

# PROCUREMENT MARKET INTELLIGENCE TRAINING PROGRAM

Strategic Insights for Informed Sourcing Decisions

3-Day Intensive Training Program



# Key Learnings

Gain a complete understanding of supply market dynamics to drive effective sourcing and procurement strategies in the Oil and Gas Industry.

## Course Overview

This intensive three-day program equips participants with essential techniques for analyzing supply markets, evaluating suppliers, and building resilient sourcing strategies.

Participants will cover topics such as market overview and segmentation, supplier evaluation and risk management, and strategic market analysis.

Practical exercises bring these concepts into real-world contexts, empowering participants to make informed decisions and improve procurement outcomes within their organizations.

## Procurement Market Intelligence Essentials

- Develop a comprehensive understanding of supply market analysis principles and techniques.
- Learn how to identify and analyze market players, size, and demand trends.
- Build skills in assessing supplier risk, capability, and compliance factors.
- Master strategies for evaluating Total Cost of Ownership (TCO) and leveraging negotiation insights.
- Understand ESG and sustainability impacts on supplier selection and procurement strategies.

## Driving Strategic Sourcing Excellence

- Understand and apply supply market segmentation to identify key suppliers and optimize procurement scope.
- Learn advanced techniques for supplier evaluation, including risk assessment, capability analysis, and compliance monitoring.
- Gain insights into market price trends and cost drivers, enhancing your decision-making with accurate financial analysis.
- Develop skills in calculating Total Cost of Ownership (TCO) to evaluate long-term procurement costs and sustainability impacts.
- Acquire tools for leveraging market intelligence and negotiation strategies to strengthen supplier relationships and sourcing outcomes.

20

Exercises

3

Phases of  
Gathering Insights

2

Advanced  
Case Studies

## Meet the Course Author and Director



### Lan Srinivasan Indian New Zealander

**Qualified CA AU & NZ, MFM, London Business School and IMD Switzerland**

Lan, an Indian New Zealander, is a highly qualified and accomplished senior executive in finance and strategy. With a remarkable 30-year career in global multinational corporations like Shell, Lan brings expertise in procurement market intelligence.

His extensive global journey has taken him through diverse regions, including the UK, Australia, New Zealand, Japan, South Korea, China, Germany, Greece, North America, Canada, Nigeria, and the Middle East.



# Your Learning Journey

Module		Topic Coverage	Case Studies and Exercises	Technical & Soft Skills Acquired
Day 1	<b>Introduction to Procurement Market Intelligence</b>	<ul style="list-style-type: none"> <li>Welcome and Introduction.</li> <li>Overview of program objectives and structure.</li> <li>Introduction to participants and trainers.</li> <li>Introduction to Advanced Case Studies</li> </ul>	<ul style="list-style-type: none"> <li><b>Case Study #1:</b> Chemical Procurement in GCC</li> <li><b>Case Study #2:</b> Catalyst Procurement in the Global Market</li> </ul>	<ul style="list-style-type: none"> <li>Market segmentation expertise</li> <li>Supplier evaluation proficiency</li> <li>Risk assessment competency</li> <li>Procurement scope definition</li> <li>Supply chain mapping ability</li> <li>Price trend analysis skill</li> <li>Regulatory compliance knowledge</li> <li>Geopolitical risk assessment</li> <li>Communication and collaboration</li> <li>Critical thinking and analysis</li> <li>Problem-solving skills</li> </ul>
	<b>Market Overview &amp; Segmentation</b>	<ul style="list-style-type: none"> <li>Define the Scope of Procurement</li> </ul>	<ul style="list-style-type: none"> <li><b>Exercise #1:</b> Specify the procurement item or category, including technical specifications and required quantities.</li> </ul>	
		<ul style="list-style-type: none"> <li>Identify Key Market Players</li> </ul>	<ul style="list-style-type: none"> <li><b>Exercise #2:</b> List potential suppliers, manufacturers, and distributors who provide the item.</li> </ul>	
		<ul style="list-style-type: none"> <li>Market Size and Demand Analysis</li> </ul>	<ul style="list-style-type: none"> <li><b>Exercise #3:</b> Evaluate the overall size of the market, current demand levels, and growth potential.</li> </ul>	
		<ul style="list-style-type: none"> <li>Supply Chain Structure</li> </ul>	<ul style="list-style-type: none"> <li><b>Exercise #4:</b> Map out the supply chain, from raw materials to finished products, including any intermediaries.</li> </ul>	
	<ul style="list-style-type: none"> <li>Supplier Segmentation</li> </ul>	<ul style="list-style-type: none"> <li><b>Exercise #5:</b> Segment suppliers based on size, market share, capability, and reliability.</li> </ul>		
Day 2	<b>Supplier Evaluation &amp; Risk Management</b>	<ul style="list-style-type: none"> <li>Supplier Risk Assessment / Financial Background Analysis.</li> </ul>	<ul style="list-style-type: none"> <li><b>Exercise #6:</b> Perform a risk assessment for each key supplier, considering financial stability, delivery times, and past performance</li> </ul>	
		<ul style="list-style-type: none"> <li>Supplier Capability and Capacity</li> </ul>	<ul style="list-style-type: none"> <li><b>Exercise #7:</b> Evaluate the production capacity and capability of suppliers to meet procurement needs.</li> </ul>	
		<ul style="list-style-type: none"> <li>Market Price Trends</li> </ul>	<ul style="list-style-type: none"> <li><b>Exercise #8:</b> Analyze price fluctuations, historical pricing, and forecasted pricing trends for the procurement item.</li> </ul>	
		<ul style="list-style-type: none"> <li>Cost Drivers</li> </ul>	<ul style="list-style-type: none"> <li><b>Exercise #9:</b> Identify key cost drivers, including raw material prices, labor, transportation, and energy costs.</li> </ul>	
		<ul style="list-style-type: none"> <li>Technological Advancements</li> </ul>	<ul style="list-style-type: none"> <li><b>Exercise #10:</b> Research any recent technological innovations that could impact the procurement or the market.</li> </ul>	
		<ul style="list-style-type: none"> <li>Regulatory and Compliance Factors</li> </ul>	<ul style="list-style-type: none"> <li><b>Exercise #11:</b> Consider regulatory requirements and compliance issues that may affect suppliers or the procurement process.</li> </ul>	
		<ul style="list-style-type: none"> <li>Geopolitical Risks</li> </ul>	<ul style="list-style-type: none"> <li><b>Exercise #12:</b> Assess any geopolitical factors, including trade restrictions or political instability, that could affect supply.</li> </ul>	



# Your Learning Journey

Module	Topic Coverage	Case Studies and Exercises	Technical & Soft Skills Acquired
Day 3 Strategic Market Analysis & Recommendations	<ul style="list-style-type: none"> <li>Logistics and Lead Time</li> </ul>	<ul style="list-style-type: none"> <li><b>Exercise #13:</b> Analyze transportation, delivery schedules, and lead times for the procurement item.</li> </ul>	<ul style="list-style-type: none"> <li>Total cost of ownership calculation</li> <li>Market intelligence tool usage</li> <li>Decision-making abilities</li> <li>Negotiation and persuasion skills</li> </ul>
	<ul style="list-style-type: none"> <li>Market Competition</li> </ul>	<ul style="list-style-type: none"> <li><b>Exercise #14:</b> Assess the level of competition in the market and potential alternative sources of supply.</li> </ul>	
	<ul style="list-style-type: none"> <li>Innovation and Market Disruption</li> </ul>	<ul style="list-style-type: none"> <li><b>Exercise #15:</b> Identify any emerging technologies or market disruptors that could impact procurement or supply availability.</li> </ul>	
	<ul style="list-style-type: none"> <li>Sustainability and ESG Considerations</li> </ul>	<ul style="list-style-type: none"> <li><b>Exercise #16:</b> Investigate suppliers' sustainability practices and alignment with Environmental, Social, and Governance (ESG) factors.</li> </ul>	
	<ul style="list-style-type: none"> <li>Total Cost of Ownership (TCO)</li> </ul>	<ul style="list-style-type: none"> <li><b>Exercise #17:</b> Calculate the TCO for the procurement, including initial purchase price, operating costs, and disposal costs.</li> </ul>	
	<ul style="list-style-type: none"> <li>Market Intelligence Tools</li> </ul>	<ul style="list-style-type: none"> <li><b>Exercise #18:</b> Identify market intelligence tools or databases used to gather supplier and market information.</li> </ul>	
	<ul style="list-style-type: none"> <li>Negotiation Leverage</li> </ul>	<ul style="list-style-type: none"> <li><b>Exercise #19:</b> Assess factors that could provide negotiation leverage, such as supplier dependency or strategic importance.</li> </ul>	
	<ul style="list-style-type: none"> <li>Summary and Recommendations</li> </ul>	<ul style="list-style-type: none"> <li><b>Exercise #20:</b> Summarize findings and provide recommendations based on the analysis.</li> </ul>	



## Start Your Learning Journey Now

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