BLACKBIRD FOR TRAINING

Certified Supply Chain Professional

23 – 27 August 2027
Casablanca (Morocco)



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Introduction

This course focuses on building a practical and well-rounded understanding of supply chain management, connecting planning, procurement, inventory control, operations, distribution, supplier management, performance measurement, and risk reduction. Supply chain management is no longer a separate operational function. It directly affects organizational cost, response speed, service quality, and business continuity.

The course helps participants understand how materials, information, and customer requirements flow from suppliers to end users. It also focuses on improving efficiency, reducing waste, strengthening coordination between departments, and using performance indicators to support more accurate decisions.

The course is structured in a logical sequence. It begins with the overall structure of supply chains, then moves into demand and resource planning, followed by procurement and supplier management, inventory and logistics operations, and finally performance measurement, risk management, and continuous improvement.

Course Objectives

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

- Understand the strategic role of supply chains within the organization.
- Analyze the main components of the supply chain from supplier to customer.
- Link demand planning with production, operations, or service requirements.
- Improve procurement management and supplier selection using clear criteria.
- Evaluate supplier performance in terms of quality, cost, commitment, and risk.
- Analyze inventory levels and identify effective control methods.
- Understand the impact of excess or insufficient inventory on cost and continuity.
- Improve logistics flow, warehousing, transportation, and distribution.
- Use performance indicators to measure supply chain efficiency.
- Identify risks related to sourcing, transportation, demand, and inventory.
- Develop response plans for supply fluctuations and operational disruptions.
- Build an integrated view for improving supply chain performance and supporting management decisions.



Course Outlines

Day 1: Understanding the Supply Chain and Its Role in Organizational Performance.

- Definition of supply chain management and its importance in modern business.
- Difference between supply chain, procurement, and logistics.
- The main components of the supply chain from planning to delivery.
- Flow of materials, information, and decisions across the supply chain.
- Relationship between supply chain performance, cost, quality, and customer satisfaction.
- Coordination between sales, operations, finance, and stores.
- Common challenges in supply chain management.
- Practical exercise on mapping a basic supply chain within an organization.

Day 2: Demand and Resource Planning.

- Concept of demand planning and its role in reducing operational instability.
- Main sources of demand data and how to interpret them.
- Analysis of seasonal and changing demand patterns.
- Linking demand forecasts with purchasing or production plans.
- Identifying material and resource requirements based on demand levels.
- Impact of weak planning on inventory, cost, and service levels.
- Reviewing gaps between forecasted demand and actual demand.
- Practical application of preparing a simplified demand planning model.

Day 3: Procurement and Supplier Management.

- Role of procurement in supporting supply chain stability.
- Preparing purchasing requirements and specifications clearly.
- Supplier selection and qualification criteria.
- Evaluating offers based on price, quality, commitment, and risk.
- Building effective relationships with key suppliers.
- Measuring supplier performance and monitoring compliance.
- Handling supply delays or quality issues.
- Practical workshop on evaluating a supplier and selecting the right purchasing decision.

Day 4: Inventory Management and Logistics Operations.

- Role of inventory in balancing cost and material availability.
- Types of inventory and reasons for holding stock.
- Defining suitable inventory levels based on business activity.
- Analyzing inventory turnover and reorder points.
- Risks of excess inventory and slow-moving stock.
- Basics of warehousing, handling, and storage organization.
- Improving transportation and distribution in relation to customer service.
- Case study on an inventory problem and its impact on the supply chain.



Day 5: Performance, Risk, and Continuous Improvement.

- Key performance indicators in supply chain management.
- Measuring service level, delivery commitment, cost, and quality.
- Analyzing causes of delays, high costs, or weak supply performance.
- Managing supplier, transportation, and demand fluctuation risks.
- Building alternative plans for supply chain continuity.
- Using reports to support improvement decisions.
- Preparing an improvement plan for a supply chain process.
- Final application on analyzing a supply chain and presenting practical recommendations.

Why Attend This Course: Wins & Losses!

- Gain an integrated understanding of supply chains from planning to delivery.
- Improve the ability to link demand with procurement, inventory, and operations.
- Develop stronger supplier analysis and selection skills.
- Reduce planning errors that may lead to stock shortages or excess inventory.
- Improve coordination between departments involved in supply chain activities.
- Increase inventory management efficiency and reduce waste and cost.
- Improve service levels and customer response speed.
- Use performance indicators to monitor results and make better decisions.
- Identify operational risks before they become major disruptions.
- Build practical improvement plans that can be applied in the workplace.
- Support business continuity through a more resilient supply chain.
- Strengthen the ability to present professional recommendations to management.

Conclusion

This course provides a practical and connected framework for understanding supply chain management as an integrated system that affects organizational performance, cost, service quality, and business continuity. The program begins by building the overall picture of the supply chain, then moves into demand and resource planning, procurement and supplier management, inventory and logistics operations, and finally performance measurement and risk management.

This sequence helps participants understand the connection between different decisions across the supply chain, and how a decision in planning, purchasing, or inventory can affect other operations. The course also focuses on practical tools that support situation analysis, gap identification, and workable solutions.

Through practical applications and case studies, participants will improve their ability to deal with sourcing challenges, inventory issues, supplier performance, and demand fluctuations. The program also helps them prepare reports and recommendations that support management in improving supply chain efficiency.

By the end of the course, participants will be better able to manage supply chains in a structured way, improve operational decision-making, reduce risks, and raise efficiency and responsiveness across the organization.

