

Operational excellence with Warehouse & Supply Chain Management

Course Duration: 32 hours

Course Overview: The operational excellence training for our E-commerce team encompasses essential aspects such as demand generation, transportation optimization, cost management, and inventory control. This comprehensive course aims to equip participants with the knowledge and skills necessary to enhance efficiency, reduce operational costs, and streamline processes within the e-commerce ecosystem. Through a combination of theoretical learning, practical examples, and interactive sessions, participants will gain insights into effective strategies and best practices to drive operational excellence and maintain a competitive edge in the dynamic e-commerce landscape.

Target Audience:

The training is tailored for the entire E-commerce team, including managers, logistics personnel, marketing specialists, and inventory managers, ensuring comprehensive coverage of operational functions and fostering a cohesive understanding across all relevant roles.

Training Methodology:

Interactive Engagement: We will incorporate a range of interactive exercises, simulations, and group activities to actively engage participants and facilitate hands-on learning.

Participant Involvement: We will introduce regular opportunities for participant involvement, including group discussions, feedback sessions, and reflection exercises, to ensure that the training remains interactive and relevant to their needs.

Day 1: Introduction and Demand Generation

- **Introduction - 10 minutes**
- **Overview of the Training Requirement - 05 minutes**
- **Importance of Operational Excellence in E-commerce - 15 minutes**
- **Objectives of the Training - 20 minutes**
- **Enhancing Demand Generation Strategies - 25 minutes**
- **Optimizing Transportation Processes - 20 minutes**
- **Cost Optimization Techniques - 25 minutes**
- **Effective Inventory Management - 20 minutes**
- **Scope of Training - 10 minutes**
- **Key Areas Covered - 15 minutes**
- **Target Audience - 10 minutes**

- Expected Outcomes - 10 minutes
 - Demand Generation Strategies - 20 minutes
 - Understanding Customer Demand - 20 minutes
 - Marketing Techniques for Demand Generation - 20 minutes
 - Customer Relationship Management (CRM) Strategies - 20 minutes
 - Case Studies: Successful Demand Generation Strategies - 30 minutes
 - Interactive Session: Developing a Demand Generation Plan - 40 minutes
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Day 2: Transportation Optimization and Cost Management

- Transportation Optimization - 20 minutes
 - Logistics Overview - 10 minutes
 - Route Optimization - 30 minutes
 - Fleet Management - 30 minutes
 - Case Studies: Effective Transportation Optimization - 30 minutes
 - Interactive Session: Designing an Optimal Transportation Plan - 40 minutes
 - Cost Optimization Techniques - 20 minutes
 - Identifying Cost Drivers - 10 minutes
 - Cost Reduction Strategies - 20 minutes
 - Budgeting and Forecasting - 20 minutes
 - Case Studies: Achieving Cost Efficiency - 30 minutes
 - Interactive Session: Crafting a Cost Management Strategy - 40 minutes
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Day 3: Inventory Management and Integration

- Inventory Management - 15 minutes
 - Inventory Control Methods - 30 minutes
 - Just-in-Time (JIT) Inventory Management - 30 minutes
 - Inventory Tracking and Analysis - 30 minutes
 - Case Studies: Best Practices in Inventory Control - 30 minutes
 - Interactive Session: Implementing an Inventory Control Plan - 40 minutes
 - Integration and Streamlining Processes - 10 minutes
 - The Role of Integration in E-commerce Supply Chain - 20 minutes
 - Streamlining Processes for Efficiency - 20 minutes
 - Technology and Automation in Process Integration - 20 minutes
 - Collaborative Supply Chain Networks - 20 minutes
 - Case Studies: Successful Integration and Streamlining - 30 minutes
 - Interactive Session: Creating an Integrated Supply Chain Plan - 40 minutes
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Day 4: Continuous Improvement and Practical Applications

- Continuous Improvement and Best Practices - 20 minutes
- Concepts of Continuous Improvement - 20 minutes
- Lean Six Sigma in E-commerce Operations - 30 minutes
- Monitoring and Measuring Performance - 20 minutes
- Best Practices for Sustained Operational Excellence - 30 minutes
- Case Studies: Continuous Improvement Success Stories - 30 minutes
- Interactive Session: Developing a Continuous Improvement Plan - 40 minutes
- Practical Applications and Real-world Scenarios - 20 minutes
- Applying Theoretical Knowledge to Practical Scenarios - 20 minutes
- Group Exercises: Real-world Problem Solving - 30 minutes
- Role-Playing and Simulation Activities - 30 minutes
- Collaborative Projects and Presentations - 40 minutes
- Interactive Session: Evaluating Real-world Case Studies - 30 minutes
- Review and Assessment - 10 minutes
- Summary of Key Concepts and Learnings - 10 minutes
- Self-assessment and Feedback - 10 minutes
- Final Exam and Certification Requirements - 10 minutes
- Q&A and Open Discussion - 10 minutes
- Closing Remarks and Next Steps - 05 minutes