

SUPPLY CHAIN SERIES

26-27 Sep 2011 | Sheraton Karachi Hotel

29-30 Sep 2011 | Pearl Continental Hotel, Lahore

Mastering Sales & Operations Planning

DECIDE and ACT NOW!
by registering yourself
& your key team members
to secure seats early on
this must-not miss event
of the year!

Build an efficient supply chain with accurate forecasts and a collaborative approach

KEY POINTS ABOUT THIS COURSE

- **UNDERSTAND** the case for S&OP which is to balance service level, cost & inventory in the supply chain
- **LEARN** the different types of S&OP (Local, Regional, Global models)
- **GET** familiar with all 5 components of the S&OP process through a building block approach: forecasting, demand review, supply review, pre-S&OP meeting and S&OP meeting
- **KNOW** which KPI are used to measure the effectiveness of the S&OP process
- **GAIN** knowledge of ways to extend the S&OP to include your customers and suppliers: CPFR & VMI
- **LEARN** how to implement a strong and sustainable S&OP process and best practices
- **GET** an overview of the software applications that support the S&OP process, such as Advanced Planning & Scheduling (APS) and S&OP specific applications
- **INCLUDES** successful S&OP case studies from companies in South Asia



Dr. John Paul (PhD, MBA, MSc, BEng)

Managing Director of iCognitive
Professor, Research Fellow of Bordeaux School of Management- France
Founder member of South East Asia Chapter of Supply Chain Council
Technical Development Committee Member of Supply Chain Council
Qualified SCOR instructor certified by the Supply Chain Council

Dr. John Paul is an expert in supply chain management and operational improvement for manufacturing and services. He has over 25 years experience as a top executive in supply chain management. Today Dr. Paul is a consultant to multinational corporations, being the founder and CEO of iCognitive, a firm specializing in supply chain consultancy.

From 1997 to 2003, John Paul was a top executive at SIMTech (Singapore Institute of Manufacturing Technology). He successfully started and developed the supply chain research management center that supported regional SMEs, PLEs and MNCs in their supply chain improvement strategies.

Before joining SIMTech in 1997, John Paul has spent 10 years working for Digital Equipment Corporation Europe. First as Administration & Logistics Program Director based in France and later joined the European team in Geneva (Switzerland) as Program manager for Europe. In his last position, he managed several strategic Supply Chain Management projects such as Dupont, Danzas, DHL European Rim and Thomson.

Founder and current Secretary of the South East Asia Chapter of the Supply Chain Council (SCC), John is a member of the Technical Development Committee of the Supply Chain Council. He is a qualified SCOR® instructor certified by the supply chain council and has trained over 2000 Supply Chain executives from 200 different companies in the region. He is the Chairman of the Council of Supply Chain Management Professionals (CSCMP) Asian Chapter.

He holds a PhD researcher in Engineering Management, a Master' Degree in Industrial Logistics, a Masters' Degree in Economics and an MBA in Management.

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Mastering Sales & Operations Planning

Build an efficient supply chain with accurate forecasts and a collaborative approach

The current economic recovery has made Demand Forecasting a key challenge for many companies. **Predicting accurately the market** is identified as a prevalent best practice to streamline the critical planning stage and to achieve sales and profit growth. By enhancing collaboration and information sharing between all departments, S&OP (Sales and Operation Planning) delivers the capability to reduce **forecast error, optimize inventory, increase cash flow, and maximize return on working capital, allowing companies to plan their marketing strategy through better visibility and achieve sustainable growth.**

S&OP process brings together all plans for the Business (sales, marketing, and product development, manufacturing, sourcing and financial) into one integrated set of plans. This 2-day interactive training course provides intensive and extensive knowledge about the Sales & Operations Planning process to drive supply chain management and practical pointers to be able to implement it in your organization. The course covers the key components of the S&OP process – the mechanics, reports, roles & responsibilities as well as the key performance indicators. It also includes invaluable insights, experiences, case studies and practical implementation tips based on companies in the region that already have implemented S&OP. Best practices will further equip you with the knowledge to align strategy with execution, identify the basis for supply chain improvement to meet your company's objectives and finally improve your competitiveness in the market.

Benefits

You will learn and practice several techniques to:

- Implement a strong and sustainable S&OP process
- Manage your Supply Chain with a shared and agreed set of consensus plans
- Adopt these principles to manage your business effectively and achieve competitive advantage
- Ensure all departments are aligned
- Ensure your plans are measured accurately to enable continuous improvement

Praises for Dr. John Paul

He is one of the best trainer and has very good knowledge of overall Supply Chain Management especially SCOR and S & OP

Getz Pharma

Very well organized, a fantastic orator and very patient when answering questions. The depth was focused and helped me define the logistics in the design which is supply chain. Thank you very much!

Searle Pakistan Limited

Dr. John Paul has an excellent skills set with respect to supply chain concepts relevant to the industry impressive level of detail and openness to having a totally interactive session.

Pakistan Tobacco Company

Who should attend?

- Operations directors/managers
- Sales & Marketing directors/managers
- Supply Chain Directors/Managers
- Finance directors/managers
- Purchasing directors/managers
- Demand & Supply managers
- Sourcing & Procurement managers
- Production managers
- Distribution and Logistic managers
- Forecasting Managers



TRAINING AGENDA ■■■

Day 1

Supply Chain Challenges: Balancing Service Level, Cost & Inventory

- Do you regularly see lost sales due to stock-outs?
- Does your organization run into the problem of zero inventory for your most popular items
- Are you keeping excess inventory of your “slow moving” SKU?
- This section makes the case on why companies need S&OP

What is S&OP?

- Planning overview: from Strategic to Operational
- S&OP: the link between Tactical and Operational planning
- S&OP wheel

Different Types of S&OP

Local, Regional, Global models

Details of the S&OP Process: 1) Forecasting

- Demand Forecasting fundamentals: Forecasting Elements - Statistics vs. Market Intelligence - Choosing the Right Aggregation
- Implementing forecasting: Forecasting Process Model - Forecasting Discipline - Forecasting Tools
- Forecast success factors and pitfalls to avoid

Details of the S&OP Process: 2) Demand Review Meeting

- How to integrate Sales & Marketing information to arrive at a consensus demand plan: Approved unconstrained Forecast for the horizon

Details of the S&OP Process: 3) Supply Review Meeting

- How to identify and present supply constraints
- Develop valid production / import / purchase / materials plans to support the Demand Plan delivery.

Details of the S&OP Process: 4) Pre-S&OP Meeting

- How to balance supply and demand and arrive at a constrained operational plan to drive the supply chain operations in the immediate planning horizon
- Review and resolve any Demand / Supply mismatches
- Review KPI performance / root cause analysis and identify actions to resolve KPI violations

Case Study

- Learn how a company implemented S&OP process to increase its service level, while reducing cost and inventory
- Group discussion

Day 2

Details of the S&OP Process: 5) S&OP Meeting

- The final meeting for top management to sign off the S&OP plan and appropriately allocate the company's operating resources to meet the market demand

S&OP process effectiveness measurement and monitoring system

- KPIs scorecard
- Referenced processes, procedures and policies

Extending S&OP to Include Your Customers and Suppliers: CPFR & VMI

- Learn how Collaborative Planning, Forecasting and Replenishment (CPFR) is a best practice to extend your internal S&OP to include your customers
- Vendor Managed Inventory (VMI) can be used to integrate your suppliers into your S&OP

Case Study

- Learn how to improve negotiation skills, particularly in negotiations between internal functional areas in supply/demand planning
- Improve understanding of the problems associated with demand variability in the supply chain, and its impact on market managers, demand managers, and site supply managers
- Identify the need for improving the forecasting process, and the need for collaboration between internal functional groups in sales, forecasting, and manufacturing
- Group discussion

Implementation of S&OP Process in Your Company

- Critical Success factors
- Best practices

IT for S&OP

- Overview of software applications that support the S&OP process, such as Advanced Planning & Scheduling (APS) and S&OP specific applications

iCognitive Case Studies

- Successful S&OP implementation cases from companies in Asia and Middle East
- Industry feedback - Success stories
- Introducing dynamic S&OP – A combination of processes, technologies and data-mining

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TerraBiz
Training | Conferences | Exhibitions

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Previous Workshop by Terrabiz on SCOR by Dr. John Paul

Senior professionals from the following companies are trained by Dr. John Paul in April 2011.

- Engro
- Pepsi Cola International Pvt. Ltd.
- ICI Pakistan
- Searle Pakistan Ltd.
- Pakistan Tobacco Company Ltd.
- Unilever
- Getz Pharma
- TCS Pvt Ltd.
- AGP Pvt. Ltd.

WHY YOU CANNOT AFFORD TO MISS THIS COURSE

- Highly experienced and knowledgeable trainer to share both practical and theoretical insights
- The Sales & Operations Planning Workshop is designed to provide a clear and operational view of the S&OP process and its implementation, its quantifiable and soft benefits, and its positive impact on company financial results
- Interactive case studies and group discussions enable participants to absorb practical knowledge and prepare them for actual implementation
- Learn from other companies in South Asia through successful implementation case studies

Workshop Investment:

Rs. 55,500/- Per Participant

*Early Bird Discount: (Before 10th Sep, 2011)

Rs. 52,500/- Per Participant

Special DISCOUNTS available for SCAP/ICAP/ICMAP members.

*Every 4th Participant from the same organization will attend

FREE

Includes course ware, Terrabiz certificate, lunch, refreshments and business networking.

*Discounts are mutually exclusive

Registration Note:

Participation will be confirmed subject to receipt of payment.

Substitutions are welcome. Please notify us in writing at least two working days prior to the event. All cancellations must be sent in writing, and will carry a 15% cancellation fee, once a registration request is received and acknowledged by Terrabiz.

Workshop fees must be paid in Full. No refunds will be given if a written cancellation occurs within 3 working days prior to the workshop. Same applies for delegates who don't attend the workshop without cancellation. Workshop materials will still be couriered to them. However, if you have paid your workshop fee in full and you wish to attend any other workshop from Terrabiz within 6 months of the initial registration, you will only be invoiced for 15% of that workshop fee. Please note that you can transfer only once. In the event of unforeseen circumstance, Terrabiz reserves the right to cancel or postpone the event.

TerraBiz
Training | Conferences | Exhibitions

We are a business information firm, having managed and organized events of various calibers during the last 3 years of our operations. Among our more recent

event are the ICAP Golden Jubilee Conference July 2011 in Karachi, also ICAP CFO Conferences in Karachi & Lahore 2011, Entrepreneurship 2010 – Changing the Mindset conference with MPF, 2nd Women in Business & Leadership Conference WIBCON 2010, which we managed for PSTD. ICAP in collaboration with Terrabiz organized a highly successful CFO Conference 'Rising CFO' in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, Terrabiz and OPEN jointly organized a conference on Corporate Innovation and Entrepreneurship'09, Karachi in November 2009. We also managed the MAP Conference in November 2009, Lahore with high appreciation from all over the country.

Terrabiz Human Capital Management Conferences which were held in Karachi and Lahore in April'09 and July'09 respectively, and the Compensation & Benefits Day in June '09 also received a very good feedback from the HR professionals in the country.

We also organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Global Head of Mobile Marketing P&G was also one of the speakers. Terrabiz has also organized some events with Google Pakistan.

For Registration

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