

LOGISTICS MANAGEMENT AND STRATEGY

“Transform logistics operations into a strategic advantage for business growth and competitiveness.”

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

Introduction

In today’s global business landscape, logistics is no longer just a support function—it’s a strategic differentiator. Effective logistics management ensures that the right products reach the right customers at the right time, while strategic planning helps organizations align logistics operations with business objectives and customer expectations.

The Logistics Management and Strategy course provides a comprehensive understanding of how to design, implement, and manage logistics systems that drive performance, efficiency, and profitability. Participants will learn to apply strategic thinking to logistics decisions, from network design and outsourcing strategies to performance measurement and innovation in logistics technology.

This program blends theory with practical application, enabling professionals to make data-driven decisions that improve service quality, reduce costs, and enhance overall supply chain resilience.

Objectives

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

- Understand the strategic role of logistics in supply chain and business success.
- Develop logistics strategies aligned with corporate and customer goals.
- Optimize logistics networks for cost-efficiency and responsiveness.
- Apply tools for demand forecasting, transportation, and inventory planning.
- Manage third-party logistics (3PL) partnerships effectively.
- Implement key performance indicators (KPIs) for logistics performance.
- Analyze global logistics trends, risks, and sustainability challenges.
- Integrate technology and innovation into logistics strategy.

Why Attend

Modern logistics demands more than operational efficiency—it requires strategic vision. This course equips participants with the knowledge and tools to move from tactical management to strategic leadership. By mastering logistics strategy, professionals can enhance their organization's competitive position, achieve cost leadership, and deliver superior customer value.

Target Audience

This course is ideal for:

- Logistics, Operations, and Supply Chain Managers
- Procurement, Distribution, and Transportation Professionals
- Business and Operations Analysts
- Warehouse and Inventory Supervisors
- Consultants and Entrepreneurs in logistics sectors
- Senior Managers seeking to develop strategic logistics capabilities

Individual Benefits

- Gain a strategic perspective on logistics operations.
- Learn to balance cost, service, and sustainability objectives.
- Strengthen analytical and decision-making capabilities.
- Acquire practical skills for logistics network design and performance management.
- Enhance career growth and leadership potential in supply chain management.

Organizational Benefits

- Development of a logistics strategy aligned with business goals.
- Improved operational efficiency and reduced logistics costs.
- Enhanced responsiveness and service quality for customers.
- Increased collaboration and visibility across the supply chain.
- Strengthened competitive advantage through strategic logistics innovation.

Instructional Methodology

The course applies an interactive, practice-oriented learning approach that includes:

- Instructor-led presentations on logistics frameworks and strategies
- Case studies from world-class logistics organizations
- Group discussions and simulation-based exercises
- Strategic planning workshops and role-play scenarios
- Performance measurement and process improvement assignments
- Q&A sessions and feedback-driven learning activities

Course Outline

Module 1: The Role of Logistics in Business Strategy

- Evolution of logistics from operations to strategy
- Strategic goals and performance alignment

Module 2: Logistics Network Design and Optimization

- Facility location, distribution channels, and transportation modes
- Balancing service level and cost trade-offs

Module 3: Demand Forecasting and Inventory Strategy

- Forecasting models and inventory control systems
- Managing uncertainty and lead time variability

Module 4: Transportation and Distribution Strategy

- Designing transport systems for cost and efficiency
- Multimodal and intermodal logistics solutions

Module 5: Outsourcing and Third-Party Logistics (3PL)

- Selecting, managing, and evaluating logistics service providers
- Contract management and performance evaluation

Module 6: Technology and Innovation in Logistics

- Digital transformation, IoT, AI, and automation in logistics
- Enhancing visibility through advanced logistics information systems

Module 7: Measuring Logistics Performance

- KPIs for logistics efficiency and effectiveness
- Benchmarking and continuous improvement practices

Module 8: Sustainable and Resilient Logistics Strategies

- Green logistics principles and circular supply chains
- Risk management and building resilient logistics systems

Module 9: Global Logistics Trends and Future Challenges

- Globalization, e-commerce, and geopolitical impacts
- Innovations shaping the future of logistics

Module 10: Capstone Workshop – Designing a Logistics Strategy

- Participants develop a customized logistics strategy for their organization

Certification

Upon successful completion, participants will receive a Certificate in Logistics Management and Strategy, demonstrating their ability to design, implement, and manage logistics systems strategically to improve efficiency, competitiveness, and business success.

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?

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