



An Intensive 5 Day Training Course

Supply Market Analysis

Increase Savings through Efficient Sourcing,
Risk Mitigation & Contract Compliance

28 Oct - 01 Nov 2018, Dubai



ISO 29990 : 2010 Certified



ISO 9001: 2015 Certified



This course is Designed, Developed, and will be Delivered under
ISO Quality Standards

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WHY CHOOSE THIS TRAINING COURSE?

This highly-interactive training course will give you the supply market analysis tools, resources and best practices you require to understand the marketplace in which suppliers conduct their business. A supply market analysis study provides insights about your supplier's industry.

The analysis enables organisations to develop a detailed understanding of key trends, major players, and overall market dynamics that could influence the development of the commodity strategy e.g. route to market, letting strategy. Supply Market Analysis gives an organisation a competitive advantage in the marketplace and significantly reduces overall procurement costs.

This training course will feature:

- Overview of the supplier's market
- Financial analysis of the suppliers
- Analysis of strengths, weaknesses, opportunities and threats (SWOT) for each supplier
- In-depth analysis of the supply, demand and cost drivers impacting the supply market
- Recommendations for sourcing decisions

WHAT ARE THE GOALS?

At the end of this training course, you will learn to:

- Identify ways to manipulate markets to deliver significant cost, value and risk improvement
- Use market knowledge to extract additional value from deals
- Build an understanding of market economics and market drivers
- Use market knowledge to boost confidence when discussing procurement with suppliers and to demonstrate commercial acumen



WHO IS THIS TRAINING COURSE FOR?

This PetroKnowledge course is suitable to a wide range of professionals but will greatly benefit:

- Contracts, Purchasing, and Procurement personnel
- Project, Engineering, Operational, and Maintenance, personnel who are involved in the planning, and execution of purchases and contracts
- All involved in the acquisition of materials, equipment, and services and who are in organizations whose leadership want high levels of competency in those involved in these activities

HOW WILL THIS TRAINING COURSE BE PRESENTED?

Participants will increase competencies through a variety of instructional methods including lecture by an experienced practitioner and consultant, exercises, extensive analysis of organizations' market supply, review published articles, and group discussions covering current practices with their relationship to the implementation of new concepts.



DAILY AGENDA

Day One: Factors Impacting Supply and how they Affect Bargaining Power

Competency Description: It is important to understand supply and demand and how these have an influence over the power in negotiating.

Key behaviours

- Understanding supply
- Appreciating the power of bargaining
- Understanding demand
- Understanding the wider market

Topics to be covered

- What is the goal of Supply?
- Developing the Strategic Supply Plan
- An overview of the supply process
- Procurement as part of the Supply Chain

Day Two: Understanding how Typical Markets Operate on a National and International Basis

Competency Description: To appreciate how markets operate there has to be an understanding of both national and international markets.

Key behaviours

- Appreciating National markets
- Understanding how the wider International markets operate
- Realising the effect the outside markets affect own country operation
- Appreciating the value of alliances
- Understanding market economies

Topics to be covered

- Supplier strategy
- The coordination strategy
- The Purchasing organization
- Vertical integration
- Alliances and partnerships
- Developing knowledge of market economics and market drivers



Day Three: Conducting Structured Assessment of the Current and Future Market Trends

Competency Description: There are significant trends that can be analysed in order to assess the influences that they have on the organisation's relationships with suppliers.

Key behaviours

- Understanding how trends work
- Appreciating the value of knowing how trends affect organisations
- Knowing how suppliers are assessed
- Appreciating how suppliers can influence the business

Topics to be covered

- Supplier involvement
- Value analysis
- Quality Assurance
- Supplier selection
- Supplier rating and ranking
- Contract management

Day Four: Identifying Suppliers Offering Competitive Advantage and Value

Competency Description: There are a number of systems and decisions to make in dealing with suppliers in order to gain the most competitive advantage.

Key behaviours

- Appreciating the process of e-Procurement
- Understanding outsourcing and decisions of buying
- Knowing the process of ordering
- Appreciating the value of cash to cash

Topics to be covered

- IT systems and e-Procurement
- Make/buy decision
- Addressing quality issues
- Overdue orders
- The payment process

Day Five: Manipulating Markets to Deliver Significant Cost, Value and/or Risk Improvement to the Business

Competency Description: Costs have to be driven out of businesses and markets can be influenced in order to increase value and so improve the business.

Key behaviours

- Understanding cost in the business
- Appreciating the drivers of value
- Knowing how risk is managed
- Understanding how to measure the business

Topics to be covered

- Identifying the lowest cost supplier
- Supplier performance measurement
- Selecting the most appropriate ordering process
- Policies and procedures

QUALITY CERTIFICATION

ISO 29990 : 2010 Certified

Recognised Provider

ISO 9001: 2015 Certified

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Clear Contracts. Clear Environments. Clear Results.

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| ✓ | DATE | VENUE | FEE(\$) |
|---|----------------------|-------------|---------|
| | 28 Oct - 01 Nov 2018 | Dubai - UAE | 4,750 |

This fee is inclusive of Documentation, Lunch and Refreshments

Please use **BLOCK CAPITALS** to fill in this form. It is important that you read carefully through all information before starting to complete the form.

REGISTRATION DETAILS

Family Name: _____ **First Name (Mr./Ms.):** _____
Position: _____ **Company:** _____
Mailing Address: _____
Telephone: _____ **Mobile:** _____ **Fax:** _____ **Email:** _____

AUTHORISATION

Authorisation By: _____
Position: _____ **Company:** _____
Mailing Address: _____
Telephone: _____ **Mobile:** _____ **Fax:** _____ **Email:** _____

IN-HOUSE TRAINING

Maximize your training budget and have several members of your staff, who require specific training, to attend with the advantage of not incurring additional travel costs when attending a 'public' training courses & seminars.

Would you like a PetroKnowledge training course delivered at a time or location to suit you? Would you like PetroKnowledge to tailor a course from our comprehensive library of programmes? Or would you like us to create an entirely new, bespoke course to suit the exact needs of your organisation?

Working in partnership with our clients, PetroKnowledge provides an enjoyable, creative learning experience that enables participants to develop their skills and knowledge. We can deliver not only generic, off-the-shelf courses from our extensive learning portfolio, but we can provide tailored as well as bespoke learning on any aspect of skill development or knowledge. Our in-house courses are conducted by the same expert trainers who conduct PetroKnowledge public courses so you can be assured they will fulfill the learning objective of any organisation



BOOKING TERMS & CONDITIONS

Booking

- Bookings for courses can be made via our website (petroknowledge.com) or by contacting our Registration Desk on +971 2 5577389 or at reg@petroknowledge.com
- For on-line bookings, please select the course that you require and click on the "Register Now" button, following the instructions step by step
- Upon receipt of booking in order, enrollment on the respective training course will be confirmed by Registration Team with all necessary documentation

Invoicing and Payment

- Our fees include course presentation, relevant materials, physical & digital documentation, lunch and refreshments served during entire training. Accommodation charges are not included in the course fees
- Course fees are payable upon booking unless a valid, authorized Purchase Order is provided and accepted
- Invoices will be sent via email/courier to the ID/name and address provided
- We prefer to have the fees payment in our account before the start of training course. However, if your company has a different payment policy, the same should inform us in advance
- The currency of fees is in US Dollars (USD). Payments can be made in USD or UAE local currency AED (Arab Emirates Dirhams) either by Bank Transfer or by Credit Card. Our Bank Account details will be provided on the Invoice
- Please note that we do accept payment by cash, in USD or AED, only for the last minute bookings

Cancellation of Courses

- It may be necessary for PetroKnowledge to amend or cancel any course, course times, instructors, dates or published fees due to unforeseen circumstances and we reserve the right for such changes
- Any amendments will be advised before the course start date and any bookings already paid in full will not be subject to increased fees

Cancellation by Client

- Once you have completed your booking, received your confirmation of enrollment and a dated payment Invoice, you are deemed to have a contract with PetroKnowledge. You reserve the right to cancel this contract given the below terms
- All cancellations must be received in writing at reg@petroknowledge.com and info@petroknowledge.com at least 14 days prior to the training
- After the cancellation period has expired, consideration may be given, on a case to case basis, if a registered delegate nominates a substitute on the same course, shifts to next session of the course or moves to a new course
- For a cancellation request made on or before the statutory 14 day cancellation period, a refund may be given or a credit note issued which can be used against future course fees
- A 25% administration fee (of the total course fee at the time of booking) will be charged for any cancellations made outside of the statutory cancellation period

Attendance Certificate

- The daily course schedule should be accurately followed to ensure undeterred implementation of our training
- All delegates, who participated in their course throughout, will receive the Certificate of Completion on the last day
- Please report any foreseeable absences to a PetroKnowledge representative or to your sponsors directly
- An absence of three (3) or more sessions of the course will invalidate your eligibility for the Certificate of Completion

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