

# **FORE School of Management**

Management Development Program on

## **Distribution Efficiency through Logistics Management**

December 12-13, 2011, FSM Campus, New Delhi

### **Backdrop**

Today most of the companies compete on the basis of their logistics and supply chain efficiencies. Differences between products are vanishing and manufacturing excellence and product innovation are no longer the sources of long term competitive advantage. Other realities which are confronting marketing organizations today are – the need to reduce distribution costs, the growing trend towards disintermediation and the impact of technology on marketing.

### **Objectives**

- To understand logistics as an integral part of the value chain
- To be able to look at the bottlenecks in the company's physical distribution systems
- To learn about the best logistics practices worldwide
- Examine how companies are collaborating to suck out costs and inefficiencies in their logistics system
- Explore similar possibilities in the participants' organizations

### **Contents**

- Role of logistics as an integral part of distribution strategies
- Customer service aspects impacted by logistics
- Cost elements and economics of logistics alternatives
- Impact of IT and how it benefits logistics function
- Creativity in logistics to generate value for the customers as well as the company

### **Methodology**

Discussions, case studies, role plays and exercises are the key sources of interaction and learning. The programme is designed on the participant centric learning approach.

### **Who May Attend?**

Frontline & Middle management Sales & Marketing Professionals.