

# LOGISTICS & DISTRIBUTION MANAGEMENT

Nairobi - Kenya  
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\$5,500



**GENTEX**<sup>®</sup>  
TRAINING CENTER

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## Introduction

Efficient logistics and distribution management are cornerstones of successful business operations. These processes ensure that products and services reach their destinations on time, meeting customer expectations and minimizing costs. Mastering logistics strategies and distribution planning is essential for maintaining a competitive advantage in today's interconnected markets.

The Logistics & Distribution Management Course by Gentex Training Center is a five-day program tailored to provide participants with practical knowledge and tools to manage logistics and distribution effectively. From supply chain optimization to warehouse management, the course covers a comprehensive range of topics, enabling professionals to enhance operational efficiency and improve service levels.

## Logistics & Distribution Management Course Objectives

- Understand the strategic importance of logistics and distribution management in business success.
- Gain knowledge of the components and functions of modern logistics systems.
- Learn how to develop and implement effective distribution strategies.
- Optimize supply chain operations to reduce costs and improve service quality.
- Explore best practices in inventory and warehouse management.
- Master transportation planning and carrier selection.
- Analyze logistics performance using key performance indicators (KPIs).
- Address challenges in last-mile delivery and customer service.
- Use technology and data analytics to enhance decision-making in logistics.
- Understand global logistics trends and their impact on local operations.



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## Course Methodology

This course uses a blend of lectures, group discussions, case studies, and interactive activities. Participants will work on real-life scenarios to apply concepts and gain practical insights.

## Who Should Take This Course

- Logistics managers and professionals.
- Supply chain and distribution specialists.
- Operations and warehouse managers.
- Business owners and entrepreneurs managing logistics.

## Logistics & Distribution Management Course Outlines

### Day 1: Fundamentals of Logistics Management

- Introduction to logistics and its role in the supply chain.
- Key logistics processes and their interdependencies.
- Understanding logistics costs and performance metrics.
- Overview of distribution networks and their design.

### Day 2: Distribution Strategy Development

- Creating effective distribution plans.
- Selecting distribution channels and partners.
- Balancing cost efficiency and customer service.
- Exploring different types of distribution systems.



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## Day 3: Warehouse and Inventory Management

- Principles of efficient warehouse operations.
- Inventory management techniques for optimal stock levels.
- Strategies for reducing storage and handling costs.
- Integration of warehouse management systems (WMS).

## Day 4: Transportation and Delivery Optimization

- Planning transportation routes and scheduling deliveries.
- Selecting and managing carriers and logistics service providers.
- Best practices in last-mile delivery.
- Leveraging technology for real-time tracking and optimization.

## Day 5: Advanced Logistics and Future Trends

- Introduction to global logistics and cross-border challenges.
- Sustainable logistics and green distribution practices.
- Case studies of successful logistics strategies.
- Emerging technologies shaping the future of logistics, including AI and IoT.

## Conclusion

By successfully completing the Logistics & Distribution Management Course with Gentex Training Center, participants will gain a deep understanding of logistics and distribution principles. This knowledge will empower them to streamline operations, enhance efficiency, and contribute significantly to their organizations success.

