BLACKBIRD FOR TRAINING

Supply Chain & Logistics Optimization

1 – 5 November 2027
Casablanca (Morocco)



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Ref: 3255252_201331 **Date:** 1 – 5 November 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

Supply Chain & Logistics Optimization plays a critical role in driving organizational efficiency, reducing costs, and ensuring customer satisfaction. In today's competitive business landscape, effective management of supply chains is no longer optional but a strategic necessity.

This 1-week intensive program provides participants with a comprehensive framework to optimize supply chain and logistics processes. The course blends theory with practical tools, case studies, and exercises, enabling participants to improve operational performance, strengthen risk management, and leverage digital transformation for long-term success.

Course Objectives

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

- Understand the principles of Supply Chain & Logistics Optimization and its impact on organizational performance.
- Apply effective strategies for inventory, transportation, and distribution management.
- Analyze complex supply chain challenges and design practical solutions.
- Develop contingency plans to handle risks and disruptions.
- Enhance cross-functional collaboration to ensure seamless flow of materials and information.
- Utilize key performance indicators KPIs to measure and improve efficiency.
- Leverage digital technologies and advanced analytics to optimize logistics operations.

Course Outlines

Day 1: Core Concepts & Fundamentals

- Introduction to supply chain and logistics management.
- Key components of supply chain systems.
- The lifecycle of logistics operations.
- Linking supply chains with corporate strategy.
- Case study discussion.



Day 2: Inventory & Operations Management

- Forecasting demand and inventory planning techniques.
- Methods for reducing costs and increasing efficiency.
- Controlling logistics flow across multiple stages.
- Tools for demand accuracy and optimization.
- Hands-on workshop on inventory management.

Day 3: Transportation & Distribution

- Transportation strategies and fleet management.
- Selecting suppliers and third-party logistics providers.
- Managing transportation costs and distribution channels.
- Applying modern tools to improve efficiency.
- Practical exercise: designing an optimized distribution network.

Day 4: Risk Management & Digital Transformation

- Identifying and assessing risks in supply chains.
- Strategies for crisis management and resilience.
- Role of digital platforms in supply chain optimization.
- Applying big data and advanced analytics.
- Best practice insights from global case studies.

Day 5: Performance Measurement & Continuous Improvement

- KPIs for supply chain and logistics optimization.
- Techniques for evaluating performance and outcomes.
- Continuous improvement strategies to minimize waste.
- Workshop: Building a Supply Chain Optimization Plan.
- Final review, assessment, and feedback.

Why Attend This Course: Wins & Losses!

- Gain in-depth knowledge of Supply Chain & Logistics Optimization.
- Strengthen decision-making with real-world tools and methods.
- Master risk management and crisis response strategies.
- Enhance inventory, transportation, and distribution efficiency.
- Leverage digital solutions for greater competitiveness.
- Apply continuous improvement techniques for long-term impact.
- Improve collaboration across departments and functions.
- Earn a recognized certificate of participation.



Conclusion

The Supply Chain & Logistics Optimization program provides executives and professionals with the tools, knowledge, and strategies to excel in one of the most critical areas of modern business. By combining theory, practice, and technology, the course equips participants to reduce costs, improve efficiency, and build resilience in their supply chains.

Graduates of this course will be able to lead initiatives that not only optimize logistics operations but also create sustainable value for their organizations. With a focus on practical outcomes and global best practices, this training is designed to position participants as key contributors to operational excellence and long-term success.

