MERCURY

Logistics, Retail, and Supply Chain Management

18 – 22 October 2027
Barcelona (Spain)



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Ref: 15266_1083736 **Date:** 18 – 22 October 2027 **Location:** Barcelona (Spain) **Fees:** 5600 Euro

Introduction:

Logistics, retail, and supply chain management are fundamental pillars in today's interconnected global economy, delineating the strategic framework within which businesses operate and thrive. In this multifaceted arena, logistics takes on the critical role of ensuring the seamless movement and storage of goods and the pertinent information flows that surround them from the point of initial supply to the final consumer, refining functions extending from warehousing to inclusive transportation solutions.

Retail management zeroes in on the multifaceted aspects of customer interface operations, highlighting merchandising, steering sales, ascending the ladder of service excellence, and equally pertinent in physical storefronts and burgeoning digital landscapes.

The sphere of supply chain management amalgamates these pivotal functions and oversees the orchestrated end-to-end continuum of materials, informational currents, and the associated financial capital traversing the network from suppliers to manufacturers, distributors, and retailers.

This enlightening course deeply probes the core ideologies and methodologies incumbent within logistics, retail, and supply chain management, imbuing professionals with the distinctive prowess required to dissect complexities, enhance efficiency, and forge significant value in a fiercely competitive commercial arena.

Understanding Logistics, Retail, and Supply Chain Management:

Grasping the intricacies of logistics, retail, and supply chain management is an indispensable skill set for contemplation in the contemporary labyrinth of the business milieu. Logistics encompasses the adept planning, implementation, and governance of product and information flow alongside the intricate storage systems from the originating source to the ultimate consumer nexus. Retail management encapsulates strategic undertakings to supervise the panorama of sales, merchandising, and fine-tuned customer service within tangible stores and virtual marketplaces.

Meanwhile, supply chain management consolidates pivotal operational processes commencing from the initial sourcing of raw constituents to the final handover of fully realized products to end-users, stressing a harmonious symphony among suppliers, manufacturers, distributors, and retailers to optimize operational expediency, truncate costs, and adeptly meet dynamic consumer demands. An expansive comprehension of these domains ensures businesses streamline operational maneuvers, elevate customer delight, and secure a lasting competitive posture in vibrant markets.

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Targeted Groups:

- Retail Manager.
- Store Manager.
- Retail Buyer.
- Merchandiser Analyst.
- Supply Chain Distributor.
- Marketing Executive.
- Warehouse Manager.
- Brand Manager.
- Customer Care Executives.
- Image Promoter Merchandise.
- Manager Department Manager.

Course Objectives:

Upon conclusion of this logistics, retail, and supply chain management course, participants will:

- Acquire a robust grasp of fundamental principles and concepts within logistics, retail, and supply chain domains.
- Analyze and fine-tune logistics operations to achieve peak efficiency and cost-effectiveness.
- Enact potent retail management strategies to amplify customer satisfaction and drive sales achievements forward.
- Coordinate and manage the intricate supply chain processes to ensure cohesive integration and achieve operational distinction.
- Harness the power of logistics and supply chain technologies to elevate process clarity and sharpen decision-making acumen.
- Build proficiency in anticipatory demand forecasting, meticulous inventory control, and astute procurement methodologies.
- Investigate and emplace sustainable practices alongside green logistics endeavors within the scope of supply chain protocols.
- Employ quality management techniques to safeguard product and service reliability across the supply chain continuum.
- Appraise performance metrics and implement continuous enhancement tactics within logistics and retail operations.
- Navigate the complex terrains of global supply chains and understand the regulatory frameworks adeptly.

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Targeting Competencies:

By the end of the logistics, retail, and supply chain management training, participants will sharpen their competencies in:

- Strategic Planning and Implementation.
- Demand Forecasting and Inventory Management.
- Transportation and Distribution Management.
- Supplier Relationship Management.
- Retail Operations and Merchandising.
- Warehouse and Fulfillment Optimization.
- Supply Chain Risk Management.
- Logistics and Supply Chain Technology Incorporation.
- Customer Service and Relationship Management.
- Sustainability and Green Logistics Endeavors.
- Fiscal Control and Financial Analysis.
- Quality Control and Assurance in the Logistics Realm.
- Global Supply Chain Administration.
- The Intricacies of E-commerce Logistics and Fulfillment.
- Performance Measurement and Pursuits for Continuous Improvement.

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Course Content:

Unit 1: Introduction to Logistics, Retail, and Supply Chain Management:

- Overview of logistics, retail, and supply chain terminologies and concepts.
- Know the historical journey and evolutionary path of logistics and supply chain management practices.
- Explore the imperative role of an integrated logistics and strategic supply chain approach.
- The pivotal position that retail management occupies within contemporary business ecosystems.
- Identify key stakeholders and explore their roles in orchestrating supply chain management.
- Intro perspective on the transformative impact of supply chain technologies.

Unit 2: Logistics Operations and Management:

- Explore the guiding principles of logistics management.
- Overview of transportation modalities and their distinct attributes.
- Learn about insights into warehouse leadership and inventory command.
- Examine packaging and efficient materials handling methods.
- Learn about insights into the realms of freight forwarding and diverse distribution conduits.
- Understand the integration of reverse logistics and the embrace of sustainability protocols.

Unit 3: Retail Management Strategies:

- Dive into retail marketing and dissecting consumer behavioral patterns.
- Optimize store layout and the artistry of merchandising methodologies.
- Know how to craft pricing regimes and strategic promotional initiatives.
- Explore the quest for customer service brilliance and cultivating relational management.
- Embrace omnichannel retailing and the new wave of digital transformation.
- Know the governance of inventory nuances and stock controls in tailored retail environments.

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Unit 4: Supply Chain Integration and Collaboration:

- Understand the essence of Supplier Relationship Management SRM.
- Explain techniques for precise demand forecasting and its accuracy measurement.
- Schedul paradigms for production planning.
- Synchronize order fulfillment with comprehensive logistics coordination.
- Know how to foster cross-functional unity in the operational compass of supply chains.
- Explore Just-in-time JIT applications and the lean supply chain philosophy.

Unit 5: Supply Chain Technologies and Innovation:

- Assess the role of cutting-edge tech in the logistics and supply chain sphere.
- Understand the advent of automated warehousing systems and the march of robotics.
- Internet of Things IoT utilization and supply chain surveillance.
- Understand blockchain deployment for unparalleled supply chain transparency.
- Leverage data analytics and predictive modeling for decisive supply chain verdicts.
- Know the influence of cloud-operated logistics management systems.

Unit 6: Quality Management and Paths to Continual Advancement:

- Explain indoctrination into Total Quality Management TQM ideologies.
- Six Sigma as a mechanism for substantive process refinement.
- Dive into root cause analysis for strategic corrective action.
- Ensure supplier excellence via qualitative metrics.
- Understand various tools for relentless betterment that incorporate Kaizen and the PDCA cycle.
- Look at benchmarking and best practices within logistics and retail arenas.

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Unit 7: Navigating Global Supply Chain Complexity:

- Address the nuances and prospects presented by global supply chain dynamics.
- Navigate the landscape of international trade mandates and compliance requisites.
- Recognize cultural variables in the execution of international logistics and retail activities.
- Implement resilient management strategies for global supply chain contingencies.
- Understand the strategic decisions surrounding worldwide outsourcing and offshoring practices.
- Operationalize and tactically manage multinational logistics networks.

Unit 8: Sustainable Logistics and Visions for the Future:

- Integrate eco-conscious supply chain behaviors and a penchant for green logistics.
- Understand the appraisal of environmental impact and the initiation of carbon footprint reduction strategies.
- Learn about embracing a restorative circular economy and its implications for waste management logistics.
- Anticipation of future directions within logistics tech-propelled advancements and automation.
- Know the adaptive nuances of supply chain stratagems amidst uncertain scenarios.
- Explore pioneering advances in retail logistics and the shaping of customer experiences.