Strategic Fleet Management and Transport Logistics Training Course



21 - 25 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #PSC9258_282507

Course Introduction / Overview:

In today's fast-paced global economy, the efficient management of fleet and transport logistics is no longer a back-office function but a critical strategic driver of competitive advantage. This comprehensive training course is designed to equip professionals with the advanced knowledge and practical skills needed to optimize fleet operations, reduce costs, and enhance supply chain resilience. The curriculum delves into the core principles of modern logistics, drawing on established frameworks and forward-thinking strategies. As discussed by leading academic Dr. Alan McKinnon in works exploring logistics and sustainability, the integration of technology and data analytics is paramount to achieving operational excellence. This program, offered by BIG BEN Training Center, moves beyond basic vehicle management to cover the entire lifecycle of fleet assets, from procurement and financing to maintenance, driver management, and eventual disposal. Participants will explore how to leverage Transportation Management Systems (TMS), telematics, and predictive analytics to make informed, data-driven decisions that improve fuel efficiency, ensure regulatory compliance, and elevate customer service levels. The course provides a holistic framework for transforming your transport operations into a lean, agile, and cost-effective powerhouse.

Target Audience / This training course is suitable for:

- Fleet Managers and Supervisors.
- Logistics and Distribution Managers.
- Supply Chain Professionals and Analysts.
- Transport Planners and Coordinators.
- Operations Managers.
- Procurement and Purchasing Managers responsible for fleet acquisition.
- Warehouse and Distribution Center Managers.
- Finance professionals involved in fleet budgeting and cost control.

Target Sectors and Industries:

- Logistics and Third-Party Logistics (3PL) providers.
- Retail and E-commerce.
- Manufacturing and Industrial Production.
- Construction and Engineering.
- Oil and Gas.
- Pharmaceutical and Healthcare.
- Food and Beverage Distribution.
- Government agencies and public sector fleet operations.
- Waste Management and Environmental Services.

Target Organizations Departments:

- Logistics and Transportation.
- Supply Chain Management.
- Operations.
- Procurement and Sourcing.
- Fleet Maintenance and Management.
- Distribution and Warehousing.
- Finance and Accounting.
- Health, Safety, and Environment (HSE).

Course Offerings:

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

- Develop a strategic fleet management plan aligned with organizational goals.
- Implement best practices for vehicle procurement, financing, and lifecycle management.
- Analyze and optimize the Total Cost of Ownership (TCO) for all fleet assets.
- Design and manage a proactive vehicle maintenance and repair program to maximize uptime.
- Utilize telematics and fleet management software to monitor performance and improve efficiency.
- Enhance driver safety and performance through targeted training and monitoring programs.
- Ensure full compliance with local and international transportation regulations.
- Optimize routing and scheduling to reduce fuel consumption and delivery times.
- Integrate sustainable practices and green logistics principles into fleet operations.
- Leverage data analytics for predictive maintenance and strategic decision-making.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to foster a dynamic and engaging learning environment that bridges theory and practice. This course utilizes a blended approach, combining expert-led presentations with interactive workshops, group discussions, and practical exercises. Participants will not just listen to lectures; they will actively engage with the material through real-world case studies that illustrate complex challenges in fleet management and transport logistics. Team-based activities will encourage peer-to-peer learning and the sharing of diverse industry experiences, enriching the overall educational journey. We emphasize hands-on application, providing participants with tools and frameworks they can immediately implement in their own organizations. The sessions will include problem-solving scenarios, cost-benefit analysis exercises, and the development of sample strategic plans. Continuous feedback from the instructor ensures that participants can clarify concepts and confidently apply their new skills. This immersive and participant-centered approach guarantees a comprehensive understanding of strategic fleet and transport management, empowering attendees to drive tangible improvements in their operations.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Fleet Management

- The Strategic Role of Fleet Management in the Supply Chain.
- Key Terminology and Concepts in Transport Logistics.
- Understanding the Fleet Management Lifecycle from Acquisition to Disposal.
- Assessing Current Fleet Performance and Benchmarking.
- Aligning Fleet Strategy with Corporate Objectives and Financial Goals.
- The Impact of Economic and Market Trends on Logistics Operations.
- Introduction to Key Performance Indicators (KPIs) for Fleet and Transport.

Unit Two: Operational Excellence in Fleet Operations

- Developing a Proactive Vehicle Maintenance and Repair Strategy.
- Best Practices in Fuel Management and Consumption Reduction.
- Effective Driver Recruitment, Training, and Performance Management.
- Implementing Comprehensive Fleet Safety and Accident Prevention Programs.
- Optimizing Vehicle Routing, Scheduling, and Dispatching.
- Managing Spare Parts Inventory and Workshop Operations.
- Last-Mile Delivery Challenges and Optimization Strategies.

Unit Three: Technology and Data in Modern Logistics

- Introduction to Transportation Management Systems (TMS).
- Leveraging Telematics and GPS for Real-Time Fleet Visibility.
- Using Fleet Management Software for Maintenance and Compliance.
- Data Analytics for Informed Decision-Making and Performance Improvement.
- The Role of IoT and Sensors in Monitoring Vehicle Health and Cargo.
- Introduction to Predictive Analytics for Maintenance and Demand Forecasting.
- Ensuring Data Security and Privacy in Fleet Operations.

Unit Four: Financial Management and Regulatory Compliance

- Calculating and Managing the Total Cost of Ownership (TCO).
- Fleet Procurement Strategies: Buying, Leasing, and Financing Options.
- Developing and Managing the Fleet Operations Budget.
- Navigating Local and International Transportation Regulations.
- Understanding and Managing Fleet-Related Risks.
- Insurance and Liability in Fleet and Transport Operations.
- Vehicle Remarketing and Disposal Strategies to Maximize Value.

Unit Five: Future Trends and Sustainable Fleet Management

- Implementing Green Logistics and Sustainable Fleet Practices.
- The Rise of Electric and Alternative Fuel Vehicles.
- The Impact of AI and Automation on Transport Logistics.
- Building a Resilient and Agile Supply Chain through Fleet Strategy.
- Change Management for Implementing New Technologies and Processes.
- Developing a Future-Proof Fleet Management Strategy.
- Final Project: Creating a Strategic Fleet 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 automation and AI become more integrated into logistics, how will the role of the human fleet manager evolve from an operational supervisor to a strategic data analyst and technology integrator?

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

This course distinguishes itself by adopting a truly strategic and holistic framework, moving beyond the purely operational aspects of managing vehicles. While many programs focus on specific software or day-to-day tasks, this training course integrates high-level business strategy, financial acumen, and forward-looking technological trends into a cohesive curriculum. It emphasizes the critical skill of data-driven decision-making, teaching participants not just how to collect data through telematics and TMS, but how to analyze and interpret it to forecast trends, predict maintenance needs, and optimize the Total Cost of Ownership (TCO). Furthermore, a significant focus is placed on future-proofing fleet operations through dedicated modules on sustainability, green logistics, and the integration of emerging technologies like AI and electric vehicles. The curriculum is designed to cultivate strategic foresight, empowering managers to build resilient, agile, and cost-effective transport operations that serve as a competitive advantage rather than just a cost center. The blend of academic principles with practical, actionable case studies ensures participants leave with a comprehensive skill set ready for immediate application.