



A 2-day intensive program on

# Leveraging Supply Chain Management

## - Value Creation & Cost Reduction

6-7 August 2009 | JW Marriott Kuala Lumpur

### INTRODUCTION

The implementation process of Supply Chain Management is a long drawn orientation that critically requires restructuring of not only internal activities but a retrospect of the relationships an organisations shares with its suppliers, partners and outsourced firms. Leading to shared participation in the value creation of the customers domain. Supply Chain Management aims to increase sales, reduce costs and make entire use of assets by streamlining the interaction and communication proficiencies of the supply and demand chain members.

### AFTER ATTENDING THIS PROGRAM YOU WILL RETURN TO YOUR JOB...

- 1) Understanding the Supply Chain Management process and performance based activities.
- 2) Strategising the linkage of Logistics Management, Demand Management and Supply Management.
- 3) Defining the Value Chain Management in a company's objectives.
- 4) Finding out the difference between world class supply, demand and logistics management.
- 5) Learning how to increase sales and reduce costs.
- 6) Applying the SCOR model in your organisation.
- 7) Establishing a better vendor partnership.

### FOCUSING ON:

- Defining Types Of Buyer Supplier Relationship In A Continuum Perspective
- Elements Of A Strategic Business Plan Incorporating The Supply System
- Supply Chain Management Significance On The Company's Sales
- An Insight Of World Class Of :
  - Supply Management
  - Demand Management
  - Logistics Management
- Implementation Of SCOR (Supply Chain Operations Reference Model)
- Appreciation Of Best-In-Class Supply Chain Management In Action

### WHO SHOULD ATTEND

This course is specially designed for all Managers and Executives involved in:

- Planning
- Marketing
- Production
- Shipping
- Entrepreneurs and professional who are keen to know about the Value Chain creation
- Finance
- Purchasing
- Distribution
- Logistics

### METHODOLOGY

- Lectures and Simulations
- Group Assignments
- Case Studies
- Practical Approach

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