

# Logistics Management and Optimization Best Practices

A two-day workshop to assist supply chain management, especially logistics management, inventory management, after sales service management and purchasing management professionals to improve every abilities and skills including logistics strategy and cost management, inventory management and optimization, warehouse management and optimization, distribution management and optimization and logistics information management, to lower logistics costs and serve more efficiently end customers.

Shanghai, China

25th & 26th October 2012



## Your International Facilitator:

### Kamel Luo

*Kamel Luo is a Principal at Capacent. He has rich experience in sourcing and logistics in various industries, including but not limited to machinery equipment, FMCG, apparel, etc. He has been working on more than a dozen projects over the years in Capacent. Kamel is outstanding at delivering excellent, concrete and lasting results to customers served.*

## EXAMPLES OF PROJECTS CARRIED OUT

Type of project	Type of Industry	Brief description
<b>DISTRIBUTION</b>		
Warehouse design	telecom	The biggest DC of Ericson operated by Panalpina
Factory logistics	Mining and construction	Design, implement and go live SMC's biggest factory in the world
Factory logistics	Machinery equipment	For Kone elevator
Logistics network	telecom	For China Mobile Hebei
<b>PRODUCTION</b>		
Lean evaluation	Chemical	For BIC China
Production evaluation	Chemical	For Transfar
Production planning	manufacturing	For Akasha, USA
<b>SOURCING</b>		
Organization setup	Mining and construction	For SMC China
ASIS analysis	FMCG	C-Bons Hair Care
Benchmarking	FMCG	Nivea and C-Bons Hair Care
<b>STRATEGY</b>		
Logistics strategy	Mining and construction	For SMC China
Logistics strategy	apparel	For No.3 fashion apparel retailer in China
<b>MISCELLANEOUS</b>		
Process reengineering	Auto	Improve the after service process of Syncar motors
S&OP process implementation	Auto	Sapa: analyze and improve S&OP process from forecasting to delivery, which resulted in lead time reduction by half, much reduced inventory and improved customer service
Training	FMCG	On sourcing and procurement

## Course Description:

With European and American's economy becoming more depression and the transformation of Chinese economic development model, meeting the domestic market demand become the first target of the industry. In order to better satisfy the customers' needs and maintain its profitability, logistics management will play a more and more important role in the company's process of success.

Excellent logistics management and optimization not only can reduce the company's resources occupation and related costs, but also will plays a more and more important role in supporting the sales growth and meeting the customers' demand.

This training course will explore how to apply logistics management and optimization way and models to specific work, and thus reduce the waste and improve efficiency and promote the business growth.

## What the Seminar will help you achieve:

- How to understand the latest development of logistics and the challenges
- How to understand logistics strategy and its elements
- How to realize logistics management mode and optimization method together with purchasing
- How to realize inventory and warehouse management optimization and improvement
- How to conduct transport purchasing and optimize transport cost structure
- How to understand logistics information system and understand the value of each part and the application trend
- How to correctly conduct the logistics cost management and optimization
- How to correctly understand the composition of the logistics organization and capacity requirements

## Pre-Course Questionnaire

In order to tailor this course precisely to your needs, the course leaders would value information on your knowledge, experience and requirements.

# Thursday 25th October 2012

## Day One

### Session One – Logistics at 21<sup>st</sup> century

The development of logistics has proved itself to be a profit engine rather than a cost center.

- Update in logistics development
- Supply chain top 25: significant contribution from logistics
- Logistics service is gaining importance

### Session Two – Logistics management: strategy

Logistics strategy has the biggest impact on cost and service. If it's rightly configured, most benefit will be put in pocket. A model is introduced.

- Elements of logistics strategy
- A generic model for strategy formulation
- China case study

### Session Three – Inbound logistics management: operation and optimization

Inbound logistics operation management covers daily life of most logistics managers for raw material. Typical tools and methods for improvement are introduced for optimization:

- Inbound logistics
  - ✓ Inbound logistics and sourcing
  - ✓ Operation model
  - ✓ Optimization and best practice

### Session Four – Warehouse management: operation and optimization

Warehouse management is more than inventory management. Process, asset and lead time management are more important

- Why inventory
- Operation process
- Optimization: tools and methods
  - ✓ From unloading to delivery
  - ✓ From storage to space
  - ✓ From lead time to efficiency
- Best practice in warehouse management
- Case study

### Conclusion Day One

#### Workshop Schedule Day One & Two

0830 Registration and coffee  
0900 Workshop commences  
1045 Morning refreshments  
1115 Workshop re-commences  
1200 Luncheon  
1300 Workshop commences  
1500 Afternoon refreshments  
1530 Workshop re-commences  
1730 Workshop concludes

#### About Martin Linking

**Martin Linking Business Consulting** plans to produce more than 80 trainings and conferences and works with senior executives from the majority of the world's top 1000 companies to improve their business strategy and match their learning and training needs in one year. And we continue to grow.

We also invite the leading business practitioners, industry decision makers and innovators to share insights, best business practice, and new technology at our forums. **We are dedicated to give attendees cutting edge information they can use immediately.** We constantly research and listen to all industry sectors to ensure that the business intelligence we provide is timely and cutting-edge.

#### In-House Training Solutions

If you have a number of delegates with similar training needs, then you may wish to consider having an In-House Training solution delivered locally on-site. Course can be tailored to specific requirements.

Please contact Whitney Shen on **+86 28 8532 7678** or email **whitney.shen@martinlinking.net** to discuss further possibilities.

## Friday 26th October 2012

### Day Two

#### Session One – Transport management and optimization

the transportation development and environment in China has been very different from mature market.

Focus here is transport purchasing.

- Distribution network and transportation
- Transportation decision: make or buy
- Transport purchasing in China: how to proceed
- Case study

#### Session Two – Information management in logistics

IT has been applied to automate data transferring in logistics. Here is a brief introduction of typical systems.

- WMS: warehouse management system
- TMS: transportation management system
- BI: business intelligence

#### Session Three – Logistics cost management and optimization

A introduction of trends and development in logistics decision-making:

- Logistics cost components
- A tool for cost control: benchmarking
- Drivers of logistics decision making
- Cost optimization: case study

#### Session Four – Logistics organization and people management

- Competence level of logistics people
- Focus and development at different level
- Organizational development

#### Conclusion Day two

##### Course Format:

Martin Linking trainings are developed based on in-depth experience, best practices and real companies' case studies.

The trainer will use interactive case studies and group discussions to enable participants to acquire practical knowledge and capabilities for implementation.

# 物流管理与优化最佳实践

这是一个为期两天的培训，以协助供应链管理，特别是物流管理、库存管理、售后管理和采购管理的专业人士提升包括物流战略与成本管理、库存管理与优化、仓储管理与优化、配送管理与优化、物流信息管理的各项能力和技能，以优化物流成本和更有效地服务于终端客户。

中国 上海

2012 年 10 月 25-26 日



您的国际培训师：

骆海峰

骆海峰是 Capacent 的一位主要咨询师。他对于各种行业的采购和物流有丰富的经验，包括但不限于机械设备、快速消费品、服装等行业。他在 Capacent 多年从事过十多个项目。骆海峰对于为服务的客户提供优秀、实在和持续长久的结果方面非常出色。

从事过的部分项目举例

项目类型	行业	简述
<b>配送</b>		
● 仓库设计	电信	由 Panalpina 运营的 Ericsson 最大的配送中心
● 工厂物流	采矿和建筑	设计、实施、上线 SMC 在世界上最大的工厂的工厂物流
● 工厂物流	机械设备	通力电梯
● 物流网络	电信	中国移动河北
<b>生产</b>		
● 精益评估	化学	BIC 中国
● 生产评估	化学	Transfar
● 生产计划	制造	Akasha, USA
<b>采购</b>		
● 机构设置	矿业和施工	SMC 中国
● ASIS 分析	快速消费品	丝宝护发
● 标杆管理	快速消费品	妮唯雅和丝宝护发
<b>策略</b>		
● 物流策略	矿业和施工	SMC 中国
● 物流策略	服装	中国排名第三的时尚服装零售商
<b>其他</b>		
● 流程再造	汽车	提高 Syncar motors 的售后服务
● 实施 S&OP 流程	汽车	Sapa: 分析与改进从 S&OP 从预测到交货的流程，使得交货时间减少一半，大大减少库存和改善客户服务
● 培训	快速消费品	采购培训

课程描述：

随着欧美经济的日益萧条和中国经济发展模式的转型，满足国内市场的需求成为各行业的首要目标。为了更好的满足客户需求并保持盈利，物流管理和优化在公司成功过程中会起到越来越重要的作用。

出色的物流管理和优化不仅能减少公司的资源占用和相关成本，还会在支持销售增长和满足客户需求方面起到越来越重要的作用。

这一培训课程将探讨如何通过把物流管理和优化的方法和模型应用到具体工作中，从而减少浪费，提高效率并促进业务增长。

这次培训将会在以下方面给你帮助：

- 如何认识物流的最新发展和挑战
- 如何理解物流战略及其组成元素
- 如何和采购共同实现进向物流的管理模式和优化方法
- 如何实现库存和仓储管理的优化与提升
- 如何进行运输采购并优化运输成本结构
- 如何理解物流信息系统并理解各个组成部分的价值和应用趋势
- 如何正确进行物流成本管理与优化
- 如何正确理解物流组织的构成和能力需求

预先课程问卷

为了使这一课程真正适合您的需求，培训师将会评估你现有的知识，经验和需求。

2012年10月25日 星期四

## 第一天

### 第一节 – 21 世纪的物流

物流的发展已经证明了自己是一个利润引擎，而不是一个成本中心。

- 物流发展的最新动态
- 供应链前 25 公司：物流作出了重要的贡献
- 物流服务正变得更加重要

### 第二节 – 物流管理战略

物流战略对成本和服务影响有最大的影响。如果正确设置，将得到绝大多数的收益。介绍了一个模型。

- 物流战略的元素
- 策略制定的一个通用模型
- 中国案例研究

### 第三节 – 入库物流管理：操作和优化

入库物流运营管理涵盖大多数物流经理处理原料的日常工作。介绍了优化的典型的工具和方法，

- 入库物流
  - ✓ 入库物流与采购
  - ✓ 运作模式
  - ✓ 优化和最佳实践

### 第四节 – 仓库管理：操作和优化

仓库管理不仅仅是库存管理。过程、资产和交货期管理更为重要。

- 为什么存货
- 操作流程
- 优化：工具和方法
  - ✓ 从卸货交货
  - ✓ 从存储到空间
  - ✓ 从交货期到效率
- 仓库管理最佳实践
- 个案研究

### 第一天总结

#### 培训时间表 - 第一天和第二天

0830 签到及早茶  
0900 培训开始  
1045 上午休息  
1115 培训继续  
1200 午餐  
1300 培训开始  
1500 下午休息  
1530 培训继续  
1730 培训总结

#### 关于马汀令可

马汀令可商务咨询计划每年组织超过80场的培训和会议，与全球1000强公司的高层经理一起提高他们的商务战略，满足他们的学习和培训需求。并且我们在不断成长。

我们邀请领先企业的管理者、决策者和创新者在我们的活动中分享他们的思想观念、最佳商业实践和新技术。我们致力于为我们的客户提供即刻可用的前沿信息。我们不断地研究和聆听所有行业的声音来保证我们提供商业信息的及时性和前沿性。

#### 内训方案

如果贵公司有许多人有类似的培训需要，那么你不妨考虑内部培训的解决方案。培训将在贵公司现场举行。并且培训可以根据您具体的要求来进行。

请联系 **Whitney Shen** 来讨论合作的可能：

电话：+86 28 8532 7678

电邮：whitney.shen@martinlinking.net

2012年10月26日 星期五

## 第二天

### 第一节 – 运输管理和优化

中国的交通运输的发展和环境与成熟市场一直有很大的不同。这里讨论的重点是运输采购

- 分销网络和运输
- 运输决策：建设或购买
- 中国的运输采购：该如何进行
- 案例研究

### 第二节 – 物流信息管理

IT 被广泛应用于物流自动化数据传递。这里是对典型系统的简介。

- WMS: 仓库管理系统
- TMS: 交通管理系统
- BI: 商业智能

### 第三节 – 物流成本管理和优化

介绍了物流决策的趋势和发展:

- 物流成本组成成分
- 成本控制的一个工具：标杆管理
- 物流决策的驱动因素
- 成本优化：案例分析

### 第四节 – 物流组织和人员管理

- 物流人员的能力水平
- 不同水平人员的重点和发展
- 组织发展

### 第二天总结

#### 培训形式:

马汀令可的培训是基于丰富的经验、最佳实践和真实的公司案例研究来制定的。

培训师将会用互动的案例研究和小组讨论的方式来使得参会者获得实际的知识 and 实施的能力。

# Logistics Management and Optimization Best Practices

SH20121025-Sales Contract-Please Complete in Capital Letters and Black Ink

## Sales Contract

Please complete this form immediately and fax back to

Whitney Shen

Fax No: +86 28 8532 6768

## Fee Per Delegate

Two Day Training Fee RMB 8850 per person

All the registered delegates are entitled for a set of documentation free of charge.

DOCUMENTATION RMB 2040

If you are unable to attend the conference/training but wish to receive copies of the conference/training documentation, please complete the sales contract, tick this box and return the contract with payment details.

Full Payment is required within 5 working days

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

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

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

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

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

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

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

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

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

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

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

Town: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

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

Nature of Business: \_\_\_\_\_

Company Size:  1-99  100-249  250-499

500-999  1000+

## Authorization

(Signatory must be authorized to sign on behalf of contracting organization.)

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

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

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**This booking is invalid without a signature.**



## Register Now

Contact: Whitney Shen

Tel: +86 28 8532 7678

Fax: +86 28 8532 6768

Email: whitney.shen@martinlinking.net

## Business Opportunities

An exhibition space is available at the conference. Sponsorship opportunities covering lunch, evening receptions and advertising in documentation packs are also available. Please contact Ms. Whitney Shen at +86 28 8532 7678.

## Payment Method

**Our payment terms are 5 working days on receipt of invoice and full payments can be made by bank transfer.**

开户名: 成都马汀令可商务咨询有限公司

开户行: 中国工商银行成都市暑袜南街支行

账号: **4402928009022523952**

**CONFIRMATION DETAILS:** After receiving payment, a receipt will be issued. If you do not receive a letter outlining the conference details two weeks prior to the event, please contact the Conference Coordinator at Martin Linking.

## Terms & Conditions:

1. Fees are inclusive of program materials and refreshments.
2. Payment Terms - Following completion and return of the registration form, full payment is required within five (5) working days upon the issuance of invoice. Payment must be received prior to the conference/training date. A receipt will be issued on payment. Due to limited conference/training seats, we advise early registration to avoid disappointment. We reserve the right to refuse admission if payment is not received on time.
3. Client's Cancellation/substitution - Provided the total fee has been paid, client's cancellation must be received in writing by MAIL or FAX four (4) weeks prior to the event in order to obtain an 85% credit to attend for any future **Martin Linking** Events. Under such circumstances, **Martin Linking** will retain the other 15% service fee to cover expenses for prior cost that has already been incurred upon the acceptance of registration. All bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **Martin Linking**.
4. If, for any unexpected circumstances or reasons that **Martin Linking** decides to postpone this event, the client hereby indemnifies and holds **Martin Linking** harmless from any cost incurred in by the client. The event fee will not be refunded, but can be credited to future **Martin Linking**' s events. **Martin Linking** reserves the right to change the content without notice.
5. Copyright etc. - All Intellectual Property rights in all materials produced or distributed BY **Martin Linking** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is strictly prohibited.
6. Important note: In the event that **Martin Linking** permanently cancels the event for any reason whatsoever, (Including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the client shall receive a refund for the amount that the Client has paid to such permanently cancelled event.