SUPPLY MARKET ANALYSIS



GENTEX®
TRAINING CENTER

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Introduction

Buying well starts before the tender opens. It starts with understanding how many credible suppliers exist, how much power they hold, what drives their prices, and where capacity is genuinely available. Teams that skip market analysis negotiate from weakness, because they cannot tell a competitive market from a constrained one. This Supply Market Analysis Training Course gives procurement, category, and sourcing professionals a complete working method for that analysis. Participants learn market structure assessment, supplier landscape mapping, porter-based power analysis, cost driver identification, and the sourcing strategy that follows.

Supply Market Analysis Course Objectives

- Apply supply market analysis within the strategic sourcing cycle.
- Assess market structure: monopoly, oligopoly, and fragmented markets.
- Map the supplier landscape and identify credible alternatives.
- Apply Porter's Five Forces to buyer and supplier power.
- Analyse cost drivers: raw material, labour, energy, and logistics.
- Apply price benchmarking, indices, and should-cost modelling.
- Assess supplier capacity, capability, and growth potential.
- Identify market risks: consolidation, shortage, and regulation.
- Translate analysis into sourcing strategy and negotiation leverage.
- Measure outcomes with competition level, savings, and supply security.

Course Methodology

- Facilitated sessions built on real market reports, supplier databases, and cost data.
- Case workshops on monopoly pricing, capacity shortages, and market exit.
- Market mapping, cost driver, and should-cost analysis exercises with live data.

GENTEX® TRAINING CENTER

- Negotiation leverage and strategy development labs.
- Group exercise on a supply market analysis report for a chosen category.

Who Should Take This Course

- Category and sourcing managers.
- Procurement analysts and market researchers.
- Strategic buyers and contract managers.
- Supply chain and supplier development staff.
- Finance analysts covering cost and price.
- Technical staff involved in specification decisions.

Supply Market Analysis Course Outlines

Day 1: Market Analysis in the Sourcing Cycle

- Position of market analysis within the strategic sourcing cycle.
- Internal requirement and spend profile review.
- Market boundaries and segmentation definitions.
- Sourcing strategy options and their market assumptions.
- Data sources: market reports, trade data, and supplier databases.
- Research methods and competitive intelligence ethics.
- Structuring a market analysis report.

Day 2: Market Structure and Supplier Landscape

- Market structure types and their buying implications.
- Supplier identification, profiling, and long-listing.

- Capacity, capability, and geographic coverage assessment.
- Market concentration measurement and its meaning.
- New entrants, substitutes, and technology change.
- Barriers to entry and switching costs.
- Supplier landscape mapping output and its use.

Day 3: Power, Price, and Cost Drivers

- Porter's Five Forces applied to specific categories.
- Buyer power and supplier power assessment.
- Price benchmarking, indices, and index-linked contracts.
- Cost driver analysis: raw material, labour, and energy.
- Should-cost modelling and cost breakdown analysis.
- Currency, freight, and duty effects on delivered price.
- Margin and profitability assessment of supply base.

Day 4: Market Risk and Opportunity Assessment

- Supply risk: capacity, quality, financial, and geopolitical.
- Demand risk and market volatility assessment.
- Regulatory, environmental, and trade policy factors.
- Substitution and technology alternatives.
- Consolidation, exit, and capacity withdrawal signals.
- Opportunity identification: competition, standardisation, and aggregation.
- Risk-opportunity summary and prioritisation.

Day 5: Strategy, Leverage, and Application

- Translating analysis into category strategy options.
- Negotiation leverage assessment and preparation.
- Sourcing approach selection: competitive, negotiated, or partnership.
- Specification and demand levers identified from analysis.
- Supplier development and new entrant qualification.
- Presenting market analysis to stakeholders and management.
- Building a market intelligence routine for ongoing monitoring.

Conclusion

By successfully completing the Supply Market Analysis Training Course, participants will have acquired a thorough working knowledge of market structure assessment, supplier landscape mapping, power and cost driver analysis, market risk and opportunity evaluation, and the strategy and leverage that follow from them. They will leave able to judge whether a market is competitive or constrained before committing, negotiate from prepared evidence, and build a market intelligence routine that keeps the analysis current. Gentex Training Center delivers this programme with procurement and category management practitioners working in live markets.

FAQs for the Supply Market Analysis course

Q1 What is the "Supply Market Analysis" course about?

It is a five-day programme on understanding the markets a company buys from before it commits to a sourcing approach. It covers market structure, supplier landscape mapping, power and cost driver analysis, risk and opportunity assessment, and strategy and leverage development.

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Q2 What are the key benefits of the "Supply Market Analysis" course?

Participants distinguish competitive markets from constrained ones before negotiating, identify credible alternatives instead of assuming there are none, and prepare negotiation leverage from cost and power evidence. They also build a market intelligence routine that keeps category strategy current.

Q3 What skills will I gain from the Supply Market Analysis course?

You will gain supply market structure and supplier landscape analysis, buyer and supplier power assessment, cost driver and should-cost analysis, and market risk, opportunity, and sourcing strategy development.

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Q4 What tools, methods, or standards are covered in the "Supply Market Analysis" course?

The course works with the strategic sourcing cycle and market analysis positioning, internal requirement and spend profile review, market boundary and segmentation definition, sourcing strategy option development, market reports, trade data and supplier database sourcing, competitive intelligence research methods and ethics, market structure classification covering monopoly, oligopoly and fragmented markets, supplier identification, profiling and long-listing, capacity, capability and geographic coverage assessment, market concentration measurement, new entrant, substitute and technology change assessment, barriers to entry and switching cost analysis, supplier landscape mapping, Porter's Five Forces application, buyer and supplier power assessment, price benchmarking and index-linked contract design, cost driver analysis covering raw material, labour and energy, should-cost modelling and cost breakdown analysis, currency, freight and duty effect assessment, supply base margin and profitability analysis, supply risk and demand volatility assessment, regulatory, environmental and trade policy analysis, substitution and technology alternative evaluation, consolidation and capacity withdrawal signal monitoring, opportunity identification through competition, standardisation and demand aggregation, negotiation leverage assessment, sourcing approach selection, specification and demand lever identification, supplier development and new entrant qualification, and market intelligence routine design.

Q5 How is the "Supply Market Analysis" course applied in real-world practice?

Teams apply it when mapping suppliers for a new category, assessing whether a single-source market justifies a partnership approach, building a should-cost model before a price negotiation, identifying index-linked contract options for a commodity, evaluating a new entrant as a second source, and presenting a market analysis report to a category board.