

DYNAMICS OF DISTRIBUTION & LOGISTICS

DESIGNING EFFECTIVE TRANSPORTATION & WAREHOUSING STRATEGIES



WHO SHOULD ATTEND

- Supply Chain Managers
- Logistics & Distribution Managers
- Freight Expeditors
- Warehouse Managers
- Inventory Managers
- Stock Controllers
- Professionals inclined to start a career in Logistics Industry

VENUE

City Campus, IBA Karachi

INVESTMENT

70,000 +5% SST

PROGRAM OVERVIEW

Ever wonder what a CEO sees when you mention the words Logistics?
Or who in a company gets the first call when money is tight ?

Dynamics of Distribution and Logistics gives you the answers

Few people come into logistics management with knowledge and experience of all aspects of the profession. Some may have worked their way up from driving a vehicle but know little of warehouses, others may find themselves taking responsibility for logistics as part of a wider remit such as operations.

Dynamics of Distribution and Logistics workshop aims to equip you with the necessary knowledge to move on to the next stage, with simple non-technical explanations of the options available, and impartial advice on how to choose the right option for your business. It is also an excellent primer for delegates studying logistics for the first time, as well as practitioners.

Dynamics of Distribution and Logistics workshop is a straightforward guide taking delegates through all aspects of this fascinating industry, covering distribution structures, transportation, warehousing, customer service and packaging of goods. There is a real need for this basic knowledge, both for practitioners starting out in the industry or more experienced practitioners who may have gaps in their knowledge. The training examines each aspect of logistics in turn and the material is supported by numerous illustrations.

Dynamics of Distribution and Logistics workshop is designed to provide an overview of the movement of raw materials and parts from the supplier to the manufacturer and the movement of finished products to the final consumer. An effective integration and optimization of each step in the process is emphasized. Topics include an introduction to business logistics; logistics strategy and planning; logistics product; third and fourth party logistics providers; customer services and order processing; transportation fundamentals including transportation modes, inter-modal services, pricing, and other shipping terms and documentation; transportation decision making and modeling of multi-modal and multi-echelon distribution models; strategic role of the warehousing function within the modern logistics environment, and the elements involved in warehouse management, operations and execution like Order picking strategies and physical verification of inventory, Slotting techniques, Warehouse Performance measurement and distribution requirement planning.

Dynamics of Distribution and Logistics workshop covers practical, accessible, and up-to-date information on the field of logistics, covering today's best practices.

TOPICS COVERED

- **Introduction: Nature of Logistics**

Introduction, Evolution from logistics to value chains, Logistics' role in the supply chain: SCM vs. Logistics vs. Distribution, The hierarchy of cost trade-offs, The role of logistics in economic utility, The evolution of logistics' economic utility, Drivers that shaped the development of logistics, Trends shaping the future of logistics

- **Logistics Strategy**

How logistics supports business model implementation, The importance of business process integration to support logistics strategy implementation, Logistics strategies, Exogenous drivers that impact logistics' strategic responses, Sustainable & Resilient Logistics, Pakistan's perspectives

- **Instrumentation of Business Logistics**

Essential components of logistics cost data, Limitations of corporate management information systems for logistics costs data, Methods to address scarcity of logistics costs data within organizations, Value management in logistics: From shared data to strategic decision-making, The hierarchical nature of customer value creation methods, Cost data challenges in Pakistan

- **Logistics Design for Distribution Channels: Time & Place Utilities of Product to the Customer**

Role of Logistics in Distribution channel, How the distributor business model works, Managing Distributors – margins and profitability models, Managing Distributors – working capital

- **Warehousing: A Role Beyond Storage**

Warehousing—A Logistical Challenge, Warehouse design, Warehouse operations (Receiving and checking, Put-away, Stocktaking and perpetual inventory, Picking, Picking methodologies, Picking receptacles, Dispatch), Slotting, Warehouse Costing, Warehousing cost optimization techniques, Warehousing Performance

- **Transportation: The Backbone of Logistics**

Transportation modes and mix decision, Vehicle operations and maintenance: Costs and their reduction, Vehicle routing and networks, Factors Influencing Freight Cost, How inland-freight, sea-freight and air-freight works, Containerization

- **Logistical Packaging: For Safe Product Handling, Movement and Storage**

General principles, Consumer Versus Logistical Packaging, Packaging as Unitization, Design Considerations & Packaging Material, Returnable Logistical Packaging & Packaging Cost, Packaging Performance

LEARNING OUTCOMES

Upon completion of the workshop, participant will be able to:

- . Effectively manage multi-modal logistics.
- . Appreciate and utilize hub strategies to improve customer lead time and satisfaction whilst reducing the cost to serve.
- . Utilize effective fleet management techniques.
- . Implement an Action Plan at your workplace using the knowledge and skills acquired through the training.
- . Understand the role and key contributions of the warehouse function to the organization and its competitive strategy and revenue flows.
- . List the factors to consider when thinking about freight transportation.
- . Identify the challenges transportation managers face.
- . Discuss the guiding principles behind distribution model design.
- . Optimize the cost of warehousing.
- . Develop and enhance effective inventory control and stock management/analysis techniques.
- . List tips on adopting new technologies.
- . Evaluate the challenges posed by packaging of goods and returns

TRAINERS PROFILE

Faisal Jalal

Visiting Faculty, IBA Karachi



Faisal Jalal is the Founder and Chairman of Sinofeng Pakistan Private Limited (Pak-China JV). Faisal's businesses developed over 12 years are collectively called 'FJ Holdings. He has over 26 years diversified experience of working in senior management positions in multinationals, JVs and large Pakistani organizations, having served as General Manager of Thal Limited, Head of Supply Chain & IT at Agriauto Industries Limited, Head of Share Accounting Project Noble Computer Services Private Limited and Head of IT at atlas Asset Management Limited as well as Manager IT systems at Philips Electrical Industries of Pakistan Limited. Board Director and serves as a Director on the Board of various companies and Business School in Pakistan. He is a member of Peer Review Team Member of National Business Education Accreditation Council (NBEAC) a body of Higher Education Commission (HEC) of Pakistan.

Jalal has been involved in teaching at various Universities and Degree Awarding Institute in Karachi as well as conducted various professional trainings locally and internationally. At present he is a visiting faculty member of IBA – Karachi.

Dr. Rameez Khalid

Associate Professor, IBA Karachi



Formerly, Dr. Rameez was the Director Business Administration (MBA and BBA), Academic Director SCM Program, Chairperson of IBA's Consultant Selection and Procurement Committees. He is a consultant for Operations Warehousing, Project Excellence, Management, Six Sigma and Quality Management in a variety of industries. He is an Assessor in OHS (ISO-18001), QMS (ISO-9001), SC-SMS (ISO-28000) MSDS. He has audited PPL, South City Hospital, NED, Indus Hospital, DP World, AKUH, TAV (Mothercare), Dollar Industries, LNH etc, is a member of HEC's NCRC on SCM and BoF of IBHM-DUHS.

DISCOUNT POLICY

10% for 2 or more participants & 15% for 5 or more participants from the same organization

CONTACT US



Email: ceeinfo@iba.edu.pk

Phone: (0213) 8104701

(Ext: 1808, 1809, 1812, 1804, 1823, 1822)

Mailing Address: City Campus, IBA Karachi,

Plot # 68 & 88 Garden / Kayani Shaheed Road, Karachi – 74400

PROGRAM & POLICIES

Registrations are only confirmed when full payment has been received from a participant. For a detailed cancellation policy, please visit: <https://cee.iba.edu.pk/cancellation-policy.php> The Institute may cancel or postpone a program due to insufficient enrolment or unforeseen circumstances. In this case, the institute will refund registration fee, but will not be responsible for any other related expenses including cancellation/change charges by airline and travel agencies. The Institute reserves the right to make changes in its program dates, faculty, policies, and fees at any time. Payment can be made via cheque/bank draft payable to the "Institute of Business Administration, Karachi. "

IBA CEE

Center for Executive Education
Institute of Business Administration