BLACKBIRD FOR TRAINING

The Advanced Strategies in Logistics Management

26 – 30 April 2027
Casablanca (Morocco)



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Introduction

Supply chain and logistics management have undergone rapid transformations over the past two decades, evolving into essential functions that are crucial for business success in today's globalized economy. With the continuous development of innovative practices and concepts, professionals in supply chain and logistics must keep up with the latest trends to ensure their organizations remain competitive and efficient. This course is designed to provide advanced insights into logistics management and supply chain optimization, covering key areas such as forecasting, procurement, transportation, warehousing, and the integration of the Supply Chain Operations Reference SCOR framework for continuous performance improvement.

Whether you're looking to develop a robust logistics strategy or enhance your supply chain optimization skills, this course equips you with the tools and techniques necessary for success. Advanced logistics and supply chain management are at the heart of improving efficiency, cutting costs, and creating value within organizations.

Course Objectives

By the end of this course, participants will be able to:

- Recognize modern trends in supply chain management and logistics management and understand their impact on business operations.
- Practice advanced forecasting and inventory optimization techniques to ensure more accurate demand planning.
- Appraise different item categories and develop effective sourcing strategies for optimal procurement.
- Describe the role of transportation management in logistics and understand its objectives, costs, and modes.
- Apply value-adding techniques in warehousing management, including reverse logistics and efficient space utilization.
- Use the SCOR framework to manage and improve supply chain performance, leveraging its SCOR metrics for continuous operational optimization.



Course Outlines

Day 1: Modern Supply Chain and Logistics Trends

- Supply chain overview: Understanding the core functions and goals of supply chain management.
- Role of logistics: Key logistics management responsibilities in supply chain optimization.
- Sustainability in supply chains: Exploring the importance of green logistics and sustainable practices in modern supply chains.
- Supply chain configuration: How to design and manage effective supply chain networks.
- 3PL and 4PL concepts: The role of third-party and fourth-party logistics providers in global supply chains.

Day 2: Materials Forecasting and Inventory Planning

- Qualitative forecasting theories: Techniques like Delphi method and forecasting panels to predict demand.
- Quantitative forecasting methods: Understanding economic order quantities and reorder points to minimize costs.
- Inventory optimization: Developing replenishment strategies for seamless inventory management.
- Supply chain optimization analysis: Key methods and tools for optimizing inventory levels across the supply chain.

Day 3: Procurement and Go-to-Market Strategies

- Role of procurement: Understanding how procurement contributes to supply chain efficiency.
- Procurement process flows: From supplier selection to order fulfillment.
- Sourcing strategies: Best practices for sourcing raw materials and finished goods in an optimal way.
- Vendor management: Establishing strong partnerships and alliances with suppliers.
- Partnerships and alliances: Creating mutually beneficial relationships with suppliers and service providers.

Day 4: Role of Transportation and Shipping in Logistics

- Fleet management: Objectives and costs associated with managing transportation fleets.
- Transportation modes: Exploring the different transport methods road, rail, air, and sea and their cost-effectiveness.
- Optimized routing and cubing: Techniques for improving transportation efficiency and reducing costs.
- Incoterms: Understanding international shipping terms for seamless global trade.
- Warehousing in logistics: Effective warehouse design, space configuration, and value-adding activities.
- Reverse logistics: Managing returns and recycling within the supply chain.



Day 5: SCOR Framework for Performance Management

- Overview of the SCOR framework: Understanding the Supply Chain Operations Reference model and how it supports performance management.
- Identifying SCOR metrics: Establishing level 1, 2, and 3 SCOR metrics to evaluate performance at various stages of the supply chain.
- Customizing SCOR metrics: Tailoring level 4 SCOR metrics to suit the specific needs of your business operations.
- Setting performance targets: Developing realistic goals for continuous improvement.
- Continuous performance improvement: Implementing strategies for ongoing optimization within the supply chain and logistics functions.

Why Attend This Course: Wins & Losses!

This course is designed for professionals looking to gain a competitive edge in logistics management and supply chain optimization. Here's why attending this course is a crucial step in your career:

- Develop advanced logistics strategies: Learn how to create and implement strategic logistics planning that drives efficiency, reduces costs, and improves overall supply chain performance.
- Master supply chain optimization: Understand global optimization in supply chains and how to apply supply chain optimization methods to streamline operations.
- Enhance logistics operations management skills: Whether you're a logistics manager or involved in logistics operations management, you'll gain the skills needed to manage complex logistics networks effectively.
- Increase your value as a logistics and supply chain professional: By understanding the latest logistics practices, supply chain management optimization, and the SCOR framework, you'll be able to implement real improvements in your organization's logistics operations.
- Global perspective: Learn from a course that covers global logistics and supply chain management techniques and methodologies applicable to international markets.
- Real-world case studies and hands-on practices: Apply theoretical knowledge in practical scenarios, ensuring that you leave the course with actionable skills that can be implemented immediately.

Conclusion

The Advanced Strategies in Logistics Management course is designed to provide professionals with the latest tools and strategies to optimize their supply chain and logistics operations. From advanced forecasting techniques to procurement strategies and transportation management, this course covers everything you need to enhance operational performance. By applying the SCOR framework and other advanced practices, you'll gain the knowledge to continuously improve the efficiency and effectiveness of your supply chain.

If you're looking to advance your career and make significant contributions to your organization's logistics and supply chain processes, this course is the perfect next step. Sign up today to gain practical knowledge, improve your skills, and stay ahead of the curve in the evolving world of logistics operations management and supply chain optimization!

