



Market Leader Intermediate Assignment 12.3

Pages 118 - 119

Case Study – Background & Negotiation

Read the background information and then prepare to negotiate as supplier 1. Use the information on page 119 and on page Page 143 to prepare. Your teacher will play the role of the Fashion House buyer.

Case Study – Task

Look at the other supplier information provided on page 119. Consider which of the three suppliers you like the most and for what reasons. Then look at the additional supplier information in the back of the book (Supplier 1 Page 143, Supplier 2 Page 145, Supplier 3 Page 145). And consider the questions below. Be ready to discuss your opinions with your teacher in class and decide which supplier is best for Fashion House.

- What are the strengths and weaknesses of each supplier?
- Which company do you think has the best short term deal for boosting the company's revenue?
- Which company do you think has the best potential for reliability and a long-term relationship?
- Which company do you think should be chosen as the new supplier for Fashion House? Why did you choose this supplier over the others?
- What suppliers does your company use? Do you think that suppliers for certain countries are more reliable for quality and stability than others? Why?