

Course Name: Aligning Sales and Marketing with Operational Functions

Reference Code: Supp 106

About the course:

This training course will feature: interaction to encourage learners to :

- Think of the end to end supply chain
- Manage risk as part of the process
- Understand the marketing dimension to S&OP
- Use manufacturing planning techniques
- Focus on organization culture

Course Objective:

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

- Understand where S&OP fits into business planning
- Demonstrate the value of balancing supply and demand
- Realise the importance of executive level commitment
- Use critical thinking to focus improvement efforts
- Diagnose their organizations position in the maturity model of S&OP

Who Should attend?.

- Finance Managers
- Marketing Managers
- Supply Managers
- Materials Managers
- Demand Managers
- Supply Planners
- Demand Planners
- Inventory Managers

Kingdom of Saudi Arabia

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Course Methodology:

This training course is designed to be a hands-on, stimulating experience. The training course is highly interactive with many discussion and practice sessions.

- ☐ Relevant computer simulations and videos .
- ☐ Copies of all presentation material.
- ☐ Variety of Learning Methods.
- ☐ Pre-test and final test.
- ☐ Case Study
- ☐ Training Groups.
- ☐ Presentation.
- ☐ Lectures

Course Outline:

Day One: S&OP overview

- Evolution of ERP and role of S&OP
- The S&OP Journey
- End to End Supply Chains
- Technology in S&OP
- S&OP Process
- Definitions of S&OP

Day Two: Demand Management

- The Nature of Demand
- Forecasting

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- Calculating Forecasts
- Forecast Management
- Uses of Forecasts
- Forecasting Exercise

Day Three: Inventory Management

- Why do we need Inventory?
- Types and Functions of Inventory
- Financial Considerations of Inventory
- Setting Inventory Levels
- Reorder Processes
- Inventory Management Exercise

Day Four: Supply Management

- Strategic Supply Decisions
- Time Fences and How to Manage them
- Linking Supply to S&OP
- Capacity Issues
- Scheduling
- Supply Exercise

Day Five: Putting it all together

- Risk Management
- Risks Potential and Realized
- Categorising Risk
- Reducing Risk
- Risk Exercise
- S&OP Exercise

Time: 08:00 AM -03:00 PM Numbers of hours: 35 Hours

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