

Fundamentals of: **EFFECTIVE DISTRIBUTION MANAGEMENT**

For any company that offers goods or services to the marketplace, it is vital to conduct efficient and cost-effective distribution in order to reduce operating costs, maintain customer service levels and sustain growth in today's highly competitive marketplace.

Effective distribution is the cornerstone of improved customer service.

This workshop-in-a-Box will provide delegates with an understanding of the components required to create and maintain an effective distribution network. The workshop content is a combination of solid theory blended together with shared experience from your seasoned presenter.

This workshop has been designed for introductory to intermediate level.

COURSE CERTIFICATES

Measurement and achievement are both as much a part of any training initiative as the training itself.

It is imperative for each individual as well as each organization to be able to measure an individual's understanding and retention of the course material.

An online test has been created for each Workshop-in-a-Box and is accessible through the course DVD.

Certificates of Competence and Certificates of Excellence are awarded to individuals accordingly by Vicenda,

Workshop-in-a-Box is a self-contained multimedia product that offers all the elements of a traditional workshop with the convenience of training where and when you want.

**WORKSHOP
IN-A-BOX**

Content is presented by experienced supply chain practitioners and trainers. Information is delivered in a clear and concise manner. This format is not only cost effective & time efficient but also allows you to train unlimited numbers of staff at a fraction of the cost of a traditional workshop. An interactive element has been introduced to encourage users to ask questions on the course material and also learn from other users' Q&A's.

Who will benefit from this workshop?

This workshop will benefit executives operating in the distribution, manufacturing, retail and services industries, specifically with the following job responsibilities:

- Distribution
- Logistics
- Supply Chain Management
- Operations
- Dispatch or receiving
- Order Fulfillment
- Warehouse Management
- Inventory
- Master Scheduling
- Fleet Management
- Sales and Marketing
- Freight Management



The Supply Chain, Logistics Management & The Business Cycle (1hr 14min)

- Components of Logistics Management
- Supply Chain Model & Goals
- Supply Chain Orientation, Network & Business Processes
- The Management Approach & Key Elements
- Performance Indicators
- Definition & Activities of Logistics
- Value & Utility
- Company Performance (Financial)
- Customer Classification (Internal & External)
- Possible Components of Business Cycle

Customer Service & Customer Service Levels (1hr 41min)

- Bucklin's Theory of Channel Structure & Quinn's Competitive Strategy
- What Customers Experience
- Components of Customer Value
- Marketing & Logistics & their Trade-offs
- The Value Train
- Primary & Support Activities
- Relationships
- Customer Service Issues & Aspects
- Order & Delivery Cycles
- Behavioural Forces
- Elements of the Purchasing Decision

The "Real" Cost To Serve (1hr 12min)

- The Profit Window
- The Customer Profit & Loss Account
- Traditional & Mission Accounting
- Activity Based Costing
- Customer Profitability Matrix
- Customer/Product Profitability Analysis
- Types of Customers
- Unseen, Cultural & Behavioural Forces
- Fully Flexible, Continuous Replenishment, Lean & Agile Supply Chains
- What Makes a Successful Supply Chain
- 10 Rules that Ensure Business Failure

Distribution Strategy & Tactics (1hr 55min)

- Marketing & Logistics
- The Marketing Mix (The 4 P's) & Strategy
- The Total Cost Concept
- Some Important Trade-Off Relationships (i.e. = Complexity)
- Critical "Flows" in the Supply Chain
- Level of Decisions- Strategic, Tactical & Operational
- Product/Service & Distribution Strategies (& their Common Problems)
- Supply Chain Design Considerations
- Types of Processes & Their Affecting Factors
- Technologies Levels, Advantages & Disadvantages
- The Strategic Profit Model
- Identifying Supplier & Customer Drivers



Synchronizing Your Distribution Channel (2hr 06min)

- Types Of Relationships
- Conflict in the Supply Chain
- Dimensions of the Purchasing Function
- Reasons Companies Outsource
- A Management Approach & Myths Relating to Outsourcing
- Ten Rules for Outsourcing Success
- Dynamics of a Contract & Service Level Agreement (SLA)
- A Conflict of Perspectives
- Sample Objectives, Definitions, Modus Operandi & Penalties
- Characteristics of an Organizational System
- How Organizations Make Decisions
- The Rules of Measurement

Inventory Strategy & Policy (1hr 44min)

- Business Decisions Relating to Inventory
- Types of Inventory
- Why Hold Inventory?
- Methods of Reducing & Carrying Cost of Inventory
- Demand & Forecasting Process
- ABC Inventory Analysis
- The Product & Industry Life Cycle
- Typical Manufacturing Processes & Order Penetration Point
- Economic Order Quantity (EOQ)
- Customer/Product Profitability Analysis
- Best Practice in Inventory Management
- 7 Tips to Improve Inventory Turnover

Warehouse Strategy & Policy (1hr 15min)

- Types of Warehouses/Storage Facilities
- Primary Functions & Tasks Performed in a Warehouse
- Principal Issues in Warehousing
- 20 Steps to the Development of a World Class Warehousing Facility
- 20 Guidelines to Good Warehouse Design
- Warehouse Location - Different Approaches Principles & Key Concepts of Materials Handling
- Types of Storage
- The Role of Packaging
- Warehouse Activity Profiling
- Warehouse Financial Performance & Performance Measures
- Own or Outsourced Warehouse?

Transport Strategy & Policy (2hr 23min)

- Important Characteristics of Services & Transport Services
- Own or Outsourced Transport?
- Key Transport Decisions
- Factors Influencing Transportation Costs
- Elements of Transport Management
- Principles of Planning
- Strategic & Tactical Planning
- Planning Requirements
- Principles of Control
- Control Requirements
- Transport Cost Elements
- General Requirements



Planning & Control Aspects (1hr 40min)

- Capacity Planning
- Dealing with peaks and troughs
- Key Performance Indicators
- Costing & Pricing
- Budgets and Business Plans
- Communication

The Distribution Processes (2hr 19min)

- The Provision of Leadership
- John Kotter's Eight-Stage Process of Managing Change
- Process Analysis & Material Flow Mapping
- Types of Processes
- Process Selection
- Elements of SC Management – Planning & Control
- The Basic Business Cycle (by Ownership & by Process)
- The Sales Cycle
- Benchmarking
- The Supply Chain Operations Reference Model (SCOR) & Six Sigma
- Achieving Internal Process Integration
- External Integration to Supply Chain Trading Partners

Distribution & The Law (58 min)

- Relevant Acts
- The Occupational Health & Safety Act(OSH Act) 1993
- AARTO (Administrative Adjudication of Road Traffic Offences)
- Objectives of AARTO
- Demerit Points
- Other Related Legislation

People Management (1hr 08min)

- Relationships & Their Common Cycles
- People: The Overlooked Factor
- Basic Behavioural Characteristics
- 10 Tips for Managing Difficult Employees: Checklist
- How to be Happy (at work): Checklist
- Secrets to Self-Growth & Development
- 4 Basic types of Sub-Culture & their various Combinations
- 4 Basic types of Leadership
- Using Teams

TOTAL PRESENTATION TIME: 19 hours 35 minutes

WORKSHOP PRESENTER



Mike Johnston graduated with a Bachelor of Science from the UCT and a MBA from the Graduate School of Business at Wits University. He spent 13 years with Tanker Services moving from Management Trainee to Operations Manager for Tanker Services (Natal) to Group Operations Manager.

In 1985, he embarked out on his own as a specialist Transport & Logistics consultant. He has been engaged by numerous companies in South Africa over the past twenty two years to

investigate and improve corporate supply chains and operations. This includes issues ranging from logistics & distribution strategy, procurement, order processing, inventory management, warehousing and transportation.

Mike lectures at Damelin College on procurement, logistics & warehousing. He has been involved in numerous related conferences and workshops. He has been a committee member of the Southern African Roundtable of the Council of Supply Chain Management Professionals (CSCMP) and a judge on the Logistics News *Annual Logistics Achiever Awards* since 1996.



All Workshop-in-a-Box topics are backed by a 30 day Money-Back guarantee.

If you are not satisfied with either the content or the format, Vicenda will be pleased to offer a full refund.

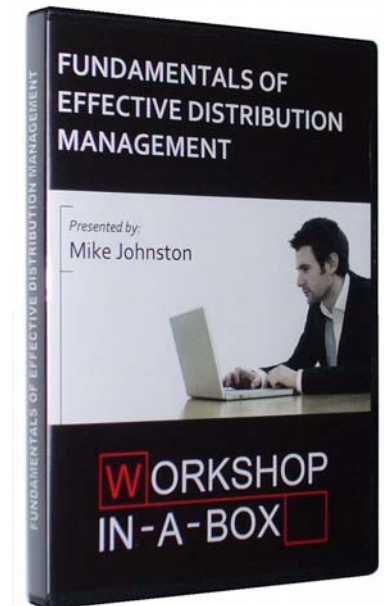
WHAT'S THE COST?

The cost for a single copy of **Fundamentals of Effective Distribution Management** is **R2 650 + vat.**

Additional copies of the same title can be purchased at 50% of the original cost at R1 325 + vat.

Purchase of a Workshop-in-a-Box entitles you to:

- Unlimited viewing of the workshop
- Unlimited access to view and learn from online Q&A's that are all session specific
- The opportunity to post questions online to presenters on any part of the course material for the first three months from receipt of workshop.



To order, or to view other titles available or in production, visit www.vicenda.co.za

For More information, contact Carmen Eblen:

011 021 5411/2/3 or email: carmen@vicenda.co.za

FREQUENTLY ASKED QUESTIONS

WORKSHOP-IN-A-BOX is an innovation in supply chain training and content delivery. It offers a cost effective and time efficient way to train your supply chain staff by including all the elements of a traditional workshop:

- The factual and structured content
- An experienced presenter
- The ability to ask questions and also learn from answers to other delegates' questions

HOW DOES IT WORK? Simply insert the course DVD Rom into your computer / laptop (no additional software is needed). All sessions are loaded on the DVD Rom and can be accessed from the main menu. Each session combines video of the presenter together with the course content delivered clearly and timeously. This format is not only cost effective & time efficient but also allows you to train unlimited numbers of staff at a fraction of the cost of a traditional workshop. Content is presented by experienced supply chain practitioners and trainers.

WORKSHOP-IN-A-BOX is not online training but an interactive element has been introduced to encourage users to ask the presenters questions on the course material and also learn from the answers to other users' Q&A's.

FUNCTIONALITY: To enhance the learning experience, we have built additional functionalities into this product:

- Pause, forward and rewind any presentation
- Print copies of the presentation slides
- Post questions to presenters online
- View other "delegates" Q&A's on each session

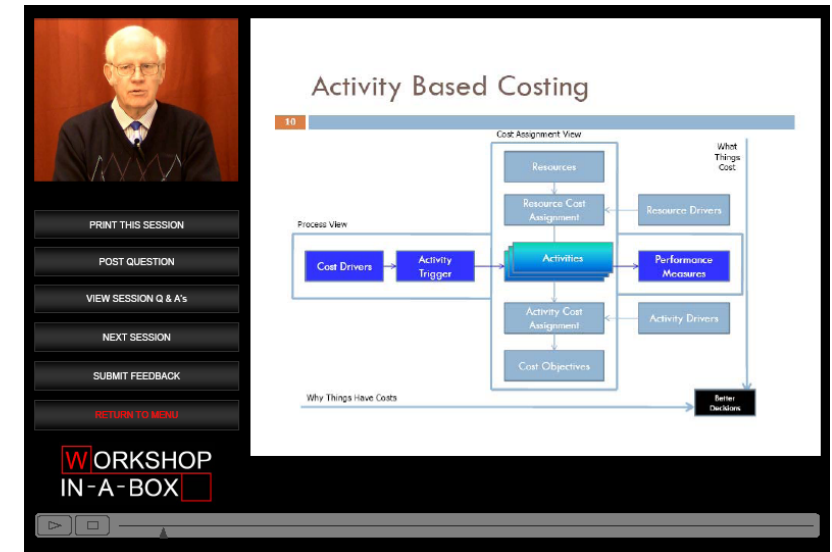
SESSION Q&A's: Most of our presenters are practitioners and consultants. Although presenters have committed to answering all questions posted in a reasonable amount of time, the response will not be immediate. Each answer to a posted question is e-mailed directly to the user and posted on the site for the benefit of all users.

SYSTEM REQUIREMENTS: The DVD Rom requires no additional software to run. Screen size and resolution has been optimised for 1024 X 768. This is a common screen size for laptops and desktop screens and also the most common resolution for data projectors.

ACCESS CODES: Each unit comes with a unique code that is printed on the back of your DVD box. This code will allow the user access to the interactive Q&A's.



SCREENSHOT OF MAIN MENU



SCREENSHOT OF SESSION FRONTEND