



LOGISTICS MANAGEMENT AND EFFECTIVE DISTRIBUTION CHANNEL

Outline and Outcomes

Leading edge companies which successfully gain competitive advantage and which are able to implement immediate cost savings, are those which possess knowledgeable and skillful logistics professionals

As more and more responsibility is placed on the Logistics function, the need has intensified for its practitioners to be highly skilled in the various elements of Supply Chain Management and to be completely up to date with best practices in the industry both national and international. Logisticians must take their place alongside engineers and accountants as proficient and exceptionally well-trained professionals.

At the end of this course, participants will be able to:

- Develop a mature and critical understanding of concepts, theories, and evidence for effective distribution channel management from a marketing perspective.
- Understand the components of channel design and to develop an ability to assess alternative channel designs against channel performance criteria.
- Gain a basic exposure to logistics management from a strategic marketing as opposed to an operations management perspective.
- Understand the core retail merchandising functions of category and assortment management in so far as these relate to supplier product and channel management.
- Gain further specialized experience and to advance professional skills in managerial decision making in a marketing channels and retailing context
- Understand the productive function of a marketing distribution system in both developed and developing economies.
- Understand the public policy constraints in which a marketing distribution system must operate.

Target Participants: Procurement managers, Budget officers, Accountants, Auditors, Policy officers

Duration: Two (2) days

Cost: N100,000

Content

1. Introduction to supply chain management
2. Supply chain management
3. Transportation in logistics
4. Analysing the factors of logistics
5. Introduction to logistics
6. Logistics business process management
7. Logistics stakeholder management for effective results
8. Logistics management detailing technique
9. Logistic risk management
10. Logistic performance management
11. Inventory management
12. International terms and condition of trade
13. Logistics with Nigerian customs service
14. Wholesale and retail coordination

PAYMENT DETAILS

Please make the full payment using the following details:

Bank Name: GT Bank

Account Name: Incite Enterprises Intl Ltd

Account Number: 0217066447

Please add your company name as the reference.