

**Course Overview:**

This course will make the candidates discover the strong link between an organization logistics strategy and its competitive advantage. Understand the challenges of managing logistics and supply chains. They will be able to develop a customer-focused orientation in managing logistics. Identify the performance drivers of supply chains and their impact on responsiveness and efficiency.

**Course Objective:**

By the end of this course delegates will be able to:

- Discover the strong link between an organization logistics strategy and its competitive advantage.
- Understand the challenges of managing logistics and supply chains.
- Develop a customer-focused orientation in managing logistics.
- Identify the performance drivers of supply chains and their impact on responsiveness and efficiency.
- Outline the major network designs and match the best design with an organization competitive strategy to create a responsive chain.
- Evaluate the impact of logistics strategies on profitability.

**Course Outline:**

Strategic Logistics Planning and Management

Importance of Logistics and Supply Chain Management

- Logistics and Supply Chain Management (SCM)
- Awareness Evolution of Logistics
- The Role of the Logistics Service Provider
- Why the Supply Chain Is the Value Chain
- Establishing Competitive Advantage through Logistics and SCM

Challenges in Logistics Management

- The Supply Chain Simulation Game System
- Dynamics and Challenges in SCM
- The Bullwhip Effect and the Value of Information Industry
- Case Studies on Overcoming Supply Chain Challenges

Customer Value and Logistics

- What Is Customer Service?
- Elements of Customer Service
- Developing and Reporting Customer Service Standards

Logistics and Supply Chain Performance Drivers

- Aligning Competitive Strategy with Supply Chain Strategy
- Framework for Structuring Logistics
- Supply Chain Drivers Responsiveness versus Efficiency

Designing the Network in a Supply Chain

- Factors Influencing Network Design
- Design Options for Networks
- A Framework for Network Design Decisions

Creating the Responsive Supply Chain

- JIT and Product Push versus Demand Pull

**Training Language:**

EN

**Training Methodology:**

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation

-The Foundations of Agility Lead Time Management

Measuring Logistics Costs and Performance

-Logistics and the Bottom Line

-The Total Cost Concept

-The Strategic Profit Model

### **Who Should Attend:**

Logistics Consultants, Logistics and Financial Managers, Accounting and Operations Managers, Third-Party Logistics Providers, Supply Chain and Logistics Managers and Professionals, Operations Managers, Logistics Professionals, Logistic Providers, Logistic Administrators, Logistics Planning and Inventory Managers, Supply, Buying, Purchase, Logistics, Materials and Supply Chain Professionals, General Services Personnel, Purchasing and Procurement Managers, Retailers, Warehouse Personnel, Transportation and Distribution Managers/Personnel, Inventory and Warehouse Control Professionals, Freight Forwarders and Linear Specialists, Production Managers, Production Planners, Financial Managers, Project Managers, DistributionCenterSupervisors, Line Managers, Fleet Managers, Fleet Supervisors, Fleet Operators, Fleet Inspectors