



# **Strategic Logistics and Service Management Excellence Training Course**

**Ref: #LOG1200**



## **Course Introduction / Overview:**

This intensive training course provides a comprehensive framework for mastering the complexities of modern logistics and supply chain service management. In today's competitive global market, logistics has evolved from a purely operational function to a critical strategic driver of business success and customer satisfaction. This program is designed to equip professionals with the advanced knowledge and strategic thinking required to design, implement, and manage a world-class logistics service operation. Drawing upon foundational principles articulated by leading academics like Donald J. Bowersox in his seminal work, "Supply Chain Logistics Management", the course delves into the integration of logistics with overall corporate strategy. Participants will explore how to achieve competitive differentiation through superior service quality, network optimization, and technological adoption. BIG BEN Training Center has developed this curriculum to move beyond tactical skills, focusing instead on building resilient, agile, and customer-centric supply chains that can navigate disruption and create sustainable value. This course is the definitive guide for professionals aiming to lead their organization's logistics function towards strategic excellence and operational superiority.

## **Target Audience / This training course is suitable for:**



- Logistics and Supply Chain Managers.
- Operations Directors and Managers.
- Procurement and Sourcing Professionals.
- Warehouse and Distribution Center Supervisors.
- Transportation Planners and Coordinators.
- Customer Service Managers involved in the supply chain.
- Business owners and entrepreneurs seeking to optimize their logistics.
- Professionals aspiring to leadership roles in supply chain management.

### **Target Sectors and Industries:**

- Manufacturing and Industrial Production.
- Retail and Consumer Goods.
- E-commerce and Direct-to-Consumer Businesses.
- Pharmaceutical and Healthcare sectors.
- Third-Party Logistics (3PL) and Freight Forwarding providers.
- Automotive and Aerospace industries.
- Governmental agencies and public sector organizations.
- Food and Beverage distribution.

### **Target Organizations Departments:**

- Supply Chain Management.
- Logistics and Distribution.
- Procurement and Purchasing.
- Operations Management.
- Warehousing and Inventory Control.
- Transportation and Fleet Management.
- Customer Service and Order Fulfillment.
- Strategic Planning and Business Development.



## Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive logistics strategy aligned with corporate objectives.
- Analyze and optimize logistics network design for efficiency and service.
- Implement key performance indicators (KPIs) to measure and improve logistics performance.
- Master inventory management techniques to balance cost and service levels.
- Evaluate and manage relationships with third-party logistics (3PL) providers.
- Integrate sustainable and green logistics practices into operations.
- Apply risk mitigation strategies to build a resilient supply chain.
- Enhance customer service through effective order fulfillment and last-mile delivery strategies.
- Leverage technology and data analytics for informed decision-making in logistics.
- Lead logistics process improvement initiatives within their organization.

## Course Methodology:



The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning to real-world challenges. This course moves beyond traditional lectures to create a dynamic learning environment. We utilize a blend of expert-led presentations, in-depth case study analyses of leading global companies, and collaborative group workshops. Participants will engage in problem-solving exercises and simulations that mirror the complexities of strategic logistics service management. Team-based activities encourage the sharing of diverse experiences and perspectives, enriching the learning process for all. A significant emphasis is placed on developing practical action plans, where attendees can outline how they will implement new strategies and process improvements within their own organizations. Continuous feedback and Q&A sessions with our experienced instructors ensure that all concepts are thoroughly understood. This hands-on, participant-centered approach guarantees a deep and lasting mastery of the subject matter, empowering professionals to drive tangible results.

## **Course Agenda (Course Units):**

### **Unit One: Foundations of Strategic Logistics Management**

- The evolution of logistics into a strategic function.
- Aligning logistics strategy with overall business goals.
- Core components of an integrated supply chain.
- Understanding the total cost concept in logistics.
- Customer service as the key output of the logistics system.
- Analyzing the competitive landscape and logistics differentiation.
- Introduction to cost-to-serve analysis and customer profitability.



## **Unit Two: Designing and Optimizing the Logistics Network**

- Principles of logistics network design and configuration.
- Strategic facility location and capacity planning.
- Warehouse design, layout, and process optimization.
- Advanced inventory management and control strategies (e.g., JIT, VMI).
- Demand forecasting techniques and their impact on logistics.
- The role of cross-docking and distribution centers.
- Modeling and simulation tools for network optimization.

## **Unit Three: Transportation and Global Logistics Excellence**

- Managing domestic and international transportation modes.
- Carrier selection, negotiation, and relationship management.
- Freight management and cost reduction strategies.
- Understanding Incoterms and international trade documentation.
- Customs, compliance, and regulatory considerations in global logistics.
- Strategies for effective last-mile delivery and reverse logistics.
- The role of freight forwarders and customs brokers.

## **Unit Four: Service Management and Performance Measurement**

- Defining and measuring logistics service quality.
- Developing and managing Service Level Agreements (SLAs).
- Key Performance Indicators (KPIs) for logistics and supply chain operations.
- Benchmarking logistics performance against industry standards.
- Implementing a balanced scorecard for logistics management.
- The role of technology (WMS, TMS) in enhancing service and visibility.
- Customer Relationship Management (CRM) in a logistics context.

## **Unit Five: Future Trends and Strategic Leadership in Logistics**



- Digital transformation and Industry 4.0 in the supply chain.
- Implementing sustainable and green logistics initiatives.
- Supply chain risk management and building resilience.
- Principles of lean and agile logistics systems.
- Leading change and driving continuous improvement in logistics.
- Developing a strategic logistics action plan.
- The future of logistics: AI, automation, and predictive analytics.

## **FAQ:**

### **Qualifications required for registering to this course?**

There are no requirements.

### **How long is each daily session, and what is the total number of training hours for the course?**

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

### **Something to think about:**

In an era of increasing supply chain volatility and customer expectations, how can a firm balance the strategic imperatives of cost efficiency, service excellence, and sustainable practices without compromising on resilience?

### **What unique qualities does this course offer compared to other courses?**



This course distinguishes itself by adopting a truly strategic and holistic perspective on logistics, moving beyond the purely operational and tactical aspects that many other programs focus on. While others may teach how to manage a warehouse or schedule a shipment, our curriculum is designed to cultivate strategic leaders who can architect and manage an entire logistics service ecosystem as a source of competitive advantage. We emphasize the critical link between logistics decisions and overall corporate performance, including market share and profitability. The program uniquely integrates the "hard" skills of network design, performance measurement, and technology application with the "soft" skills of strategic negotiation, change management, and leadership. Rather than just presenting tools, we explore the decision-making frameworks behind their effective implementation. Through a curated selection of contemporary case studies and forward-looking content on sustainability and digital transformation, the course equips participants not just for the challenges of today, but for the opportunities of tomorrow, ensuring they return to their organizations as visionary change agents.