

SSM 62 - DEVELOPING A LOGISTICS STRATEGY

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. 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 apply key techniques in controlling time and the movement of goods and materials to customers and users.

Emphasis is made of finding the right cost and service balance. It provides practical skills to take back to the workplace to enable delegates to change current methods and activities and work better with all supply chain players and the 8 Rules for Effective Supply Chain Management will be used and applied in practical ways.

Delegates will understand what logistics and supply chain management are fundamentally about to help them appreciate that time is cash. This highlights the fact that movement to the customer is all that adds value and working with all of the supply chain players pays. They will be encouraged to look outside of the box by applying the Rules for Effective Supply Chain Management.

WHO SHOULD ATTEND?

- Supply, Buying, Purchase, Logistics, Materials and Supply Chain Professionals
- Those who need to develop their understanding of Logistics and Supply Chain Management
- Those who are looking for business gains and benefits from managing their supply chains more effectively

COURSE CONTENTS

Day One - 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 the development
- Understanding the Supply Chain dynamics

Models for Supply Chain Management

- Supply Chain Operations Reference Models (SCOR)
- The Theory of Constraints (TOC)

Day Two - Key Aspects and Rules of Supply Chain Management

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

Day Three - The Benefits of adopting a Supply Chain approach

- 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

How a Supply Chain approach changes traditional ways

- Looking at demand amplifications, 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 effectiveness

Day Four - 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.

Strategic approaches

- Segmentation and product formatting
- Business strategies and the supply chain
- Supply chain planning
- Gaining 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

Day Five - Making Supply Chain Improvements

- Manufacturing and Retailer case studies
- The major lessons and key aspects from experience
- Oil and Gas in the UK experiences
- Key questions to be answered

Implementing a Logistics/Supply Chain management approach

- The changes needed with suppliers and customers.
- The changes need to internal organisation 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

The 5-step approach to Logistics and Supplier Development

- The model ("Should we, Benefits and Drawbacks, Internal Issues, Key Issues, And Finally") - The Supply Chain Rules (Encore)
- The rules to give competitive advantage from effective Supply Chain Management