

# € TRAINING

Supply Chain Certified : Concept, Solution &  
Application



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## Introduction:

This seminar is aimed at both suppliers and buyers who need an overview of the key drivers involved when viewing supply chains from a logistics/demand point of view. Supply Chains are the ultimate source of competitive advantage so the purpose of this seminar is to explain and appreciate what logistics and supply chain management are fundamentally about so that delegates are able to:

## Course Objectives:

At the end of this course the participants will be able to:

- Understand what logistics and supply chain management are fundamentally about.
- Appreciate that time is cash.
- See that movement to the customer is all that adds value.
- Work with all of the supply chain players pays.
- Look 'outside of the box'.
- Apply the 8 Rules for Effective Supply Chain Management.

## Targeted Audience:

- Senior Buyers
- Purchasing Supervisors
- Purchasing Managers
- Supply Chain Professionals

## Course Outlines:

### Unit 1: Understanding What Logistics and the Supply Chain Are About:

- Definitions of logistics and Supply Chain management.
- The interrelations and connections of Buying, Making, Moving, and Selling activities.
- History and development.
- Understanding Supply Chain dynamics.
- Supply Chain Operations Reference Models SCOR.
- The Theory of Constraints TOC.

### Unit 2: Key Aspects and Rules of Supply Chain Management:

- The cost/service balance.
- Customer service principles.
- Internal organizational structures.
- Inventory principles.
- Lead times throughout the supply chain.
- Adding value.
- Production options/changes.
- Trade-off opportunities.

### Unit 3: The Benefits of Adopting a Supply Chain Approach And Appreciating The Changes Needed To Traditional Ways:

- Understanding the sub functional conflicts.
- Benefits within and between functions.
- Taking a supply-chain view of total acquisition costs.
- Accepting that competitive advantage comes from the Supply Chain.
- Looking at demand amplification, and the "Forester" effect.
- Appreciating the effects of uncertainty and unresponsiveness.
- Seeing how we currently manage the supply chain.
- Changing the way we manage the Supply Chain for greater effectiveness.

### Unit 4: Strategic Approaches And Impacts To Supplier/Customer Relationships:

- Practical effects on lot sizes/order quantities.
- Reducing costs.
- Sharing developments and collaborating.
- Eliminating internal and external barriers.
- Interfacing versus integrating relationships.
- Segmentation and product formatting.
- Business strategies and the supply chain.
- Supply chain planning.
- Gaining a competitive advantage.
- Considering outsourcing.
- Using postponement and consolidation logistics.
- Examining demand planning.
- Approaches of Quick Response QR, Vendor Managed Inventory VMI, and.
- Collaborative Planning and Forecast Requirements CPFR.
- The Lean Supply Chain.

### Unit 5: Making Supply Chain Improvements and Implementing a Logistics/Supply Chain Management Approach:

- Manufacturing and retailer case studies.
- The major lessons and key aspects of the experience.
- Oil and Gas in the UK experiences.
- Key questions to be answered.
- The changes needed with suppliers and customers.
- The changes need to internal organization and management practices.
- Potential action needed.
- The 'doing nothing' future, with 'lessons from experience'.
- Guarding against futures of higher stock levels and competition gains.
- Breaking down traditional silo/closed management.
- A 5 step approach to Logistics and Supplier Development.
- The Supply Chain Rules Encore; the rules to give competitive advantage from effective Supply Chain Management.