



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Synergizing Marketing with Logistics and Distribution Networks

Pivot your Supply Chain and Distribution Network
in the New Normal

Program starts June 2022 and October 2022



Synergizing Marketing with Logistics and Distribution Networks

Pivot your Supply Chain and Distribution Network in the New Normal

OVERVIEW

As we transition to the new normal, many businesses must fortify their supply chain and distribution channel anchored on a data-driven strategy.

One of the crucial aspects of the financial and marketing success of a firm is to reach the target segment of the market effectively and efficiently. In an archipelagic nation such as the Philippines, distribution has unique challenges due to geography and infrastructure. Other issues in the supply chain network include the pressure to keep distribution costs down while being able to reach the broadest reach of possible clients. Most organizations intend to build an efficient distribution network, but in many cases, it is harder to ascertain the costs and detailed implementation considerations.

This program provides a step-by-step approach using a practical and templated model. The student-centered workshop-style learning experience will allow participants to appreciate the impact of different operating models, infrastructure, equipment, and workforce decisions in the distribution network. The model template is designed for students to tailor fit it to their own business context and planned distribution networks. The program is developed in the context of Philippine demographic, geographic, other pertinent data, and information.

This program uses data-driven information needed in managing and pivoting an effective distribution network.

PROGRAM OBJECTIVES

- Enable the participants to design their supply chain and distribution networks and decide to operate these or seek distribution partners
- See how different data sources such as demographic, consumption patterns, costing and transportation data can be integrated inside the supply chain and distribution model
- Participants will be able to classify costs in their network and be able to allocate the costs down to the individual stock keeping units

WHAT YOU WILL LEARN

- Territory Selection, Observing Consumption Patterns, Demographics, and Applying Seasonality of Demand
- Conceptual theories and applications of Cost Accounting, Operations Management Theory, and Capacity Planning in distribution and supply chain modeling
- Infrastructure Development and Creating Distribution Network Interdependencies
- Managing a Transportation Fleet Planning for Carrying Capacities
- Drawing a Model and Creating Several Supporting Schedules of Assumptions and Supply Chain Forecasts, including its impact on the financial statements: balance sheet, income statement, and cash flow statement

KEY BENEFITS

- Be able to anticipate demand and allocate logistics resources to clients of different areas using data-driven decision parameters.
- Understand the role of forecasts and linking it to capacity planning.
- Quickly estimate the logistics and infrastructure costs to serve a particular region and allocate overheads to the Revenue Centers.
- Decide when to operate your own distribution network or when to seek other distributors to manage the supply chain process.

WHO SHOULD ATTEND

This program is designed for entrepreneurs, business leaders, supply chain, and logistics professionals, managers, supervisors, and specialists who are in charge of expanding their business operations in different locations and designing their distribution network.



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus
123 Paseo de Roxas, Makati City Philippines 1229
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PROGRAM SCHEDULE

Batch 1: June 15 to July 13, 2022
June 15, 22, 29, Jul 6, 13, 2022 (AM)
Wednesdays
8:30AM-12:00PM GMT+08) on all dates

Batch 2: October 5 to November 9, 2022
October 5, 12, 19, 26, Nov 9, 2022 (AM)
Wednesdays
8:30AM-12:00PM GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 25,000.00 or USD 500.00*

*Based on USD 1 = PHP 50. The prevailing exchange rate at the date of payment may apply.

Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

Post-Graduate Stackable Certificate:
Operations Management, Strategy Management, Sales and Marketing Management = 1 Unit

YOUR PROGRAM FACULTY



Enrique J. Martinez
Adjunct Faculty
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>



Your Program Faculty



Enrique J. Martinez
Adjunct Faculty
Asian Institute of Management

Enrique Martinez is an alumnus of the Asian Institute of Management. He completed his final academic semester at EBS Universität in Frankfurt, Germany, to take up subjects in supply chain planning and design, product management, and real estate finance. He has substantial experience in the Petroleum Distribution and Real Estate Development Industries. In the petroleum distribution, he created a distribution and franchise system for household LPG and has helped design the financial statements for franchisees and territory area. In real estate development, he was actively involved in developing a township project, land best use studies as well as managing several real estate projects such as petroleum depots, commercial arcades, and warehouse facilities.

In his career, he was able to apply models that enable firms to simulate real-life supply chain and distribution operations combining a solid weld between theory and business practice. He has recently worked with fellow academe in government policy for creating simulation models for quantifying windfall tax proceeds in real estate and has developed several instruction materials with models for topics on operations management.





Earning a SEELL Post-Graduate Certificate and Diploma

SEELL offers Post-Graduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Post-Graduate Certificate in an area of their choice, and ultimately, a Post-Graduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants one (1) unit which can be credited to the following:

- Post-Graduate Certificate in Operations Management
- Post-Graduate Certificate in Strategy Management
- Post-Graduate Certificate in Marketing Management

Participants will also earn one (1) unit which can be credited to the Post-Graduate Diploma in Management.

*The Post-Graduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Post-Graduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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