MAWA EVENTS

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

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

LOGISTICS DEVELOPMENT, PLANNING, FORECASTING AND OPERATIONAL EFFECTIVENESS

"Optimizing Logistics Strategy, Planning Accuracy, and Operational Performance"

Schedule

Date	Venue	Fees (Face-to-Face)
08 – 10 Jul 2026	Dubai, UAE	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In an increasingly competitive and customer-driven supply chain environment, effective logistics planning and forecasting are essential to achieve cost-efficiency, service excellence, and operational agility. Poor logistics execution and misaligned forecasting can lead to overstocking, delays, bottlenecks, and missed opportunities.

This 3-day course equips professionals with the tools and methodologies to enhance logistics development, optimize planning cycles, and improve forecasting accuracy. It addresses key functions such as route optimization, resource allocation, supplier coordination, inventory flow, and logistics KPIs—all aimed at boosting operational effectiveness and long-term resilience.

Objectives

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

- Develop integrated logistics plans aligned with business strategy
- Apply demand forecasting techniques to improve supply responsiveness
- Design logistics networks that reduce cost and improve service
- Analyze and optimize transportation and warehouse operations
- Use logistics performance metrics to drive continuous improvement

MAWA EVENTS

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

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

Why Attend

- Gain end-to-end visibility of logistics planning and operations
- Enhance forecasting accuracy and minimize operational waste
- Identify opportunities for automation and digital transformation
- Streamline logistics workflows for greater efficiency and reliability
- Build a responsive and cost-effective logistics infrastructure

Target Audience

This program is designed for:

- Logistics and transportation managers
- Supply chain and distribution professionals
- Warehouse and inventory planners
- Operations and procurement team members
- Business analysts and logistics consultants

Individual Benefits

Key competencies that will be developed include:

- Strategic logistics planning and network design
- Forecasting techniques and demand planning tools
- Performance analysis using logistics KPIs
- Process optimization in transportation and warehousing
- Risk management in logistics execution

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved logistics agility and service delivery
- Reduced operating costs and inventory inefficiencies
- More accurate planning and demand forecasting
- Better coordination across supply chain stakeholders
- Data-driven decisions to improve logistics performance

Instructional Methodology

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

- Concept Briefings – Logistics systems, processes, and tools
- Case Studies – Global logistics challenges and solutions
- Workshops – Route planning, demand forecasting, KPI analysis
- Interactive Exercises – Optimization scenarios and what-if models
- Templates & Tools – Planning worksheets, scorecards, dashboards

MAWA EVENTS

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

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

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: Strategic Logistics Planning and Network Design

- Module 1: Logistics Strategy and Operating Models (07:30 – 09:30) • Role of logistics in customer value and cost control • In-house vs outsourced logistics functions
- Module 2: Logistics Network Design (09:45 – 11:15) • Hub and spoke, cross-docking, regional centers • Designing for speed, flexibility, and resilience
- Module 3: Transport and Distribution Planning (11:30 – 01:00) • Route planning, fleet management, carrier selection • Cost optimization and service level trade-offs
- Module 4: Workshop – Logistics Model Comparison (02:00 – 03:30) • Evaluate logistics configurations for a sample company

Day 2: Forecasting and Operational Planning

- Module 5: Demand Forecasting and Planning (07:30 – 09:30) • Qualitative and quantitative forecasting techniques • Forecast accuracy and bias measurement
- Module 6: Sales & Operations Planning (S&OP) Integration (09:45 – 11:15) • Aligning logistics with commercial and production plans • Collaboration with suppliers and customers
- Module 7: Inventory and Warehouse Planning (11:30 – 01:00) • Order cycles, stock levels, picking strategies • Location, layout, and throughput optimization
- Module 8: Simulation – Forecasting and Inventory Alignment (02:00 – 03:30) • Match forecasts with logistics and inventory requirements

Day 3: Execution, Optimization, and Performance Management

- Module 9: Execution and Risk Management in Logistics (07:30 – 09:30) • Shipment tracking, exception handling, supplier issues • Contingency planning and disruption response
- Module 10: Digital Logistics and Automation Trends (09:45 – 11:15) • IoT, GPS, RFID, and warehouse automation • Blockchains and logistics control towers
- Module 11: Measuring and Improving Logistics Performance (11:30 – 01:00) • KPIs: OTIF, fill rate, transit time, cost per unit • Continuous improvement and benchmarking
- Module 12: Final Exercise – Logistics Scorecard & Improvement Plan (02:00 – 03:30) • Build a logistics performance dashboard

Certification

Participants will receive a Certificate of Completion in Logistics Development, Planning, Forecasting and Operational Effectiveness, validating their ability to enhance logistics strategy, improve planning accuracy, and drive operational efficiency across the supply chain.

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**

MAWA EVENTS

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

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

Follow us: **Facebook** **Twitter** **YouTube** **LinkedIn** **Instagram**

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.