# Strategic Supply Chain and Logistics Optimization Training Course



29 Nov - 03 Dec 2026

Doha

5500 € (Per Person)

Ref: #MA1885_251393

## Course Introduction / Overview:

This comprehensive training course provides a deep dive into the critical functions of modern supply chain management and logistics optimization. In an era of global volatility and rapid technological advancement, creating a resilient, agile, and efficient supply chain is no longer a competitive advantage but a business necessity. This program is designed to equip professionals with the strategic frameworks and practical tools needed to navigate these complexities. As the renowned academic Martin Christopher argues in his seminal work, "Logistics & Supply Chain Management," the real competition is not between companies but between their supply chains. This course, offered by BIG BEN Training Center, embodies this principle by moving beyond traditional operational views to foster a strategic mindset. Participants will explore everything from advanced demand forecasting and inventory control techniques to the integration of digital transformation technologies like AI and blockchain. We will cover supply chain network design, risk mitigation strategies, and the growing importance of sustainable and green logistics, ensuring a holistic understanding of the end-to-end value chain. The curriculum is meticulously structured to transform participants into strategic leaders capable of designing and managing world-class supply chains that drive profitability and customer satisfaction.

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

- Supply Chain Managers and Directors.
- Logistics and Distribution Managers.
- Procurement and Sourcing Professionals.
- Operations Managers.
- Warehouse and Inventory Managers.
- Demand Planners and Forecasters.
- Business Analysts with a focus on supply chain.
- Project Managers involved in logistics projects.
- Consultants specializing in supply chain and operations.
- Professionals seeking to transition into a supply chain management role.

## Target Sectors and Industries:

- Manufacturing and Industrial Production.
- Retail and E-commerce.
- Pharmaceutical and Healthcare.
- Automotive and Aerospace.
- Fast-Moving Consumer Goods (FMCG).
- Third-Party Logistics (3PL) and Freight Forwarding.
- Energy and Utilities.
- Construction and Engineering.
- Governmental bodies and public sector agencies.
- Technology and Electronics.

## Target Organizations Departments:

- Supply Chain Management.
- Logistics and Transportation.
- Procurement and Purchasing.
- Operations Management.
- Warehouse and Distribution.
- Inventory Planning and Control.
- Strategic Planning.
- Finance and Cost Control.
- Customer Service and Order Fulfillment.
- Information Technology (IT) supporting supply chain systems.

## Course Offerings:

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

- Develop a comprehensive supply chain strategy aligned with corporate objectives.
- Analyze and optimize inventory levels using advanced control techniques.
- Design and manage efficient transportation and distribution networks.
- Implement key performance indicators (KPIs) to measure and improve logistics performance.
- Evaluate and integrate emerging technologies like AI and IoT into supply chain operations.
- Construct a robust supply chain risk management and mitigation framework.
- Apply principles of lean and agile methodologies to enhance supply chain responsiveness.
- Master strategic sourcing and supplier relationship management practices.
- Incorporate sustainability and green logistics principles into supply chain design.
- Lead digital transformation initiatives within the supply chain function.

## 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 in the workplace. We move beyond theoretical lectures to create an immersive learning environment. The course heavily utilizes real-world case studies from various industries, allowing participants to analyze complex supply chain challenges and develop viable solutions. Facilitator-led group discussions and brainstorming sessions encourage collaborative problem-solving and the sharing of diverse perspectives. Practical exercises, simulations, and workshops are integrated throughout the five days to provide hands-on experience with tools and techniques for logistics optimization, demand forecasting, and network design. Participants will receive continuous feedback from the instructor and peers, fostering a supportive and dynamic learning atmosphere. Our expert trainers use a blend of instructional methods, including presentations, interactive Q&A sessions, and strategic planning activities, to cater to different learning styles and ensure maximum knowledge retention and skill development.

## Course Agenda (Course Units):

### Unit One: Foundations of Strategic Supply Chain Management

- The Evolution of Supply Chain Management from Operational to Strategic.
- Core Components and Flows in a Modern Supply Chain.
- Understanding the Link Between Supply Chain Strategy and Business Goals.
- Logistics vs. Supply Chain Management: A Strategic Distinction.
- Analyzing Key Drivers of Supply Chain Performance.
- Value Chain Analysis and Competitive Advantage.
- Introduction to SCOR (Supply Chain Operations Reference) Model.

### Unit Two: Strategic Procurement and Inventory Optimization

- Developing a Strategic Sourcing and Procurement Framework.
- Supplier Selection, Evaluation, and Relationship Management.
- Advanced Inventory Management Techniques (JIT, MRP, EOQ).
- Demand Forecasting Models and Accuracy Improvement.
- Managing Inventory Costs and Optimizing Service Levels.
- The Role of Technology in Modern Warehouse Management.
- Cycle Counting and Physical Inventory Best Practices.

### Unit Three: Logistics, Transportation, and Network Design

- Fundamentals of Transportation Management and Mode Selection.
- Designing and Optimizing Distribution Networks.
- The Challenge of Last-Mile Delivery and Innovative Solutions.
- Global Logistics and International Trade Compliance.
- Reverse Logistics and Closed-Loop Supply Chains.
- Principles of Warehouse Layout and Process Optimization.
- Evaluating Third-Party Logistics (3PL) and Fourth-Party Logistics (4PL) Partnerships.

## Unit Four: Technology, Analytics, and Performance Measurement

- The Impact of Digital Transformation on Supply Chains.
- Leveraging ERP, WMS, and TMS for Integrated Operations.
- The Role of AI, IoT, and Blockchain in Enhancing Visibility and Efficiency.
- Implementing Supply Chain Analytics for Data-Driven Decision-Making.
- Developing and Tracking Key Performance Indicators (KPIs) for Logistics.
- Predictive Analytics for Demand Sensing and Risk Assessment.
- Building a Supply Chain Control Tower for Real-Time Visibility.

## Unit Five: Advanced Topics in Supply Chain Leadership

- Supply Chain Risk Identification, Assessment, and Mitigation Strategies.
- Building a Resilient and Agile Supply Chain.
- Sustainable and Green Logistics for a Circular Economy.
- Change Management for Supply Chain Transformation Projects.
- The Future of Supply Chain Management: Trends and Predictions.
- Developing a Customer-Centric Supply Chain Culture.
- Final Project: Crafting a Strategic Supply Chain Improvement Plan.

# 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 global supply chains become increasingly complex and vulnerable to disruption, how can organizations balance the pursuit of cost efficiency with the critical need for resilience and sustainability?

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

This course distinguishes itself by focusing intensely on the strategic dimension of supply chain and logistics management, rather than purely operational execution. While many programs teach the "how," we emphasize the "why," empowering participants to design and lead supply chain strategies that create a sustainable competitive advantage. Our curriculum is uniquely structured to integrate cutting-edge concepts such as digital transformation, AI-driven analytics, and supply chain resilience as core components, not as afterthoughts. We move beyond textbook theories by using a case-study-based methodology that immerses participants in real-world business challenges, forcing them to make strategic trade-offs and defend their decisions. The course content is continuously updated to reflect the latest global trends, from managing geopolitical risks to implementing circular economy principles. Unlike courses that focus on a single function, this program provides a holistic, end-to-end perspective, ensuring that participants understand how decisions in procurement, inventory, and logistics interconnect and impact overall business performance. It is designed for the next generation of supply chain leaders who must be strategists, technologists, and change agents.