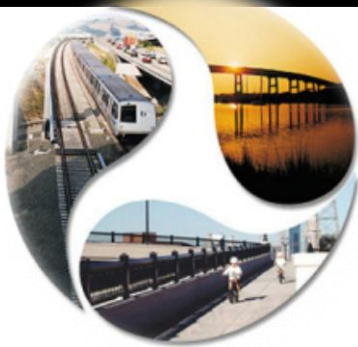


Supply Chain Management Simulated Game



OVERVIEW

In today's competitive environment organizations are struggling for sustainability and profitability. Besides Marketing and Financials issues Supply Chain issues like poor planning and forecasting, long lead times, poor ordering, poor quality raw material, poor quality finished products and poor logistical activities etc, make a deep impact on organizational image and performance. Successful organizations are employing Supply chain Management techniques to minimize the supply chain issues which ultimately improve organizational performance and profitability.

Many SCM related issues arise due to lack of collaboration and lack of information sharing among supply chain partners. Huge inventory pile ups (Bullwhip effect) and inventory stock out are due to lack of collaboration and poor planning, both of these issues impact the profitability of the organization. Through collaboration and combined planning organizations can improve planning and forecasting, and inventory related decision making, resulting in improved profitability. Proper SCM and inventory management requires **coordination** of all activities and links in the supply chain to ensure that goods move smoothly and on time from suppliers to customers and keep the inventories low and keep the costs down.

PARTICIPANTS' PROFILE

Executives from:

- ✓ Supply Chain
- ✓ Freight Forwarding
- ✓ Production Planning
- ✓ Procurement / Purchasing
- ✓ Inventory / Materials Management
- ✓ Production / Manufacturing
- ✓ Logistics / Transportation
- ✓ Finance
- ✓ Sales and marketing



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GAME

Supply Chain issues can be easily understood through a simulated supply chain environment. SCM simulation game increases the participant's understanding of Supply Chain dynamics and common supply chain issues and their impact on organizational performance.

The game consists of two phases, in the 1st phase participants will play in a non collaborative environment and working for individual profits and see the impact of this as higher level of inventories resulting in decreasing profits and capital blocked in inventories, and in the 2nd phase the collaborative environment will be adopted and participant will observe the benefits of collaboration on lower level of inventories and its impact on organizational performance.

The participant will be working in teams and will be assigned the role of Retailer, Wholesaler, Distributor, Manufacturer and Raw Material Supplier. The Participant will see the entire supply chain under one roof and will realize that their performance is dependent on other team's performance. The game could become tense as after every 3-4 minutes a business decision will be made which could result either in a loss/profit.

TRAINERS' PROFILE

Mr. Ameer Rizvi

A fulltime Faculty member of IBA. He has worked for Oracle Corp. Middle East and Deloitte and Touch Consulting Canada. He has ten years of Experience in the field of Procurement. He has also developed an "ERP Selection Process" course for ERP Professionals. He has trained approximately 400 Greater Toronto Airport Authority employees in Oracle Financials Release 11i (Oracle Account Payables and Oracle Purchasing). He has also developed expertise in conducting SCM Simulation Games.

Workshop Fees

PKR 18,000/participant

Inclusive of Course material, IBA Workshop Certificate, Lunch, Refreshments & 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
- ***25% Discount to Members of ICAP (ICAP Members will get 14 CPD Hours)

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