MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

LOGISTIC DEVELOPMENT, PLANNING, FORECASTING & OPERATION EFFECTIVENESS

"Enhancing Logistics Strategy, Accuracy in Forecasting, and Operational Efficiency for Supply Chain Excellence"

Schedule

Date	Venue	Fees (Face-to-Face)
03 – 05 Jun 2026	Dubai, UAE	USD 2495 per delegate

Introduction

In an increasingly volatile and competitive business environment, logistics has become a strategic function that directly impacts customer satisfaction and cost control. Effective logistics planning, demand forecasting, and operational execution are vital to creating a responsive and resilient supply chain.

This 3-day course equips professionals with essential skills to plan, forecast, and optimize logistics operations. Participants will explore practical tools and techniques for developing agile logistics systems, integrating forecasting methods, reducing lead times, and improving delivery performance—while aligning with global best practices in both English and Arabic.

Objectives

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

- Understand the key components of logistics development and planning
- Apply forecasting techniques to support demand-driven logistics
- Analyze operational performance and identify improvement areas
- Design responsive logistics networks and workflows
- Align logistics operations with organizational goals and KPIs

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Why Attend

- Learn how to design flexible, cost-effective logistics strategies
- Use demand forecasting to improve procurement and delivery cycles
- Measure and enhance logistics operational effectiveness
- Gain practical insights through tools, models, and industry benchmarks
- Support business growth through optimized supply chain execution

Target Audience

This program is designed for:

- Logistics and Supply Chain Managers
- Inventory Planners and Forecast Analysts
- Procurement and Operations Executives
- Warehouse and Distribution Supervisors
- Business Analysts and Logistics Consultants

Individual Benefits

Key competencies that will be developed include:

- Strategic logistics planning and execution
- Mastery of forecasting techniques (quantitative and qualitative)
- Identification of performance gaps and cost drivers
- Streamlined coordination between supply, storage, and transport
- Improved ability to adapt logistics strategies to market changes

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger logistics performance aligned with customer expectations
- More accurate forecasting and improved inventory turnover
- Reduced operational delays and transportation costs
- Enhanced planning visibility across the logistics value chain
- Support for continuous improvement and lean supply chain practices

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Global logistics trends, SCM frameworks, and best practices
- Case Studies – Logistics optimization in retail, manufacturing, and distribution
- Workshops – Forecast modeling, network design, KPI dashboards
- Peer Exchange – Regional insights and operational benchmarking
- Tools – Forecasting software, cost calculators, route planning templates

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Course Outline

Detailed 3-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Logistics Development and Strategic Planning

- Module 1: Logistics Function and Value Chain Integration (07:30 – 09:30) • Logistics roles in inbound, internal, and outbound flows
- Module 2: Designing Agile Logistics Networks (09:45 – 11:15) • Network layout, transport modes, inventory positioning
- Module 3: Strategic and Tactical Planning in Logistics (11:30 – 01:00) • Service levels, lead time, cost trade-offs
- Module 4: Workshop – Map a Logistics Planning Model (02:00 – 03:30) • Build a flowchart from procurement to delivery

Day 2: Demand Forecasting and Operational Alignment

- Module 5: Forecasting Techniques and Applications (07:30 – 09:30) • Time series, regression, market intelligence
- Module 6: Forecast Accuracy and Error Measurement (09:45 – 11:15) • MAPE, bias, tracking signal, smoothing
- Module 7: Linking Forecasts to Logistics Decisions (11:30 – 01:00) • Procurement, transport scheduling, stockholding
- Module 8: Workshop – Build a Forecasting Model (02:00 – 03:30) • Excel-based forecast exercise and demand review

Day 3: Operational Effectiveness and Continuous Improvement

- Module 9: Measuring Logistics Performance (07:30 – 09:30) • Delivery reliability, transportation cost per unit, warehouse efficiency
- Module 10: Managing Risk and Disruptions in Logistics (09:45 – 11:15) • Resilience planning, safety stock, dual sourcing
- Module 11: Lean Logistics and Continuous Improvement Tools (11:30 – 01:00) • Kaizen, 5S, value stream mapping
- Module 12: Final Workshop – Diagnose and Improve a Logistics Operation (02:00 – 03:30) • Gap analysis and action plan presentation

Certification

Participants will receive a Certificate of Completion in Logistic Development, Planning, Forecasting & Operation Effectiveness, confirming their ability to enhance logistics systems through strategic planning, accurate forecasting, and operational best practices.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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