Strategic Last-Mile Delivery and Inventory Positioning Training Course

02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #IM4146_288421

Course Introduction / Overview:

In today's hyper-competitive market, the final leg of the supply chain, the last mile, has become the primary battleground for customer loyalty and profitability. This critical phase, combined with strategic inventory positioning, can either make or break a business. This intensive training course provides a comprehensive exploration of the interconnected strategies that govern efficient last-mile delivery and optimal inventory placement. We will delve into the complexities of modern logistics, moving beyond basic principles to address the real-world challenges of urban congestion, fluctuating consumer demand, and the need for sustainable operations. Drawing on concepts from leading academics like Dr. Yossi Sheffi and insights from seminal works such as "The New (Ab)Normal: Reshaping Business and Supply Chain Strategy Beyond Covid-19", participants will gain a deep, integrated understanding of the entire fulfillment ecosystem. BIG BEN Training Center has designed this program to empower professionals with the analytical tools and strategic foresight needed to design, implement, and manage a responsive, cost-effective, and customer-centric logistics network. This course is not just about moving goods; it is about creating a strategic advantage through superior supply chain execution from the warehouse shelf to the customer's doorstep.

Target Audience / This training course is suitable for:

- Supply Chain Managers and Directors.
- Logistics and Distribution Managers.
- E-commerce Operations Managers.
- Warehouse and Fulfillment Center Supervisors.
- Transportation and Fleet Managers.
- Operations Analysts and Planners.
- Retail and Area Managers.
- Procurement and Sourcing Professionals.
- Customer Experience Managers.

Target Sectors and Industries:

- E-commerce and Online Retail.
- Third-Party Logistics (3PL) and Fourth-Party Logistics (4PL) Providers.
- Courier, Express, and Parcel (CEP) Services.
- Food and Grocery Delivery Services.
- Pharmaceutical and Healthcare Distribution.
- Fast-Moving Consumer Goods (FMCG).
- Manufacturing and Industrial Distribution.
- Governmental and Public Sector entities for mail and supply distribution.

Target Organizations Departments:

- Supply Chain Management.
- Logistics and Transportation.
- Operations Management.
- Warehouse and Distribution.
- E-commerce and Digital Operations.
- Procurement and Sourcing.
- Customer Service and Support.
- Strategic Planning and Business Development.

Course Offerings:

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

- Develop robust strategies for optimizing last-mile delivery networks in various environments.
- Implement advanced inventory positioning models to reduce stockouts and holding costs.
- Analyze and select the appropriate technologies for enhancing supply chain visibility and efficiency.
- Master route optimization techniques to minimize delivery times and fuel consumption.
- Design and manage an effective reverse logistics program for handling returns.
- Enhance the end-customer experience through flexible and reliable delivery options.
- Evaluate the financial and operational impact of different fulfillment strategies.
- Integrate sustainable and green logistics practices into final-mile operations.
- Forecast demand more accurately to improve inventory placement across the network.
- Manage relationships with final-mile carriers and logistics partners effectively.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning to their professional roles. We move beyond traditional lectures to create a dynamic learning environment built on a foundation of real-world application. The course heavily utilizes case studies from leading global companies, allowing participants to analyze complex last-mile delivery and inventory challenges and dissect successful strategies. Collaborative group workshops and breakout sessions will encourage peer-to-peer learning and the exchange of diverse industry perspectives. Participants will engage in hands-on exercises, including simulation activities for network design and route optimization. Interactive discussions, expert-led Q&A sessions, and problem-solving scenarios will form a core part of each module. Our approach emphasizes learning by doing, with continuous feedback from the instructor to guide participants in developing actionable solutions for their organizations. This immersive and practical methodology ensures a deep and lasting understanding of the course material.

Course Agenda (Course Units):

Unit One: Foundations of Last-Mile and Inventory Strategy

- The strategic importance of last-mile delivery in the modern supply chain.
- Key challenges and complexities in urban and rural logistics.
- Understanding the direct link between inventory positioning and delivery efficiency.
- Key Performance Indicators (KPIs) for measuring last-mile and inventory performance.
- Cost-to-serve analysis for different delivery models.
- The role of customer expectations in shaping logistics strategy.
- An overview of different fulfillment models (e.g., dropshipping, cross-docking, traditional).

Unit Two: Advanced Inventory Positioning and Management

- Principles of demand forecasting for strategic inventory placement.
- Multi-echelon inventory optimization (MEIO) techniques.
- Calculating and managing safety stock across multiple locations.
- Implementing ABC analysis for prioritizing inventory.
- Strategies for managing perishable and time-sensitive goods.
- The impact of product proliferation on inventory complexity.
- Using data analytics to inform inventory deployment decisions.

Unit Three: Designing the Last-Mile Delivery Network

- Frameworks for designing an optimal delivery network.
- The role of micro-fulfillment centers, dark stores, and urban warehouses.
- Carrier selection and management strategies (in-house vs. outsourced fleets).
- Principles of dynamic and static route optimization.
- Implementing flexible delivery options like click-and-collect and BOPIS.
- Capacity planning for seasonal peaks and demand volatility.
- Network modeling and simulation for strategic decision-making.

Unit Four: Technology and Automation in Final-Mile Operations

- The role of Transportation Management Systems (TMS) in the last mile.
- Leveraging Warehouse Management Systems (WMS) for faster fulfillment.
- Real-time tracking, visibility platforms, and IoT devices.
- The potential of autonomous vehicles and delivery drones.
- Using artificial intelligence and machine learning for predictive logistics.
- The importance of data integration across the supply chain.
- Technology for enhancing driver performance and safety.

Unit Five: Customer Experience, Sustainability, and Future Trends

- Strategies for proactive customer communication and delivery notifications.
- Managing and optimizing the returns process (reverse logistics).
- Implementing green logistics and sustainable delivery practices.
- Balancing speed, cost, and environmental impact.
- The future of on-demand and instant delivery services.
- Regulatory and compliance considerations in last-mile logistics.
- Developing a resilient and agile last-mile strategy for the future.

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:

As urban density increases and consumer expectations for instant delivery grow, how can businesses balance the economic costs of advanced last-mile solutions with their long-term environmental sustainability goals?

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

This training course distinguishes itself by holistically integrating the two most critical and often siloed components of modern fulfillment: last-mile delivery and strategic inventory positioning. While many programs focus on one or the other, this course is built on the principle that they are deeply codependent; an optimal delivery network is ineffective without correctly placed inventory, and vice versa. We move beyond purely theoretical models to immerse participants in a practical, problem-solving environment rich with contemporary case studies and real-world data simulations. The curriculum is uniquely forward-looking, dedicating significant attention to the transformative impact of technology, data analytics, and sustainable practices, ensuring participants are not just prepared for today's challenges but are equipped to lead through tomorrow's disruptions. The emphasis is on developing strategic foresight and analytical acumen, empowering attendees to design and implement resilient, customer-centric, and cost-effective supply chain solutions that provide a tangible competitive advantage. This integrated, practical, and future-focused approach provides a depth of understanding and a set of actionable skills that are unparalleled.