



**Training LBA**  
A division of Logistics Bureau ( Asia ) Limited

## Practical Supply Chain Management

3- Day Workshop on 3-4-5 April, 2012

Landmark Hotel, Bangkok

### Introduction

#### Learning objectives

1. To introduce delegates to the fundamental of Supply Chain Management understand the principles, the concepts and the techniques involved, which cover Supply Chain Strategy, Customer Service, Supply Chain Networks, Inventory management, Warehousing, Transport Optimization, Supply Chain Cost-to-Serve and Measuring Performance.
2. To show delegates how to apply these in a way that is financially beneficial to their companies' balance sheets.

#### Who should attend?

Logistics professionals from all industrial sectors who involve with the management and control of inventory, including:

- Supply Chain / Logistics Directors & Managers
- Supply Chain Analysts
- Inventory Managers
- Warehousing Managers
- Financial Managers
- Procurement Managers
- General Managers



**Logistics Bureau Asia**

The training is organised by **Logistics Bureau (Asia) Limited**, a company that provides experienced and well qualified business consultants who have specialised in the area of Supply Chain and Logistics consultancy. So we fully understand broader business strategy and the role of Supply Chain and Logistics in supporting it. We are based in Australia and Asia.

For further administrative enquiries, please contact  
Khun Duangkamon at : Tel . +66 2 277 2870 Fax : +66 2 277 2869 Email : [duangkamon@logisticsbureau.com](mailto:duangkamon@logisticsbureau.com)  
[www.logisticsbureau.com](http://www.logisticsbureau.com) / [www.traininglba.com](http://www.traininglba.com)



## Workshop Outline

### Day #1

#### **Module 1 : Supply Chain Strategy - Make it real !**

With supply chain effectiveness and efficiency so tightly bound to the success of a company, it is surprising that many companies have no defined Supply Chain Strategy. This module looks at how to develop a successful and meaningful Supply Chain Strategy.

- Focusing on the End Game – The results required.
- Getting Buy-in across the Business.
- Measuring results effectively.
- Perils and pitfalls to avoid.
- Case studies – Nokia India (telecommunications) , H&M (Fashion retailing)

#### **Module 2 : Customer Service – it all starts here !**

The supply chain's pivotal and critical role is to enable to business to deliver customer service excellence and generate customer loyalty. In this module, delegates will gain an understanding of :

- The six key functional areas of the Supply chain.
- How to measure supply chain performance using the "Perfect Order" approach.
- How customer loyalty is generated using the Value Exchange Model.
- The keys to providing excellent customer service.
- Case studies – to be confirmed.

#### **Module 3 : Designing Supply Chain Networks for Optimization**

The supply chain network is a critical dimension of the total supply chain concept. As a major component at the operational level, it has a significant impact on the overall profitability of the organisation. This module will provide delegates with an understanding of the role of the network design in achieving optimisation by :

- Defining the Supply Chain Network.
- Identifying the symptoms that motivate the need for network redesign.
- Outlining the methodology used in modelling the supply chain network.
- Studying how network modelling tools can be utilised.
- Case studies – Manufacturer in China; Cement manufacturer in Thailand

#### **Module 4: Inventory Management**

Participants will gain an understanding of how inventory optimisation methodologies work and will learn in detail the best practices in inventory, service and cost optimisation

- Why have inventory at all? – Economics, Risk & variability, Customer service, Time and Inventory "levers".
- Discussing Inventory Management such as Inventory Segmentation, Inventory Control, Inventory Management, and Inventory Optimisation.
- Understanding Inventory Performance Management such as Inventory analysis, ABC analysis and Key performance indicators (KPIs).
- Workshop: Inventory Blow Outs – How to avoid them!
- "Beer Game": a Supply Chain simulation game





## Workshop Outline

### Day #2

#### **Module 5 : Warehouse**

Designing Warehouses for Supply Chain efficiency & effectiveness

- Factors affecting the optimisation of warehouse layout and design.
- The principles of effective materials management.
- Storage and handling media selection to optimise warehouse utilisation.
- Warehouse Operational planning and management to improve customer service.
- Warehouse Management Systems.
- Case study : FMCG retail distribution centre in P.R. China

#### **Module 6 : Warehouse Design Exercise**

Delegates form syndicates to develop a warehouse concept solution from a given narrative. The exercise covers

- Data Collection and analysis
- Storage media selection
- Layout design

#### **Module 7 : Warehouse design and Costing exercise**

Based on the narrative of the warehouse design exercise, delegates develop an operational manpower and costing plan based on Activity Based Costing techniques.



#### **Note**

It may be necessary for reasons beyond control, to change the content and timing of the event, speaker or venue. Every effort will be made to inform the participants of the changes. The teaching methodology comprises participative lectures and is interactive in nature which will involve participation from attendees. So, notwithstanding the proposed outline above, the program may not necessarily be conducted in exactly the same sequence or duration for each topic.

### Day #3

#### **Module 8 : Transport Optimisation**

Transport operations, whether provided in-house or by an external transport provider, are the most likely element of the supply chain operations to be managed with less than optimum efficiency. Transport is also the element most likely to be outsourced. In this module, delegates are introduced to:

- Transportation management principles.
- Transportation cost analysis.
- Outsourcing Transport - The four biggest mistakes businesses made when buying transport services.
- Transport case study – FMCG retail in China.

#### **Module 9 : Supply Chain Cost-to-Serve (CTS)**

Businesses need to balance the two aspects of the supply chain: customer satisfaction and making a profit. Different customers typically require different levels of service which is why the "One size fits all" concept of service is often out of place. The module introduces delegates to the concept of Cost-to-Serve as a technique to optimise service and minimise costs. We will look at :

- Defining CTS in detail.
- Comparing CTS with typical accounting.
- Identifying the benefits delivered by CTS.
- Implementing CTS.
- Avoiding problems when implementing CTS.
- Discussing the 8 "Truths" of Cost-to-Serve.
- Case studies – Oils and Lubricants distribution; Retail stores network.

#### **Module 10 : Measuring Performance – The right way**

There are good ways to measure supply chain performance and there are better ways. In this module we look at what is the "Best Practice" approach. Delegates are introduced to broad-based external benchmarking as a world-class methodology. Points we discuss will include:

- "Glass ceilings" are there to be broken.
- If you want to be the best, what do you need to know?
- Is the best today going to be the best tomorrow?
- The Service/Cost relationship
- Service and Cost KPIs and level One metrics.
- The power of external benchmarking.
- Case studies: External Benchmarking – the Performance Improvement Report

#### **Module 11 : Summary and Wind Up**

7 ways to Supercharge your Supply Chain – a summary of key areas to target.

#### **Questions & Answer Session**



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### About Your Trainer

**COLIN AIRDRIE** is Managing Director of Logistics Bureau (Asia) Limited, a subsidiary of Logistics Bureau Pty, the largest management consultancy specializing in Supply Chain in the Asia Pacific Region. He is originally from U.K., but has been operating in Asia for more than 13 years.

#### Qualifications

- Post-Graduate Diploma in Management Sciences UMIST, United Kingdom
- Fellow, Chartered Institute of Logistics & Transport
- Visiting Professor, Tianjin College of Transportation, P.R. China

#### Supply Chain Experience

- 38 years in supply chain and logistics operational and strategic management, and consultancy.
- The above includes 12 years experience at senior management levels in Asia, mainly in Thailand and P.R. China.
- Regional business development Asia Pacific
- Military supply chain operations and development
- Training and career development

#### Industry Experience

- 3<sup>rd</sup> Party FMCG Logistics in UK, S.E. Asia (including Thailand) and China
- In-house retail logistics and distribution, development and operations.
- Cold chain operational management and development

#### Consultancy Experience

- FMCG DC design and commissioning (P.R. China – 2 major DCs totalling 76,000 sqm.)
- Materials management electronic components manufacturing.
- White goods national distribution
- Bulk cement supply chain
- Training Course Design and Execution: Inventory Management, Warehouse Design & Operations
- Footwear and apparel
- Logistics software selection
- 3PL selection
- DC operations & transport network optimisation

#### Specialist areas of expertise

- Retail Supply Chain strategy development and implementation
- Logistics operations in S.E. Asia and P.R. China
- Logistics facilities design, construction and implementation.
- Logistics network design
- Inventory management.

### The Venue :

**The Landmark Hotel** (138 Sukhumvit Road, Bangkok, Thailand)

is a top-quality conference venue conveniently located close to the Nana BTS Station on the South side of Sukhumvit Road. Delegates traveling in daily are encouraged to use the BTS Skytrain in order avoid delays due to rush-hour traffic.

**Car parking** is available at the hotel and is free to delegates attending the workshop on presentation of a stamped Car Park ticket.

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# Registration Form



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Fee/Delegate (THB)	Early Bird (10% discount for payment by 9 March, 2012)	Normal Booking
Fee	28,800	32,000
+ 7%VAT	2,016	2,240
- 3% Withholding Tax*	(864)	(960)
<b>Total Paid</b>	<b>29,952</b>	<b>33,280</b>

### This covers:

- 3 days tuition
- Full set of documentation
- Certificate of Attendance
- Morning and afternoon refreshments
- International Buffet Lunch

### ★ Special ★

**Sending 3 or more delegates to qualify for EXTRA 10% discount !!**

\* Withholding Tax deduction is applied for a Thai-registered company only.

**Our Tax ID No : 3 030 274 397**

### Methods of Payment:

1. **Crossed Cheque** made payable to:  
Logistics Bureau (Asia) Limited  
Please send to:  
148 Soi Inthamara 22  
Sutthisan Road  
Dindaeng, Bangkok 10400  
Thailand

2. **Telegraphic Transfer** to the account of:  
Logistics Bureau (Asia) Limited  
Siam Commercial Bank Sutthisan Branch  
Account No: 021-253887-3  
Swift Code : S I C O T H B K

*Note : Please note that payment are required with registration and must be received prior to the course to guarantee your place.*

**Please complete this form and fax to  
+66 2 277 2869**

Course Title : \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

### Attendees:

Name : \_\_\_\_\_ Position : \_\_\_\_\_

Name : \_\_\_\_\_ Position : \_\_\_\_\_

### The invoice should be directed to:

Name : \_\_\_\_\_

Organisation : \_\_\_\_\_

Address : \_\_\_\_\_

Tel : \_\_\_\_\_ Fax : \_\_\_\_\_

Email : \_\_\_\_\_

Authorising Manager : \_\_\_\_\_

Position : \_\_\_\_\_

### Signature & Company Stamp :

### Cancellations & Substitutions

All cancellations must be made in writing. If cancellation is received 2 weeks before the event, you will be entitled to a 50% refund. Due to contractual commitments, no refund will be made for cancellation within 2 weeks before the event. However, a complete set of documentation will be sent to you.

Substitutions are welcomed at anytime.

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