



# Distribution Management Fundamentals for a More Efficient Business Operation

**DURATION: 28 HOURS**

## OVERVIEW

The course aims to develop understanding and appreciation of the Distribution processes in organizations. The course comprises of the familiarization of concepts, approaches and the practical aspects of the key decision-making variables in aspects distribution management including sales, sales force, channels of distribution, management of information, merchandizing in point of sales etc.

The subject is expected to have high application in the practical work life and thus the major emphasis will be on assimilating the learning through application of the theoretical inputs on real life cases and situations.

## LEARNING OUTCOME

This course focuses on improving your skills in understanding and analyzing basic concepts associated with Distribution management. By the end of this course, you should be able to:

- Analyze and understand the distribution strategies used by different companies
- Understand the basic concept of Sales and Channel Management
- Be able to develop your learning on distribution strategy and adopt that in work
- Collaborate with others on formulating a distribution strategy

## Target Audience

- Logistics managers and supervisors responsible for overseeing logistics management in the organization
- Distribution managers and supervisors responsible for overseeing and managing the distribution process within the organization
- Distributors who play an important role in the distribution process
- Other executives and professionals involved in performing logistics- and distribution-related activities within the organization
- Auditors and quality managers responsible for ensuring adherence to set standards and benchmarks
- Warehouse managers and staff involved in the storage and transportation of goods and services through the entire process
- Senior management of the organization responsible for making key decisions related to the overall production and distribution process
- Any other professional interested in knowing more about logistics and distribution management

## CONTENT OUTLINE

### Module 1: INTRODUCTION TO DISTRIBUTION MANAGEMENT

- Definition of distribution
- Concept of distribution
- Distribution and Sales Management

### Module 2: DISTRIBUTION MANAGEMENT AND MARKETING MIX

- Distribution management in the marketing mix
- Need for distribution channels
- Distribution adding value to the organization

### Module 3: ELEMENTS OF DISTRIBUTION MANAGEMENT

- Customer service
- Order pr
- ocessing
- Inventory control
- Warehousing
- Transportation mode
- Material handling

### Module 4: LOGISTICS MANAGEMENT

- Definition of logistics
- Reverse logistics
- Technology in logistics
- E-commerce logistics
- Global logistics
- Strategic Logistics

### Module 5: DISTRIBUTION CHANNELS

- Channel formats
- Service Channels
- Prominent channel systems
- Channel institutions
- Channel institutions – Retailing
- Channel institutions - Wholesaling
- Channel information systems

### Module 6: TRANSPORT MANAGEMENT

- Transportation Management Strategy
- Road Freight Transport Laws and Permits
- Rail and Transport Management
- Transport Management for Ports and Inland Waters
- Transport Management for Airlines
- Trends, challenges and best practices in Transport Management



## **Module 7: WAREHOUSE MANAGEMENT**

- Objectives and Types of Warehousing
- Functions of Warehousing
- Planning, building and design of warehouses
- Warehouse costs and economics
- Material handling storage system

### **METHODOLOGY**

Online E-learning – Talent LMS (Video presentations, articles, assessments, case studies)

