

Effective DISTRIBUTION MANAGEMENT

09-10 April 2025: 2 x half-day online sessions

“Effective distribution is the cornerstone of improved customer service”

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.

This workshop will provide delegates with an understanding of the components required to create and maintain an effective distribution network and will also take into account some of the changing dynamics of our South African landscape.

The workshop content is a combination of proven methodologies and valuable perspectives an experienced practitioner. In order to maintain the interactive nature of the workshop, attendance to the workshop is limited.

“Beyond my expectations - points of reference going to be helpful at my work place and for my individual growth” - Collins Viyuyi, Fischer Stainless Steel Tubing

brought to you by:



Workshop Content:

Day 1: 08h30 – 13h00

Customer service & customer service levels

- Customer service & customer relationships & customer satisfaction
- Internal & external customers
- Dimensions of customer service
- Touch points & moments of truth
- Customer segmentation
- Defining & setting service levels
- Organising for delivery of different service levels

The real “cost to serve”

- Route-to-market & cost to serve
- The cost components of customer service
- Kind of cost versus activity based costing?
- Gross margin versus nett margin?
- In-source or outsource?
- Costing the cost to serve
- Measuring & managing the real cost to serve

Distribution strategy & tactics

- The supply chain / distribution hierarchy
- A systems approach
- Components of the supply chain
- The distribution channel & network
- Identifying & defining the critical trade-offs
- The 3 V's of supply chain management
- What's the “game-plan”?

Developing a DC network strategy

- Network modeling principals
- Factors influencing network design
- Network configuration
- Centralised vs de-centralised
- Case study examples

Synchronizing your distribution channels

- Communication & trust
- Demand forecasting, planning & control
- Sales & operations planning (S&OP)
- Contracts & service level agreements (SLA's)
- The role of technology
- The importance of teams
- Partnering & team performance

Day 2: 08h30 – 13h00

Insource vs outsourced distribution?

- Insourcing vs outsourcing
- Cost & performance pressures
- Transport requirement analysis
- Key rules for successful outsourcing
- Capacity planning & distribution modelling

Inventory movement & control

- The role & cost of inventory
- Classification of inventory

Workshop Content:

- Inventory strategy & policies
- Inventory movement & control

Refining your distribution processes

- The business cycle & the sales process
- The order processing
- Distribution planning
- Warehouse planning
- Transport planning
- The delivery process
- Reverse logistics
- Administration process

Optimising transport routing & scheduling for bottom-line benefits

- Optimising within a route
- Multi-vehicle optimisation – routing and scheduling
- Correct fleet selection
- Activity smoothing over the period
- Master route optimisation
- Minimising depot queues
- Sharing fleets between depots
- Optimising back hauls and inbound logistics

Distribution performance measurement

- Focusing on the right things
- Connecting measurement with strategy
- Using KPI's to drive behaviour
- Implementing an effective measurement program
- Increasing the odds of success
- Continuous improvement & sustainability

Workshop Objectives:

On completion of this course, delegates will be able to better understand:

- how to improve and maintain a high level of customer service
- the costs associated with servicing customers
- proven techniques to improve distribution strategy and execution
- how to reduce distribution costs through improved efficiencies
- how to apply processes and technology to optimise the efficiency of your operation
- effective tools for problem solving distribution issues
- how to measure performance effectively and create an environment of continuous improvement

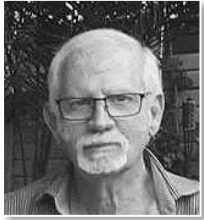
Who Should Attend?

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

- Logistics
- Distribution
- Supply Chain Management
- Operations
- Dispatch & Receiving
- Inventory Management
- Transport Scheduling
- Fulfilment
- Warehouse Management
- Sales and Marketing

This workshop has been designed for introductory to intermediate level.

Workshop facilitator:



Mike Johnston graduated with a Bachelor of Science from the UCT and an MBA from the Graduate School of Business at Wits University. He spent 13 years with Tanker Services moving from management trainee to Group Operations Manager. After gaining years of experience in supply chain management, he embarked on his own as a specialist Transport & Logistics consultant.

He then embarked out on his own as a specialist transport & logistics consultant. He has been engaged by numerous companies in South Africa over the past four decades to investigate and improve various supply chains and operations. This includes issues ranging from logistics & distribution strategy, procurement, order processing, inventory, warehousing & transportation. Mike lectures regularly on logistics & procurement. 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 is a judge on the Logistics Achiever Awards & the Africa Supply Chain Excellence Awards.

Workshop Cost:

The cost per delegate to attend the workshop is R2 920 + vat. This includes access to the two days of interactive presentations, discussions, all course material and attendance certificate.

Bookings of three or more delegates from the same company will receive a 10% reduction in the total delegate cost.

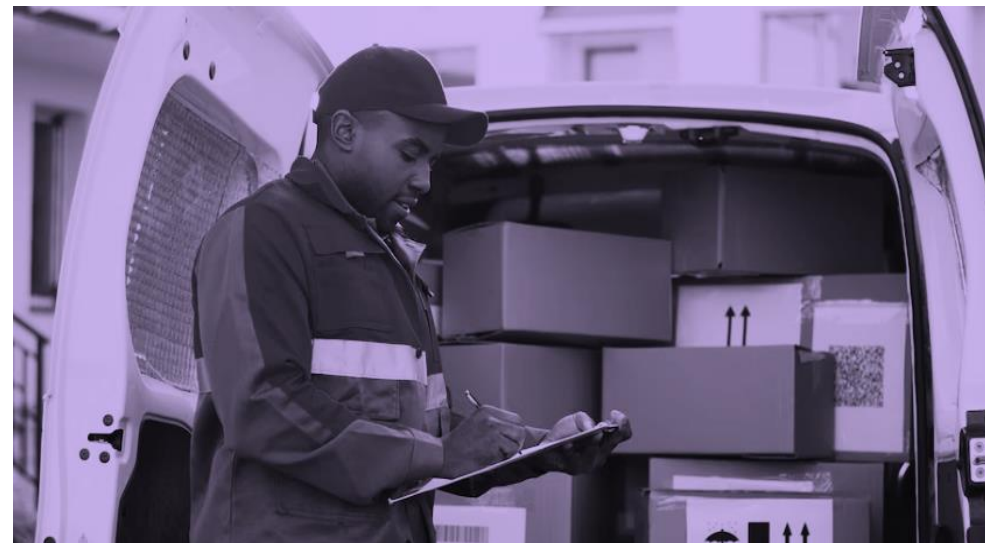
If you wish to reserve a spot at the workshop, please complete the registration form on the final page, or alternatively contact us directly if you have any questions regarding content or the workshop in general:



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Vicenda has been delivering business information services to the logistics and supply chain industry since 2005. Our focus is to provide supply chain practitioners with platforms to keep them informed, inspired and importantly, up-to-date with the latest industry trends.

Our workshops, conferences and roundtables bring together industry experts and seasoned practitioners to share their knowledge, experience and insight in interactive learning environments.

Although content is always based on sound academic principles, we have a strong focus on sharing fresh perspectives and practical solutions to the business challenges that supply chain practitioners encounter daily.

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Registration Form: Effective Distribution Management

Online workshop: 09-10 April 2025



Company Details

Company Name: _____
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Tel No: _____
VAT No: _____

Delegate Details

1. Full Name: _____
Designation: _____
E-mail: _____

2. Full Name: _____
Designation: _____
E-mail: _____

3. Full Name: _____
Designation: _____
E-mail: _____

Terms and Conditions

1. The package includes programme materials, course certificate and access to the interactive online presentations and discussions.
2. Payment must be made in South African Rands.
3. Cancellations must be received in writing no later than one week prior to the event. A full credit will be given. A 50% cancellation fee will be charged for cancellations received within one week of the event.
4. Non-payment or non-attendance does not constitute cancellation. Substitutions are welcome.
5. Should Vicenda cancel the event or this contract for any reasons, Vicenda shall refund the delegate all monies paid in terms of this contract.
6. In the unlikely event that the date of the workshop changes to a date that would be more advantageous to the success of the workshop, delegates may not hold Vicenda liable for any costs incurred by such changes.
7. All intellectual property rights in all materials produced and distributed to delegates by Vicenda in connection with this workshop is expressly reserved. Any unauthorized distribution, duplication, or publication is strictly prohibited without the express permission of the Event Director.

Conference Cost

Cost per delegate: **R2 920,00 + VAT**.

The package includes programme materials, course certificate and access to the interactive online presentations and discussions.

Bookings of three or more delegates from the same company will receive a 10% reduction in the total delegate cost.

Authorised Signature: _____

Full Name: _____

Date: _____

E-mail Address (if not a delegate): _____

--- Please scan and email signed registration form to karl@vicenda.co.za ---