



# Strategic & wrongly assigned commodity

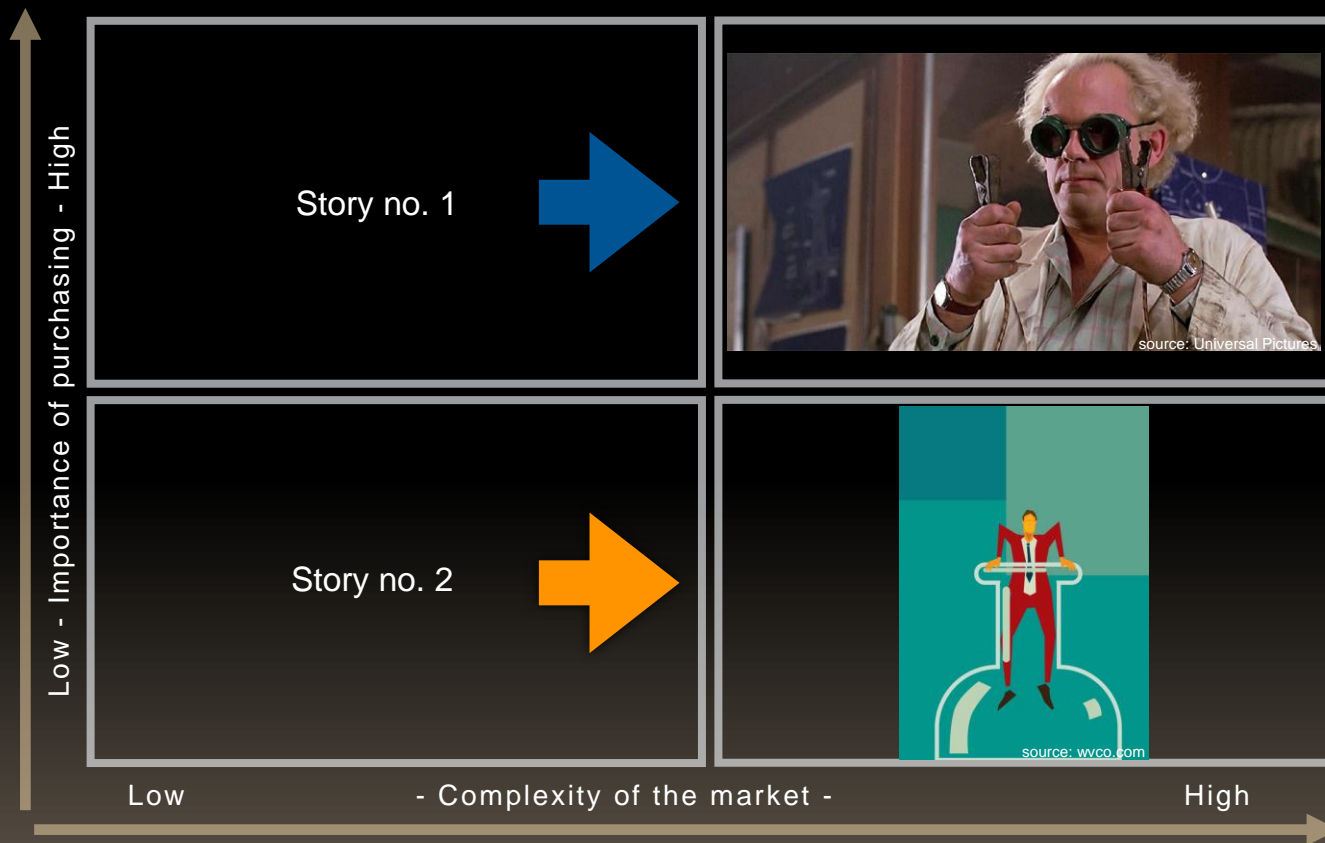
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# What is it going to be about?



# Strategic - the best way to predict the future is to create it



Abraham Lincoln or Peter Drucker

- How it was before & the challenge
  - define strategy and coordinate activities globally
- Reasons
  - growing importance of composites
  - reduce dependency
  - BackDoor Selling
  - improve governance over category
  - respond to behaviour of competitors
  - avoid the bottle neck
- Solutions
  - support and monitor collaboration on development
  - invest in JTD programs
  - offer access to non-competing markets
  - ... buy supplier

**Conclusion:**  
***purchasing are from Earth and scientists are from Mars...***



# Escape from the Bottle-Neck



## •Buyer perspective

- market dominated by one supplier
- alternatives exist but very immature
- tough obligations toward the Client
- time pressure & late involvement
- maintenance objective to reduce diversity

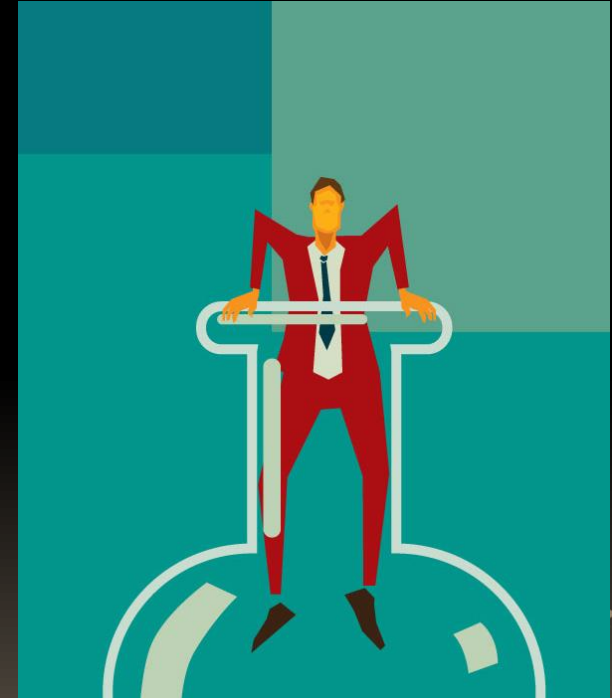
## •Supplier perspective

- buyer position in the market
- what competitors are doing
- supplier market & customers' segmentation

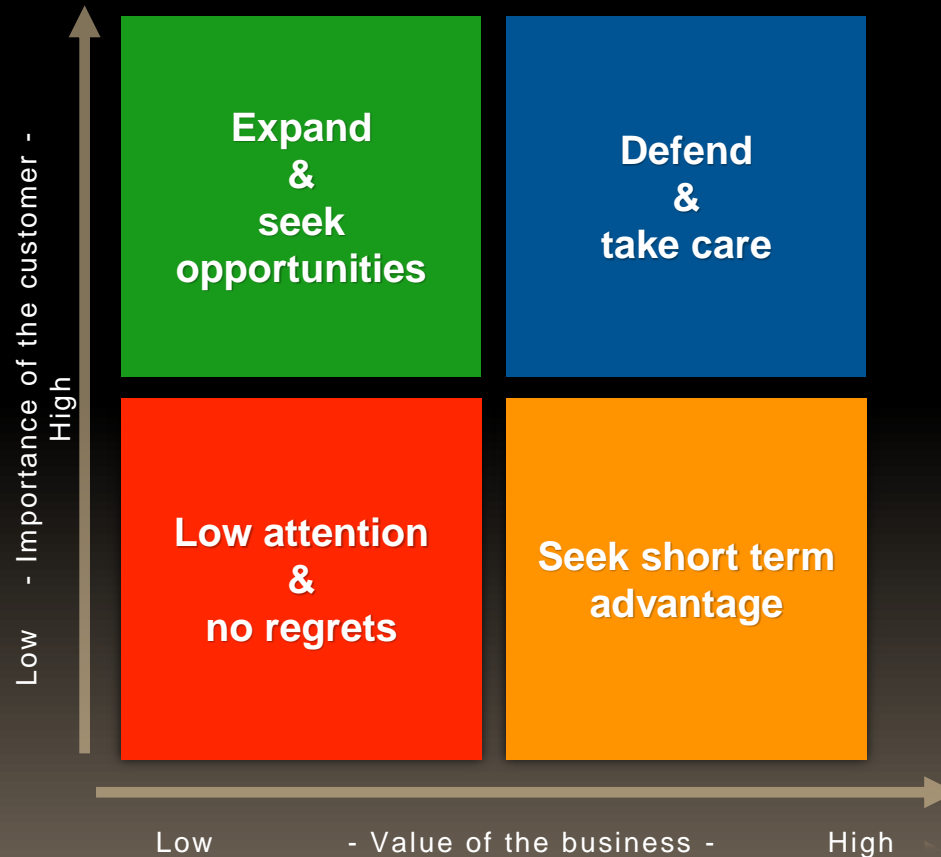
## •Consequences

- relationship is more INTERDEPENDENCE rather than SUPPLIER DOMINANCE
- change in negotiation strategy
- identify options to save „face” and improve conditions

**Conclusion:**  
**more supplier's perspective in the buyer's job**



# Customer segmentation - supplier perspective



# Be invited!

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