

Understanding segmentation of non-core bussiness suppliers

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Cite as:

Morais Maria Ana, Santos Jose Novais (2024), Understanding segmentation of non-core bussiness suppliers. *Proceedings of the European Marketing Academy*, (122705)

Paper from EMAC Regional Conference, Lisbon, Portugal, September 25-27, 2024



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Abstract

This study aims to understand the supplier segmentation of non-core business suppliers. Through a case study focusing on the corporate travel department in a firm from the energy sector, this study emphasizes the importance of segmenting and managing the non-core business supplier portfolio within companies. Segmentation considers various dimensions: volume of purchases, quality, security of service delivery, supplier's irreplaceability, stability, uncertainty, and ability to innovate and be digital. The management of the supplier portfolio differs based on the segment, particularly in terms of the relationships with important suppliers.

Subject Areas: *Business-to-Business Marketing; Segmentation*