

Market leading logistics education

## Distribution logistics

How your products are distributed to the buyer is one of the most important competitive resources today – companies such as Ikea, Dell, H&M and Zara are showing the way.

You get a strong theoretical base that is alternated with practical exercises, games and actual cases. We go through a practical case and carry out a realistic distribution channel game that clarifies the difference between traditional distribution systems and modern efforts based on central warehouses and time-controlled direct distribution.

### Distribution logistics

- Different distribution strategies
- Time-controlled direct distribution versus traditional distribution systems with ware houses and intermediaries
- Theory alternated with practical cases and inspiring exercises
- Connection between logistics and marketing.



*Maria Frank, Supply Chain Manager, Pfizer*



## Distribution logistics

You will gain valuable knowledge about how effective distribution channels are developed. We present theories and strategies for both logistics and marketing, which give you an understanding for the whole process and the different elements in a distribution channel. This partially includes the physical channel and sales supply channel with a focus on logistics issues, and partially the "mental channel" with a focus on marketing and communication. In addition, a full day is spent on overviews and exercises, which give you practical understanding for how marketing communication affects customers and their demands and expectations for delivery service.

(Distribution logistics is a part of the certificate program in logistics, CLSilf®, but is also given as an independent course.)

### Contents

- Connection between logistics and marketing
- Distribution strategies
- Structural changes
- Time-controlled direct distribution
- Logistics development and marketing tools
- Market positioning and market communication

### Purpose and educational objectives

The purpose of the education is to give you the necessary strategic and tactical skills and insights to be able to create a highly effective distribution channel.

### Who should attend?

People who are logisticians, purchasers or marketers that need to increase their competence within distribution in order to find the best and most optimal solutions for the distribution of goods and services out to customers and to customers' customers.

**The course is carried out as a residential course over three days.**

## Increased demands for a global perspective

Maria Frank is the Supply Chain Manager at Pfizer. She is responsible for the logistics flow of the major seller, Nicorette, to all markets in Latin America, Asia, Australia, New Zealand, Japan, Canada and America.

"My job means that I have total responsibility to supply these markets. My job includes planning, dimensioning, being in contact with the local marketing companies and initiating changes in the logistics flows," says Maria Frank. This work demands an understanding for cultural differences as well as a global perspective.

To get a comprehensive education in logistics and Supply Chain Management, she chose to attend the Silf Competence international logistics program, Certified Logistics, Silf, CLSilf. The program includes the course Distribution logistics.



Silf COMPETENCE AB