

Developing a Strategic Purchasing Plan

Live Webinar

May 16, 2014 • 1:00 PM – 2:30 PM ET

Purchasing can play a significant role in making a firm competitive. Today, purchased inputs offer a potential source for helping a company develop leverage against its competitors. Purchasing actions designed to reinforce the firm's competitive priorities can give the firm advantages over its competitors. In dynamic business environments, maintaining a competitive advantage is a major survival factor. The advent of supply chain management has led to a more complicated operating environment. Not only does the individual firm have to maintain its competitive edge, the entire supply chain must be competitive. In essence, firms must design their purchasing actions to emphasize its competitive strategy. You will learn about the elements required to develop a strategic sourcing plan.

Learning Objectives:

- You will be able to discuss the role of purchasing in the corporate strategy.
- You will be able to review purchasing criteria.
- You will be able to explain supply chain strategy.
- You will be able to discuss developing a purchasing strategic plan.

The Role of Purchasing in the Corporate Strategy

- Unlocking Value Through Purchasing
- Tradition vs. Current Thinking

The Purchasing and Competitive Strategy Linkage

- Strategic Purchasing
- Competitive Strategy

Competitive Priorities

- Delivery Speed
- Reliability

Purchasing Criteria

- Cost vs. Flexibility

Supply Chain Strategy

- Supply Chain Relationships
- Supply Chain Partnerships
- Supply Chain Strategy

The Integrated Supply Chain Buying Model

- Cost, Quality and Lead Time
- Quantity Discounts
- Constraints

The Purchasing Strategic Plan

Developing a Purchasing Strategic Plan

Summary

W.C. Benton Jr.

The Ohio State University

- The Edwin D. Dodd professor of management, and professor of operations and supply chain management in the Fisher College of Business at The Ohio State University
- Teaches courses in purchasing/supply management manufacturing planning and control, operations analysis, facility design and the business of health care to M.B.A. and doctoral candidates
- Partner in Supply Chain Solutions, a supply chain management consulting firm
- Published more than 120 articles in the areas of purchasing management, inventory control, supply chain management, quality assurance, materials management and health care
- Frequent speaker and recognized operations management researcher
- Doctorate in operations and systems management, and quantitative business analysis, Indiana University in Bloomington, Indiana
- Can be contacted at 614-292-8868, www.supplychain-mgt.com or benton.1@osu.edu

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