



PROJACS ACADEMY
by @egis



Supplier Relationship Management for Collaboration, Impact and Business Success

استراتيجيات إدارة العلاقة مع الموردين لتحسين الكفاءة
والإنتاجية

28 August – 01 September 2023

Dubai / UAE

Introduction

Supplier relationship management (SRM) is a business process focused on managing value in the business. Typically in sourcing, value shift occurs when activities take value from one party and transfer it to another (a “zero-sum game”). Value creation is the key to SRM, where activities create new value through improved efficiencies or productivity (a “win-win” scenario). This workshop is designed to enhance the procurement professional’s skills for managing key supplier relationships to create an environment where both parties focus on delivering value in the relationship.

Continuous improvement in all aspects of the supply chain is necessary to remain competitive in today's global economy. The traditional adversarial relationship and transactional focus of buyers and suppliers cannot meet this demand for continuous improvement in lead-time, quality and overall supplier performance. As a result, significant changes are occurring in the philosophies and approaches that define the relationship between purchasers and sellers in world-class organizations. Simply put, Supplier Relationship Management (SRM) provides an organizational focus on communicating and collaborating with suppliers on the many steps of the Supply Management process. This focus reduces the lead-time and total cost of acquisition, transportation and possession of goods and services for the benefit of both the buyer and seller. As a result, SRM provides a competitive advantage and improved profits

Who Should Attend?

Professionals involved in purchasing, projects, contracts, supply management, operations, maintenance, engineering, quality and other activities that expose them to dealings with suppliers. This program is essential to those who want to improve the supplier relationship for the benefit of the enterprise

Objectives

Delegates attending this workshop will learn how to:

- Identify the various hard and soft attributes that characterize a buyer/supplier relationship and measure these attributes to achieve the desired relationship.
- Recognize the features of each relationship type and where and how they affect the supply situation and to challenge whether appropriate value is being delivered.
- Determine the minimum relationship required to deliver the required value.
- Ensure contracts meet stakeholder needs
- Apply the current trends in relationship management
- Identify the drivers of trust in relationships and how dispute resolution is facilitated through strong professional relationships
- Increased skill sets in supply management
- The importance of SRM in continuous improvement
- Benefits of early supplier involvement
- The move to strategic sourcing
- Segmentation model for supplier base
- Total cost of ownership models
- Process for strategic alliances
- Key elements in improving the supplier relationship
- Best practices in supplier qualification, measurement and recognition
- The basics of reengineering

Course Outline

Day One

- What are the different types of supplier relationships?
- What is supplier matching and how can it help me identify additional value benefits?
- What remedial action can I take to put the relationship back on track?

Day Two

- What type of relationship do I desire with the supplier?
- How can I assess the ability and willingness of the supplier to provide the required value?
- How do I prepare the internal environment with appropriate levels of time, funding, and personnel to establish and maintain long-term relationships with the supplier?

Day Three

- The three essentials for change, the organizational challenge, comparing the traditional and new business models, the supply management vision, defining Supplier Relationship Management (SRM), SRM and Customer Relationship Management (CRM)
- Improvement = SRM = Integration = Supply Chain Management, defining Supply Chain Management, benefits and barriers to integration, stages of integration
- Where to start the integration process, strategic sourcing, the critical ABC analysis, developing the spend profile, commodity and service coding, using Excel pivot tables in spend analysis

Day Four

- Segmentation of the supplier base, defining the alliance, the alliance process, success factors and barriers to alliances
- Focusing on high value activities, reengineering is a must, common errors in reengineering, the basics of reengineering
- Transforming the supplier relationship, developing the skills required for good relationships, defining the organization's mission in building supplier relationships, communication, trust and credibility as key elements, a survey for letting the supplier rate you

Day Five

- Science of selecting and maintaining good supplier performance, example procedure for supplier selection and qualification, monitoring supplier performance, maintaining a performance index
- Applying performance measurement, Total Cost of Ownership (TCO), TCO Models, supplier recognition

Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a 7" Tablet containing a copy of the presentation, slides and handouts
- Post-assessment

Program Support

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

Schedule

The course agenda will be as follows:

- | | |
|---------------------|------------------|
| • Technical Session | 08.30-10.00 am |
| • Coffee Break | 10.00-10.15 am |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break | 12.15-12.45 pm |
| • Technical Session | 12.45-02.30 pm |
| • Course Ends | 02.30 pm |

Course Fees*

- **3,200 USD**
**VAT is Excluded If Applicable*

المقدمة

إدارة العلاقة مع الموردين (SRM) هي عملية تجارية تركز على إدارة القيمة في الأعمال التجارية. ، حيث تخلق قيمة أنشطة جديدة من خلال تحسين الكفاءة أو الإنتاجية (سيناريو "الفوز"). تم تصميم هذه الورشة إلى تعزيز العلاقات مع الموردين الرئيسيين لخلق بيئة عمل جيدة حيث يركز كلا الطرفين على تقديم القيمة في العلاقة.

التحسين المستمر في جميع جوانب سلسلة التوريد ضروري لتظل قادرة على المنافسة في الاقتصاد العالمي اليوم.. ونتيجة لذلك تحدث تغييرات كبيرة تحدث في الفلسفات والمناهج التي تحدد العلاقة بين المشتريين والبائعين في المنظمات العالمية. ببساطة، إدارة العلاقة مع الموردين (SRM) يوفر التركيز التنظيمي على التواصل والتعاون مع الموردين على خطوات عديدة من عملية إدارة التموين. وهذا يقلل الوقت والتكلفة الإجمالية للاقتناء ونقل وحيازة السلع والخدمات لصالح كل من المشتري والبائع. ونتيجة لذلك، توفر SRM ميزة تنافسية وتحسين الأرباح.

الاهداف

بعد الانتهاء من هذه الدورة سيتمكن المشاركون من التعرف على:

- مختلف السمات المادية وغير المادية التي تميز المشتري / المورد لتحقيق العلاقة المرجوة.
- انواع العلاقات وكيف أنها تؤثر على حالة العرض
- كيفية تحديد الحد الأدنى من العلاقة اللازمة لتحقيق القيمة المطلوبة.
- تطبيق الاتجاهات الحالية في إدارة العلاقات
- كيفية تسهيل تسوية المنازعات من خلال علاقات مهنية قوية
- زيادة المهارات في إدارة الإمدادات
- أهمية SRM في التحسين المستمر
- عملية للتحالفات الاستراتيجية
- العناصر الرئيسية في تحسين العلاقات مع الموردين
- أفضل الممارسات في مجال تأهيل الموردين والقياس والاعتراف
- أساسيات إعادة الهيكلة

الحضور

المهنيين العاملين في قسم المشتريات والمشاريع والعقود وإدارة الإمدادات والعمليات والصيانة و الجودة وغيرها من الأنشطة التي تعرضهم إلى التعامل مع الموردين. هذا البرنامج ضروري لأولئك الذين يرغبون في تحسين العلاقة المورد لصالح المؤسسة.