

# Materials Management

29 April – 03 May 2018

Muscat / Sultanate of Oman

## **Introduction:**

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

## **Program Objectives:**

By the end of the program, participants 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.

## **Who should attend:**

Logistics and supply chain planners and managers, as well as mid-level managers in any of the professions within logistics; such as, procurement, inventory, operations, and marketing among others.

## **Program Outlines:**

- Strategic Logistics Planning and Management
- Importance of Logistics and Supply Chain Management
- Logistics and Supply Chain Management (SCM) Awareness Evolution of Logistics and 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 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 and 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 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

### **Training Method**

- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Self-test and group activities
- Each participant receives a binder containing a copy of the presentation slides and handouts

### **Program Support:**

This program is supported by interactive discussions, role play, case studies and to highlight the techniques available to the participants.