



### Supplier perceptions

Try to put yourself “in the shoes” of a potential supplier and ask yourself what it might consider to be the good and bad points of dealing with your company.

● Good points:

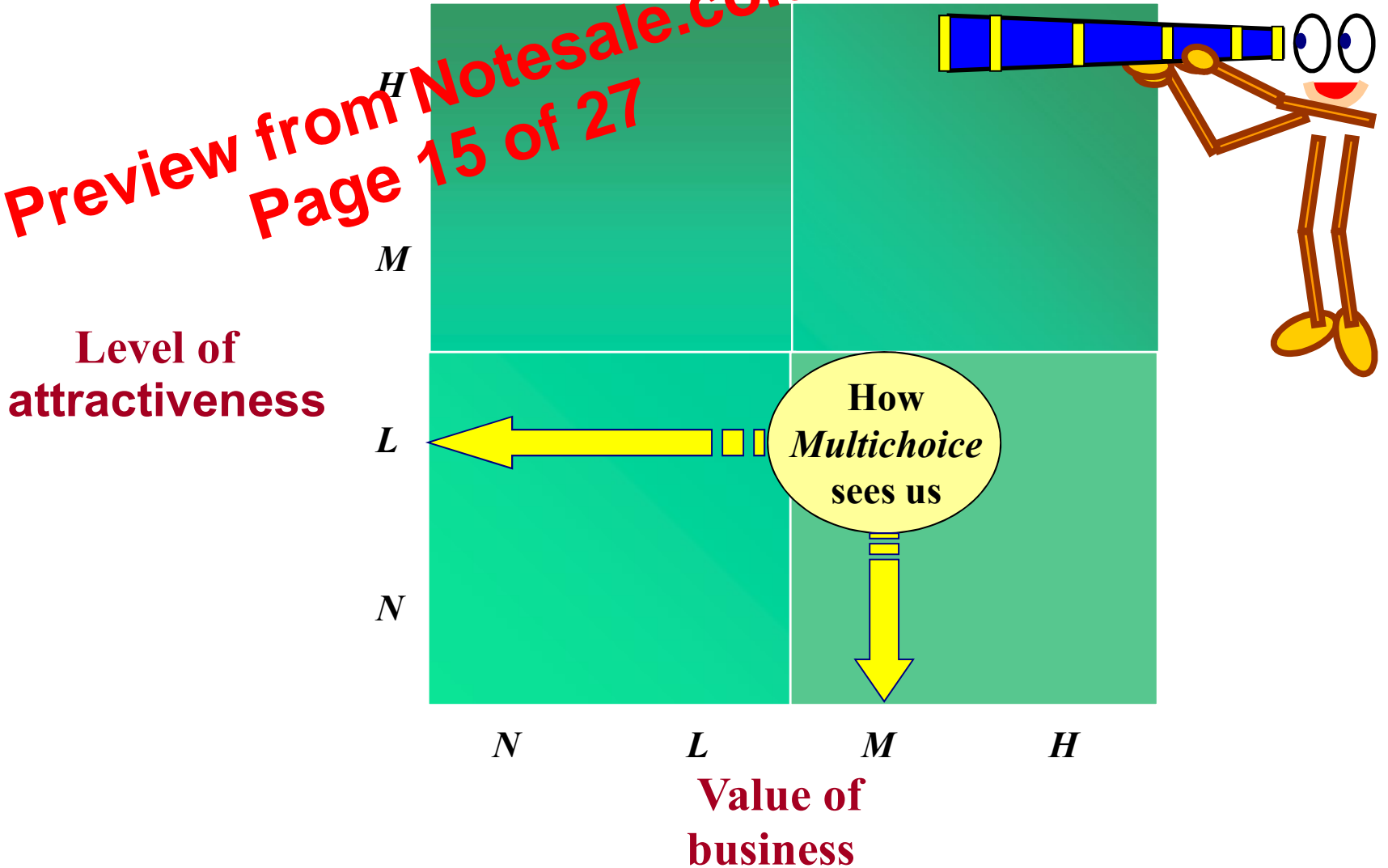
● Bad points:

● How could you become more attractive to suppliers?

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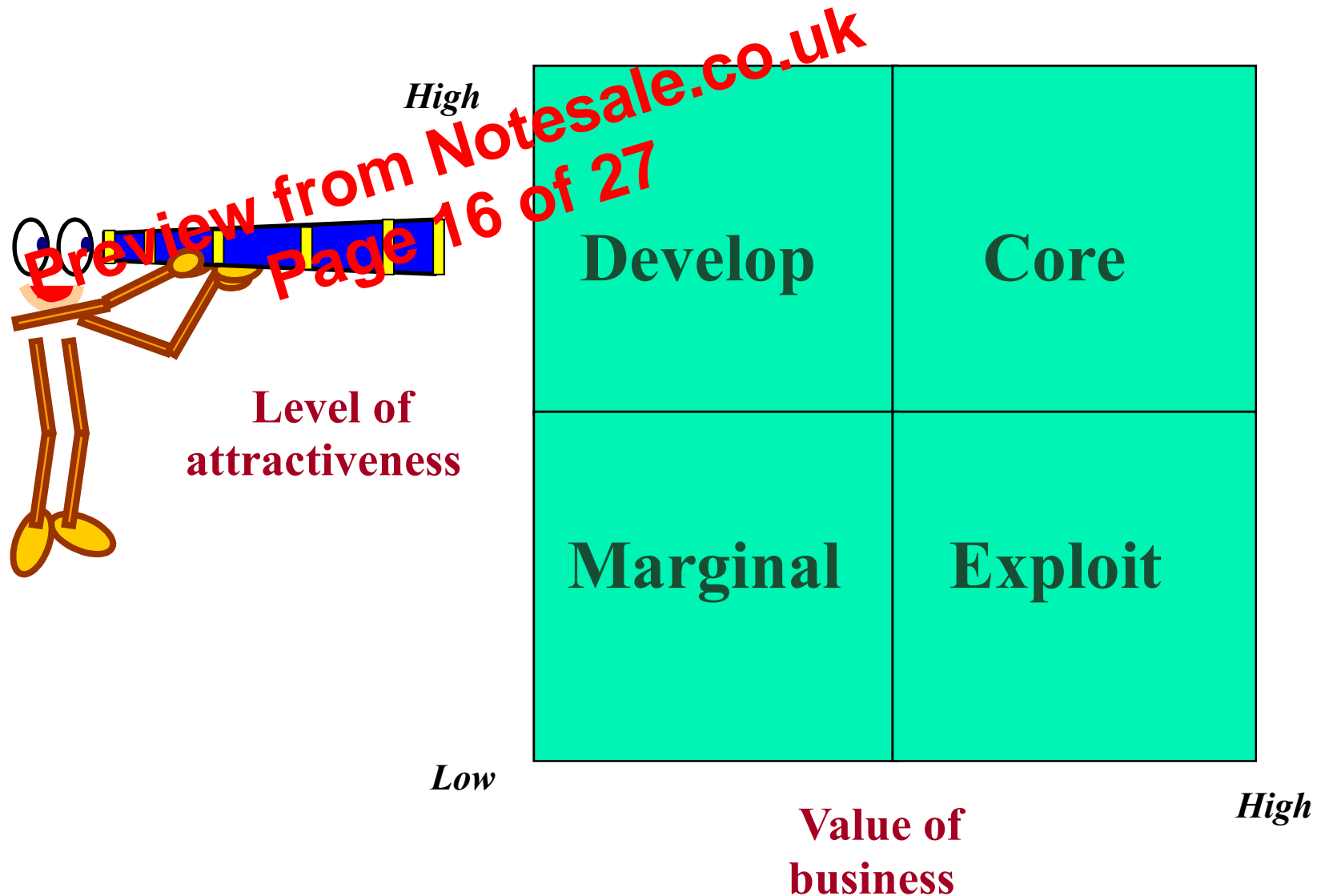
# The Supplier Perception Model: positioning a supplier

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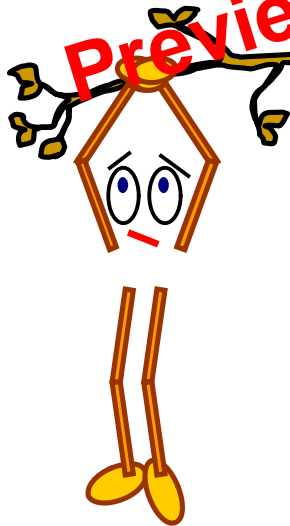
# The Supplier Perception Model

-how suppliers see your company as a potential client



# Supplier Perceptions

## Marginal



- Low priority & low supplier motivation
- No development potential
- Your bargaining position will be weak

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