

PERSPECTIVE ÎN ELABORAREA STRATEGIEI DE ABORDARE A FURNIZORILOR ÎN CADRUL PROCESELOR DE ACHIZIȚII

PERSPECTIVES IN DEVELOPING THE SUPPLIERS' STRATEGY WITHIN PROCUREMENT PROCESSES

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Abstract: Smarter negotiations in strategic sourcing process allow procurement functions to drive savings initiatives and maximize the value of the negotiated contracts. The success or failure of a negotiation with the suppliers, or the level of the competitive advantage gained upon strategy has been executed, is highly influenced by the early stage documentation and preparation of the sourcing process. The aim of this study is to reveal a different perspective of Porter's five forces model, focusing on the supplier's position in the market and not on the organization, as presented by Michael Porter in the original framework. The concept is used to assess the context in which the acquisition company and its possible suppliers operate, evaluating the intensity of the competitive rivalry of the potential suppliers. Based on this insight and further using additional tools for external market analysis (PESTLE analysis, Ansoff matrix), supplier's positioning and supplier's preference, procurement managers can easily tailor their negotiation strategy in order to exploit the opportunities with the best available talent, getting greatest value possible.

Keyword: strategic sourcing, Porter's five forces, competitive advantage, logistic tender