

Supplier Value Analysis Preparing MBEs

Creating Opportunities Through Participation

Presented by
Fernando Martinez
President, Northwest MSDC



**Northwest
Minority Supplier
Development Council**

Agenda

- Value Analysis & Preparation
 - Sales Development
 - Financial Capabilities
 - Operational Capabilities
 - Systems and Process Management
 - Value-Added Position
- Summary



Northwest
Minority Supplier
Development Council

Value Analysis & Preparation

Understanding your business and your customer's business



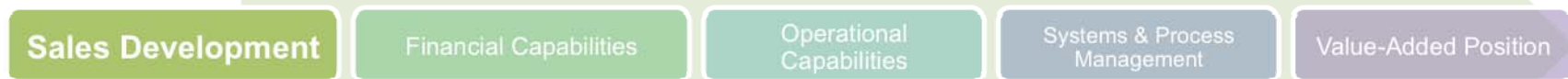
... leads to better preparation for business



Northwest
Minority Supplier
Development Council

Sales Development

- Introduce strong business development personnel
- Understand and communicate value proposition
- Understand the customer business
- Maintain open relationships
- Understand the risks
- Strong cultural fit
- Utilize references



Northwest
Minority Supplier
Development Council



Financial Capabilities

- Understand the rigorous analytical process
- Financial stability and sustainability
- Understand associated risks
- Competitive pricing structure
- Openness builds relationships
- Adherence to governance requirements



**Northwest
Minority Supplier
Development Council**

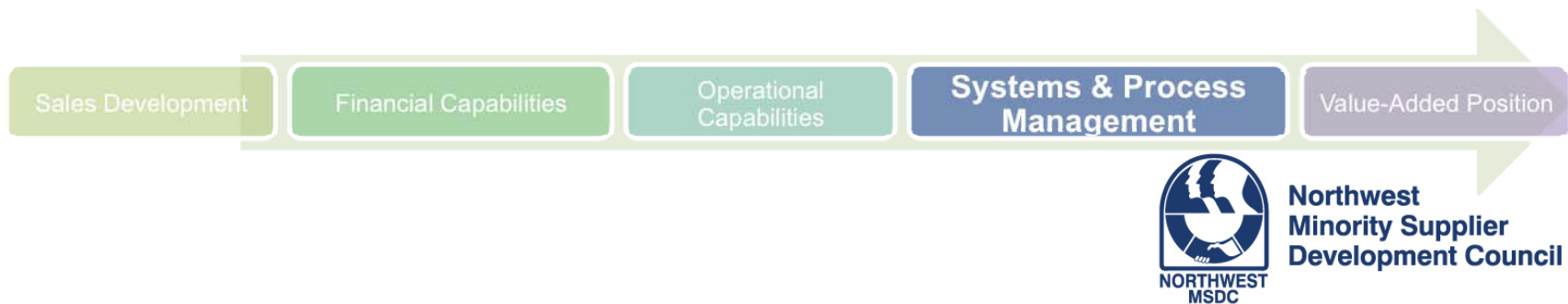
Operational Capabilities

- Operational readiness
- Demonstrate ability to support the business
- Meet contractual expectations
- Drive innovation and productivity
- Investment in research and development
- Adherence to governance requirements



Systems & Process Management

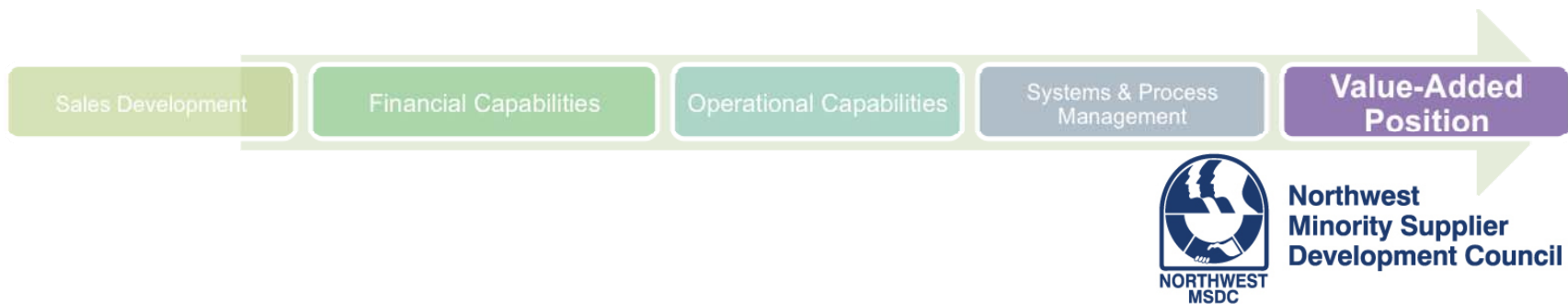
- Demonstrate robust infrastructure support
- Roadmap/evolution is consistent with customer
- Strong research and development
- Work within rigorous analysis process
- Leverage strength from process and capabilities





Value-Added Position

- Communicate your competitive differentiator
- Understand your business
- Strategic alignment to customer
- Willingness to build a partnership with customer
- Deliver and execute on your commitment
- Competitive price structure



Summary

- Conduct due diligence
- Understand customer business needs
- Compete for business opportunities
- Utilize referenced qualifications
- Deliver against business needs

Creates Better Preparation and Business Opportunities



Northwest
Minority Supplier
Development Council

Questions & Answers

www.northwestmsdc.org



**Northwest
Minority Supplier
Development Council**