Suggested answers to activities

Feedback

Activity 3.3

Three examples of when the buyer may not have a clear picture of the level of supply risks may include:

1. When the item is being procured for the first time.

2. The organisation’s supply targets have been modified for the item, e.g., lead time need to be shortened and costs need to be reduced, etc., and the ability of the marketplace to meet these new targets is unknown.

3. It has been a long time since the buyer last looked into the market situation and it is likely to have changed.

Activity 3.4

In market analysis, the following factors may affect the level of:

1. Supply
   a. Price
   b. Costs of inputs
   c. Technology
   d. Suppliers’ expectations
   e. The number of sellers

2. Demand
   a. Price
   b. Available income
   c. Prices of substitute goods