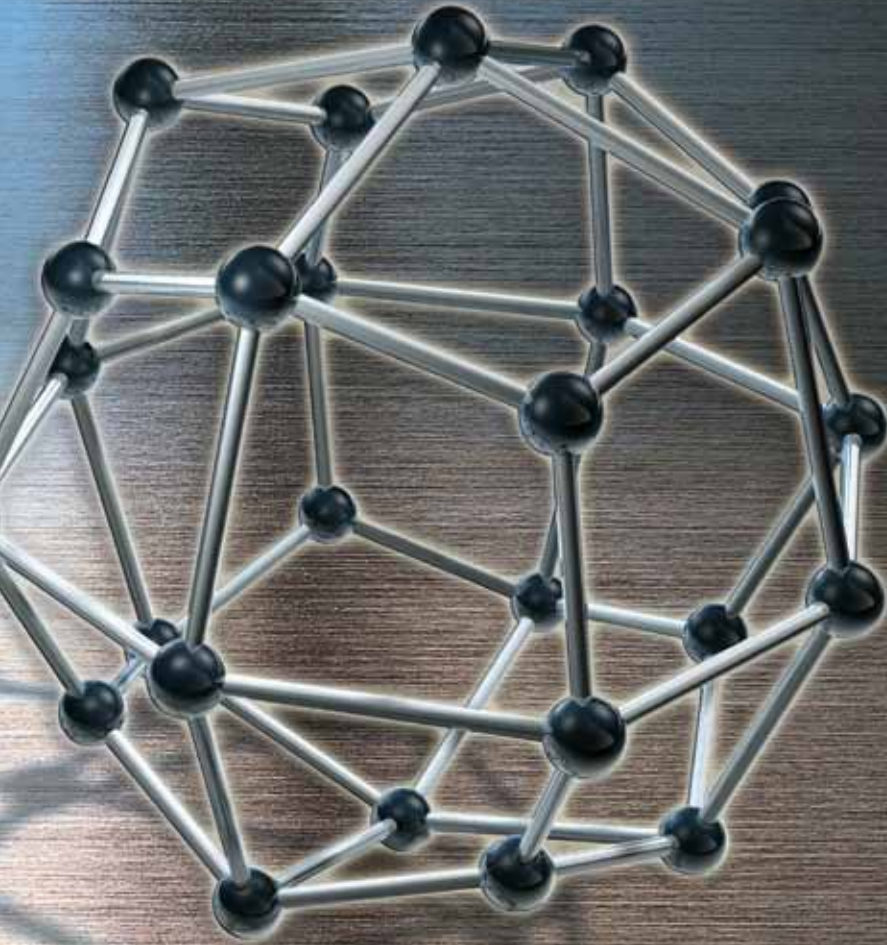


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Distribution and Logistics Management

Belgrade, May 22, 2010

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Seminar Overview

At one time, many organizations operated according to a "If you're smart enough to make it, aggressive enough to sell it, then any dummy can get it there" philosophy. Although some organizations continue to view distribution and logistics management as a "necessary evil," world-class organizations such as Procter & Gamble, Toyota, and Wal-Mart recognize the strategic competitive advantage that can be provided by superior distribution and logistics management. Indeed, inferior distribution and logistics management can be a competitive disadvantage that increases an organization's cost of doing business through inefficiencies such as unneeded inventories or expedited transportation. Inferior distribution and logistics management can also negatively impact an organization's revenues through customers who take their business elsewhere because of poor service in the form of lost and damaged products or late delivery.

This seminar is designed to:

- Expose you to the competitive advantage / competitive disadvantage that can be provided by distribution and logistics management.
- Help you understand how distribution and logistics management can impact organizational efficiency.
- Facilitate your understanding of distribution and logistics management on customer satisfaction.

Benefits to Participants

Upon completion of the seminar, participants will:

- Have a basic understanding of distribution and logistics management.
- Appreciate the importance of distribution and logistics management in contemporary business.
- Recognize the challenges and opportunities associated with effective and efficient logistics management.
- Understand tactical and strategic tradeoffs involving distribution and logistics management.

In turn, participants should be able to:

- Identify key distribution and logistics management tradeoffs at their organizations.
- Apply select metrics to quantify / measure their organization's distribution and logistics management efficiency and customer satisfaction.
- Formulate a plan for maximizing distribution and logistics management's contribution to their organization's objectives.



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Who Ought to Attend

The seminar is geared to middle and senior managers who have operational or strategic decision-making responsibilities at their organizations. Participants from a variety of functional areas—logistics, marketing, production, purchasing—should benefit from this seminar. “C-level” executives (e.g., CEO, CFO, COO) might also benefit from participation.

Seminar Leader

Paul R. Murphy has an AB in Anthropology from the University of Notre Dame, as well as an MBA and a Ph.D. in Business Administration from the University of Maryland, College Park. He is currently Professor of Marketing and Business Logistics at John Carroll University's Boler School of Business, where he has taught since 1987.

Paul's primary teaching involves marketing and logistics courses such as marketing principles, business logistics and supply chain management. He has a keen interest in international business and has taught undergraduate and graduate courses in China and the United Kingdom.

A prolific researcher, Paul has published over 100 articles in major academic journals, to include the *Transportation Journal*, *Journal of Business Logistics*, *International Journal of Physical Distribution and Logistics Management*, *Industrial Marketing Management*, among others.

Seminar Format

The seminar will combine lecture, discussion, and short case studies. Relevant materials, including readings and short cases, will be distributed prior to the seminar.



He is a co-author of the books *International Logistics* and *Contemporary Logistics*.

Paul's “real world” experience includes a middle management position at a less-than-truckload motor carrier, as well as consulting assignments for government agencies, for-profit companies, and non-profit organizations. He has been an instructor in corporate employee development programs for organizations such as Ben Venue Laboratories, Lincoln Electric, and the Catholic Cemetery Conference.

Recognition of Paul's professional excellence includes John Carroll's Distinguished Faculty Award (2002) as well as the Allan N. Nash Memorial Award for Distinguished Doctoral Graduate from the University of Maryland's Robert Smith School of Business (1998). Paul has also been listed in the 8th (2003-2004) and 9th (2005) editions of “Who's Who Among America's Teachers.”



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Seminar Schedule:

Time	Session Title and Topics
9:00 to 10:30	<ul style="list-style-type: none"> • 30,000 Foot Overview of Logistics <ul style="list-style-type: none"> ○ Welcome ○ What is logistics? ○ Economic impact of logistics ○ Key logistics activities ○ Article for discussion: Managing Emerging Market Risk
10:30 to 10:45	Break
10:45 to 12:30	<ul style="list-style-type: none"> • Logistics and Competitive Advantage <ul style="list-style-type: none"> ○ What is competitive advantage? ○ Understanding customer requirements ○ Effectiveness and efficiency ○ Reverse logistics ○ Leveraging technology ○ Article for discussion: Gaining a Competitive Advantage
12:30 to 13:30	Lunch
13:30 to 15:00	<ul style="list-style-type: none"> • Logistical Efficiency <ul style="list-style-type: none"> ○ Hierarchy of measuring ○ Productivity-related measures ○ Cost-related measures ○ Inventory-related measures ○ Order cycle measures ○ Case for discussion: Red Spot Markets Company
15:00 to 15:15	Break
15:15 to 17:00	<ul style="list-style-type: none"> • Logistics and Customer Satisfaction <ul style="list-style-type: none"> ○ Importance of customer satisfaction ○ Customer expectations ○ Dimensions of customer satisfaction ○ Perfect order concept ○ Service failure and recovery ○ Article for discussion: Beating the Back to School Rush ○ Session wrap up

Location

Continental Hotel Belgrade
Vladimira Popovića 10, Belgrade

Contact Information

Publishing House Mate Belgrade
Bulevar Arsenija Čarnojevića 52
Tel. ++381 11 26-06-414

Registration Information

The program fee is 300€ + VAT (18%). The fee includes tuition, instructional materials, literature, certificate and reception. Applications must be received by May 18, 2010.

Group booking discounts: available for delegates from the same institution on the same program!