

# Mastering Sales and Operations Planning (S&OP) Process to Align Strategies for Operational Excellence

Master Class in  
Strategic Planning for Operational Excellence  
16 - 17 November 2017

## When and Where

**Dates:** 16 - 17 November 2017 (Thursday & Friday)  
**Venue:** Singapore Institute of Manufacturing Technology  
2 Fusionopolis Way, Innovis, Level 8,  
Singapore 138634

## Course Fee

- The full course fee is S\$1,800 (excluding GST).
- The nett course fee (after 70% course fee subsidy from the SkillsFuture Singapore (SSG) for Singaporeans and Permanent Residents) is S\$577.80 (including 7% GST).

## Registration

Please register online at [KTO.SIMTech.a-star.edu.sg](http://KTO.SIMTech.a-star.edu.sg)

## Contact Us

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to visit our website



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## Course Introduction

Do you regularly see losses in sales due to stock-outs? Does your organisation run into the problem of low or even zero inventories for popular items? Is your company keeping excess inventory of slow-moving products? These are some of the many problems faced in many industries. Aligning the company's strategic planning and operational excellence is one key area that determines the success of a company. Many leading companies have implemented best practices of Sales and Operations Planning (S&OP) to address these challenges.

S&OP is a process that equips senior management with the ability to manage the company's business on a continuous basis. This is achieved by integrating sales and marketing plans for existing and new products while managing the supply chain, thus aligning the company's strategic plans with its business operations.

This two-day interactive Master Class will equip participants with the required knowledge of the S&OP process and the practical pointers to easily implement it in their organisations. The Master Class will cover all key components of the S&OP process – its mechanics, reports, roles and responsibilities as well as the KPIs to be measured. It will also share insights, experiences, case studies, tools and practical tips extracted from companies which have implemented S&OP.

## How Does This Master Class Benefit The Company?

Implementing S&OP improves company performance by:

- Increasing sales
- Reducing operational costs
- Improving working capital



Performance Indicators	Expected Improvements
Reduction of sales loss	20 - 45%
Improvement of operating margins	10 - 30%
Increase new product revenue	10 - 35%
Reduction of excess inventory	15 - 60%
Improvement in customer service level	15 - 40%

## Upon Completion, You Will Gain:

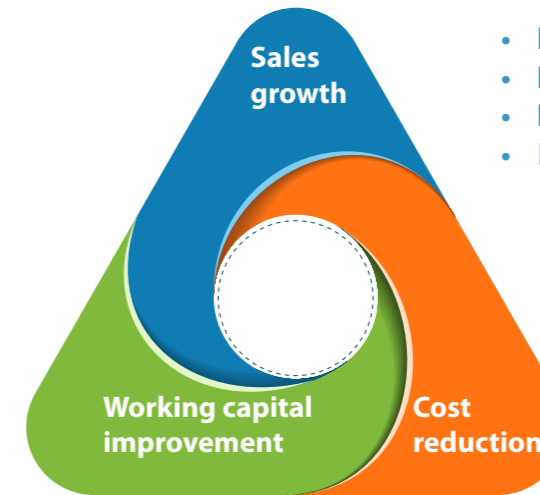
- Better understanding of implementing S&OP to align your company's strategies and achieve operational excellence
- Better understanding of managing your company's business with an integrated plan that is based on consensus while balancing the service level, cost and inventory requirements
- Better understanding of the six components in the S&OP process via a building block approach: forecasting, demand review, supply review, Balance of Trade, S&OP meeting and execution
- Better understanding of the KPIs used to measure S&OP effectiveness
- Practical tips on implementing S&OP through learning from successful case studies
- Knowledge on implementing a robust and sustainable S&OP process via a clear and straightforward methodology in your organisation

To view the Programme Agenda, visit [KTO.SIMTech.a-star.edu.sg](http://KTO.SIMTech.a-star.edu.sg)

## Who Should Attend

- CEO, Vice Presidents, Directors, General Managers
- Senior Managers and Professionals who are in:
  - Supply Chain
  - Planning
  - S&OP
  - Procurement/Sourcing/Purchasing
  - Inventory/Materials Control
  - Operations
  - Manufacturing Plants/Factories
  - Production

- Reduce finished goods inventory
- Reduce raw materials and work-in-process inventory



- Improve service
- Reduce stock-outs
- Improve new product launch
- Improve promotion effectiveness

- Reduce material cost
- Reduce freight cost
- Improve labour productivity
- Optimise fixed cost

## Trainer's Profile



**Dr John Paul** is an expert in Supply Chain Management and Operational Improvement for Manufacturing and Services with over 30 years of experience. He is a Certified Prosci® Change Management Practitioner, and a Certified CIPM, CISCMP Instructor.

He is currently the Managing Director of iCognitive, a dynamic, innovative consultancy company offering Excellence in Supply Chain services with a successful worldwide client base which includes Emirates, Al-Nahdi in the Middle East, Thales, Orange (formerly France Télécom), L'oreal in Europe; Fonterra, BAT (British American Tobacco), SFI (Singapore Food Industry), and Huntsman Textile in SEA; and in China, Coca-Cola, Shanghai Electric, Mengniu, Huawei, and Saint Gobain, etc.

In his previous position with the Singapore Institute of Manufacturing Technology (SIMTech), he had successfully implemented Supply Chain Management for local SMEs, PLEs and MNCs such as Philips CFT, Stamford Press, Sony, Venture Manufacturing, PETRONAS Oil Business, MINDEF, etc. Before joining SIMTech in 1997, John had managed several Strategic Supply Chain Management projects in Europe, e.g. Digital Equipment Corporation Europe, Danzas, DHL Europe, DuPont and Thomson.

John has written numerous articles on Supply Chain Management and has been lecturing in different Universities (Paris 12, ISLI – Kedge in France; Nanyang Technological University, and ESSEC Asian Campus in Singapore).

From 1990 to 1995, John was the President of the Society of Logistics Engineers Paris Chapter. Since 1999, he is the founder and current Secretary of SEA Chapter of the APICS Supply Chain Council and a member of the Technical Development Committee. He is the sole certified SCOR workshop instructor in South East Asia region. He is the Chairman of the Council of Supply Chain Management Professionals (CSCMP) Asian Chapter.