



Supply Chain Management: Concept, Solution & Application

4 – 8 January 2027
Casablanca (Morocco)



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Introduction

This supply chain management concept, solution, and application course is designed to dive into the core of supply chain management. It explores its concepts, solutions, and applications, focusing on enhancing understanding and practicality for suppliers and buyers.

Supply chain management is essential for creating a competitive advantage, and this supply chain management concept, solution, and application seminar provides a comprehensive overview of the logistics and demand aspects inherent to supply chains. We aim to explain the fundamental supply chain concept and how it ties into the overarching business strategy.

By integrating key concepts such as supply chain analytics applications, supply chain finance solutions, and integrated supply chain solutions throughout the supply chain management concept, solution, and application course, we strive to provide a holistic and actionable learning experience for all participants.

Targeted Groups

- Procurement professionals.
- Purchasing supervisors.
- Purchasing managers.
- Buyers.
- Senior buyers.
- Supply chain professionals.

Course Objectives

By the end of this supply chain management concept, solution, and application course, participants will:

- Grasp the basic concepts of supply chain management.
- Understand the correlation between time and cost efficiency.
- Recognize the value-adding aspect of customer-oriented processes.
- Collaborate effectively with all supply chain stakeholders.
- Innovate beyond conventional strategies.
- Deploy the 8 Rules for effective supply chain management.
- Control lead times for goods and material movement.
- Achieve a cost and service quality balance.
- Apply best practices and learned skills for workplace improvement.
- Enhance supply chain planning solutions.
- Apply practically the 8 Rules for Effective Supply Chain Management.

Targeted Competencies

Participants in the supply chain management concept, solution, and application course will improve the following:

- Acknowledge business process changes.
- Realize the financial benefits of competent supply chain management.
- Understand how time accumulation affects supply chains and profitability.
- Retain and execute improvement strategies.
- Align with best-in-class practices.

Course Content

Unit 1: Fundamental Supply Chain Concepts

- Definitions and importance of logistics and supply chain management.
- Integration of buying, making, moving, and selling activities.
- Evolution and history of supply chain management.
- Dynamics and operations within the supply chain.
- Supply Chain Operations Reference Models SCOR.
- The Theory of Constraints TOC.

Unit 2: Key Aspects and Rules of Supply Chain Management

- The cost/service balance.
- Customer service principles.
- Organizational structures.
- Impact on supply chains.
- Principles of inventory management.
- Examination of lead times and their effects.
- Adding value.
- Production options/changes.
- Focus on adding value through production options and trade-offs.

Unit 3: Embracing Supply Chain Solutions

- Understanding departmental conflicts.
- The benefits of interdepartmental synergy.
- A supply chain view of total acquisition costs.
- Competitive advantages arising from effective supply chain management.
- Looking at demand amplification and the "Forester" effect.
- Appreciating the effects of uncertainty and unresponsiveness.
- Seeing how we currently manage the supply chain.
- Current supply chain management practices versus more effective alternatives.

Unit 4: The Interplay of Strategy and Supply Chain Relationships

- Strategic impact on order quantities.
- Cost reduction.
- Development sharing and collaboration strategies.
- Overcoming external and internal transaction barriers.
- Integration of supply chain relationships.
- Segmentation and product formatting.
- Business strategic alignment with supply chain decisions.
- Exploring supply chain planning.
- Competitive positioning strategies.
- Outsourcing considerations and leveraging postpone-and-consolidate logistics.
- Using postponement and consolidation logistics.
- Examining demand planning.
- Approaches of Quick Response QR, Vendor Managed Inventory VMI.
- Collaborative Planning and Forecast Requirements CPFR.
- The lean supply chain.

Unit 5: Enhancing Supply Chains with Analytical Applications

- Manufacturing and retailer case studies.
- The major lessons and key aspects from experience.
- Oil and Gas in the UK experiences.
- Key questions to be answered.
- The changes needed with suppliers and customers.
- The changes need to be made to internal organization and management practices.
- Potential action is needed.
- The 'doing nothing' future, with 'lessons from experience.'
- Guarding against futures of higher stock levels and competition gains.
- Breaking down traditional silo/closed management.
- A 5-step approach to logistics and supplier development.
- The Supply Chain Rules Encore.
- The rules to give competitive advantage from effective supply chain management.