



SUPPLY CHAIN MARKET RESEARCH

Course Expert:

Eng. Noman Ali

Founder & CEO, Supply Chain Talks
Founding & Core Committee Member,
Supply Chain Association of Pakistan (SCAP)





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Mr. Noman Ali has over 20 years of operational and strategic experience in the areas of Supply Chain Management, Leadership, World Class Procurement, Business Process Optimization, and Digital Transformation, mainly in Multinational Organizations

Noman has spent his professional career in various areas of Operations, Supply Chain Management, and Leadership across multiple industries, like Pharmaceutical, Textile, Engineering, FMCG, Trading, Chemicals, Cables. He has dispensed leadership roles at both country and regional levels in Pakistan, Oman, and Saudi Arabia. Unilever, Coats Plc, Sandoz-Novartis, Sanofi, Siemens, and Sherwin-Williams are few of the companies that Noman has worked with during his corporate career. Within those 20 years, he has mentored, coached, and taught many in the domain of supply chain management, logistics and operations. He has a keen interest in developing young people and spends time on mentoring young / middle management professionals

Presently, Mr. Noman is the CEO & Founder of Supply Chain Talks and is actively engaged in supply chain and operational consultancy, training, and executive headhunting. His clients are leading organizations both in Saudi Arabia and Pakistan, such as DHL Global Forwarding, Binzagr Company, LogiPoint, National Biscuit & Confectionary Company, National Food International Company, Mosanada Logistics Services, Matrix Pharma, English Biscuits Manufacturers, and United Energy Pakistan. In addition, Mr. Noman Founding Member and Executive Committee Member of Supply Chain Association of Pakistan. Currently he also engaged as the Country Representative – KSA and Middle East Knowledge Partner for VCARE Academy, Canada.

Noman has a Bachelor's degree in Electronics Engineering from Ghulam Ishaq Khan Institute of Engineering Sciences and Technology, Pakistan, a Master's degree in Business Administration from Institute of Business Administration, Pakistan, a Professional Diploma in Supply Chain Management from PIM, Pakistan, CSCM® certification from GAQM, and Strategic Procurement Master (SPM) Diploma from ANSI, USA.

COURSE OVERVIEW

Sourcing Specifications play an important role in the search for the right quality and the right value. One of the other critical success factors in the business world today is the willingness and the ability of business professionals to anticipate, accept and adapt to change.

This course aims to build on this principle, by giving procurement professionals the key elements needed to understand their supply markets and then use this understanding to make better supply decisions.

By the end of this course, participants should be able to:

- Set priorities for undertaking a supply market analysis.
- Identify the different information sources and the importance of obtaining good market intelligence.
- Assess the level of competition in your supply market using Porter's 'Five Forces', SWOT and supplier analysis.
- Determine which market segments best meet the organization's supply objectives and present the best balance of risks and opportunities by combining assessment of supply market risk and its potential impact on the organization.

KEY BENEFITS

On the course you will:

- ▶ **Strengthen** your understanding of the fundamentals of supply chain management
- ▶ **Appreciate** the importance of procurement and its role in creating value for the business
- ▶ **Confidently** design, manage spend analysis and implement commodity strategy for the organization.
- ▶ **Equip** yourself with the right tools and strategies to implement and execute effective procurement management & strategies for the organizations to achieve win-win scenarios.
- ▶ **Position** yourself as a Procurement leader to manage risk for your organization by strengthening the overall procurement process through effective measurement and control.

COURSE REQUIREMENTS

Delegate must meet two criteria to be eligible for Certificate of Completion for the course:

- ▶ Satisfactory attendance - delegates must attend all sessions of the course. Delegates who miss more than 1 hour of the course sessions will not be eligible to sit the course assessment.
- ▶ Successful completion of the course assessment / quiz
- ▶ Delegates who do not meet these criteria will receive Certificate of Attendance. If delegates have not attended all sessions, the Certificate will clearly state the number of hours attended.

WHO SHOULD ATTEND

This course is designed for directors, managers, coordinators, supervisors, engineers, assistants, officers and administrators responsible for directly or indirectly inventory control, inventory supply and planning, inventory storage, and operations.



WORKSHOP OUTLINE

- ▶ **Researching and Analyzing Supply Markets**
 - What is a Market?
 - What is Market Analysis?
 - Importance of market conditions analysis to Sourcing
- ▶ **Setting priorities for Market Analysis**
- ▶ **Sourcing Information**
- ▶ **Tools for Supply Market Analysis**
 - Porter's Five Forces
 - SWOT Analysis
 - Supplier Analysis
 - PESTLE Analysis
 - STEEPLE Analysis
- ▶ **Market Segmentation**
 - Appraising market segments
 - Market segmentation process
- ▶ **Supply Strategies and Selection of Suppliers**
 - Kraljick's Portfolio Analysis
 - Supplier Selection and Analysis
 - Supplier Motivation
 - Global Sourcing

ABOUT THE COURSE

- ▶ **Pre-Requisites**
 - None
- ▶ **Delivery Methodology**
 - Online
- ▶ **Course Language**
 - English

1-Day Workshop





OUR SERVICES

Consultancy

Training

Headhunting

AI Solutions



Saudi Arabia

2162, Ar Riyadh District,
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Pakistan

505, Amber Estate,
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