



Supplier Opportunity & Threat Analysis

Do your suppliers know something you don't?

Make your suppliers your strategy consultant

Your suppliers interact with a wide range of companies and may be hearing of potential opportunities and threats that you won't be aware of until it's too late. Our supplier survey and report ensures you don't fall behind. It may even allow you to identify a game changing opportunity.

How it works

We ask your suppliers what they believe are the top three opportunities and top three threats facing your organisation.

We then ask for some demographic information about them so we can present the data collected in a way that makes it easy for you to evaluate.

At this point you can simply look at the overarching trends or you can dig deeper. For example, you might want to listen more closely to suppliers who have a diverse client base, have expertise in markets you're considering expanding into, or who have worked alongside other industry leaders with a reputation for being ahead of the curve.

Finally, we ask your suppliers to write detailed comments explaining the reasons behind their choices.

All this is compiled in an easy to digest report that facilitates a quick response.

Key Benefits:

- ✓ Ensure you're kept abreast of the latest trends and stay ahead of your competitors.
- ✓ Identify innovative and knowledgeable suppliers and focus on deepening your relationships with them.
- ✓ Work to become a preferred customer and explore possible strategic partnerships.
- ✓ Leverage the knowledge of those who know your industry best.

SourceDogg



What we're offering

Give us the go-ahead and we'll send your suppliers a quick and simple survey that powers a detailed and valuable report.

Our reports provide you with:

What your suppliers believe are the top opportunities and threats related to your business.

Analysis of your suppliers' contributions based on criteria such as

- Who their other customers are
- What their area of expertise is
- Supplier Tenure
- Geographic location

Appendices containing detailed supporting documents explaining the reasoning behind your suppliers' decisions

