**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 3: Activity 8**

**GROUP ACTIVITY**

**Strengthening B2B relationships**

Look at Bensaou’s model of supplier interaction below:

* Captive buyer - determined by the absence of substitutes, non-retrievable investments, legal property rights and difference in company size.
* Captive supplier – determined by the availability of substitutes, non-retrievable investments, legal property rights and difference in company size.
* Market exchange relationships - the combination of the availability of substitutes and the presence of mutual goals.
* Strategic partnerships - determined by the presence of legal property rights on both sides, which result in limited or no substitutes for both parties, and high non-retrievable investments on both sides, which results in interdependence.

Critically assess how a captive supplier relationship can be strengthened.

Be prepared to share your thoughts with your fellow learners.