Workshop on
Making Supply Meet
Demand in an
Uncertain World

With hands-on online SCM simulation game

OVERVIEW
Thanks to global competition, faster product development and increasingly flexible manufacturing systems, an unprecedented number and variety of products are competing in the market ranging from apparel & toys to mobile phones and computers. Despite the benefits to consumers, this phenomenon is making it very difficult for manufacturers and retailers to predict which of their goods will sell and to plan production and orders accordingly. Variation of demand forecasts from actual sales is leading to significant losses to manufacturers and retailers alike.

This intensive 3 days program takes the participants on a journey of reviewing three best-in-class companies who were able to put the uncertainty genie in the bottle better than anyone else and achieve spectacular results. The journey ends on a climax where the participants login to the Harvard website for a 4 hour online global supply chain simulation game to take key decisions themselves and see their impact on the company’s bottom line.

BENEFITS
✓ Understand best-in-class behavior and strategy for global supply chain management
✓ Practical guide on how to improve forecast accuracy
✓ Learn exactly how a best in class company made its manufacturing more flexible to cater to demand variations with minimum disruption
✓ To appreciate the enabling power of IT in integrating the entire supply chain and to achieve fastest possible response to changing market scenarios
✓ To build supply chain complexity consciousness at the product design and development level to appreciate the and counter the development risks
✓ To fully grasp the integrated thinking by playing hands on with the simulation game and watching the effects of their decisions on the bottom line.

TOPICS COVERED
✓ Cutting edge strategic approach to supply-demand conundrum
✓ Accurate response
✓ Power of flexible manufacturing
✓ Global sourcing decisions
✓ Supplier management
✓ Supply chain integration
✓ IT as an important variable in SCM
✓ Quick response logistics
✓ Product development
✓ Managing development risk
✓ Flexibility & structure in uncertain environment

PARTICIPANTS’ PROFILE
CEOs / Directors / General Managers / Supply Chain Managers / Production Managers / Finance Managers / Logistics & Distribution Managers / Sales & Marketing / Planning Managers / High potential management trainees

TRAINER
Mr. Yonus A. Siddiqui is an independent supply chain consultant. He is qualified as MBA in marketing from IBA and Certified Supply Chain Manager (CSCM) from ISCEA, USA. Having worked for two decades with leading companies like Unilever, Engro Polymer, Continental Biscuits (Danone Group), and e2e Supply Chain (fastest growing company in Pakistan), Yonus has now started his own consultancy specializing in supply chain. An innovator in designing and aligning business processes and creating new systems from scratch, Yonus has successfully executed several greenfield logistics and cost cutting projects. He was awarded the Corporate Excellence Award in Engro Polymer for successful logistics project execution. He has been a visiting faculty member at IBA, a guest speaker at PIM and also has the distinction of being the founder of Supply Chain Association of Pakistan (SCAP) and its first President.

FOR REGISTRATION
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Website: www.iba.edu.pk

Workshop Fees
PKR 35,000/participant
Inclusive of Course material, IBA Workshop Certificate, Lunch, Refreshments, Group Photograph & Business Networking.

Discount Policy
*10% Discount for 2 or more than 2 participants from the same organization
**15% Discount for 5 or more than 5 participants from the same organization

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