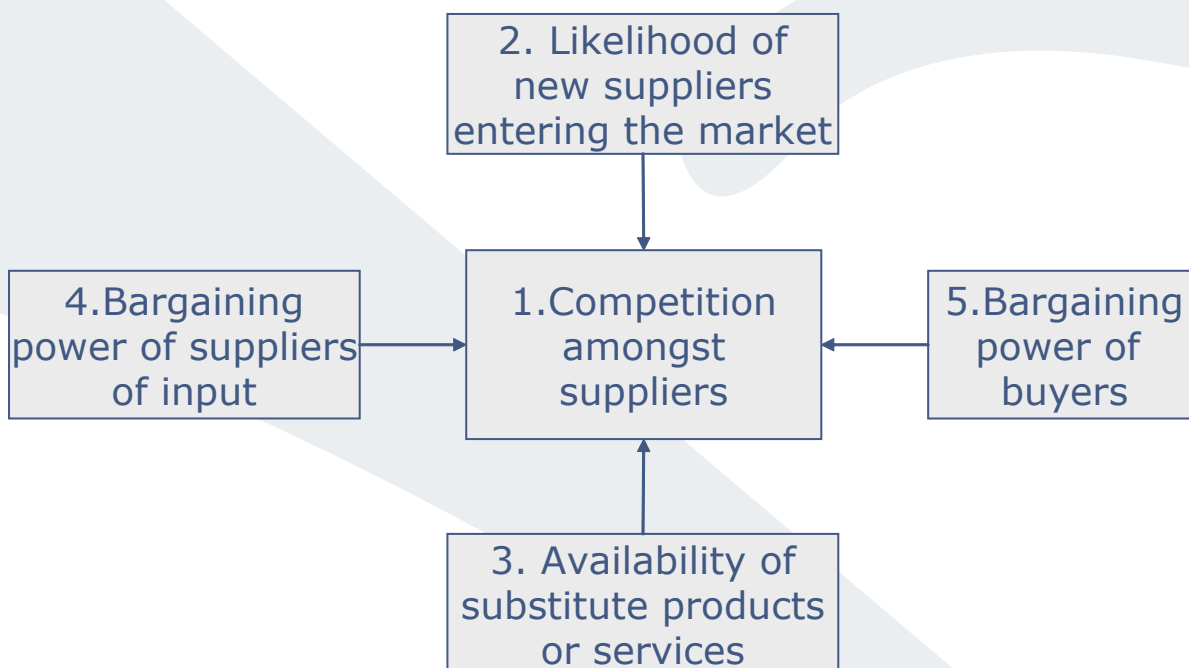
Purchasing Market Research

Content: E-learning, 1 hour

1. Market Analysis

Content: Classroom, 2 days

- Supply market analysis
- Market research effort and time
- Market types
- Levels of Purchasing Market Research
- Analyzing markets
- Industry trends and market forces
- Supply market overview
- Evaluating major players
- Analysis of market forces
- Internet exercises



Source: Adopted from Porter

Analysis of Market Forces (Porter)