



SUPPLY CHAIN OPTIMISATION

Gaining Competitive Advantage Through Strategic Optimisation

KEY LEARNING OUTCOMES

Upon completion of this intensive programme, participants will be able to:

- Implement advanced Push vs Pull-based Supply Chain Models to enhance operational efficiency
- Design and execute optimal Supply Chain Management strategies aligned with business objectives
- Develop comprehensive Production Planning frameworks that respond to market dynamics
- Develop Forecast Management systems to minimise variance
- Maximise Capacity Utilisation through strategic planning and execution
- Apply proven Material Planning techniques (Strategic Supplier Positioning techniques) that achieve on time delivery, minimise costs and maximise efficiency concurrently
- Navigate and resolve Production Schedule changes with minimal disruption
- Implement best-practice Inventory Management techniques to optimise stock levels
- Design efficient Logistics Management systems that enhance delivery performance
- Develop and monitor meaningful KPIs that drive continuous improvement
- Calculate and enhance Customer Lifetime Value to strengthen business relationships

WHO SHOULD ATTEND?

This programme is ideal for:

- Supply Chain Managers and Directors responsible for overall supply chain strategy and execution
- Operations and Production Managers seeking to optimise manufacturing and distribution processes
- Logistics, Warehouse, and Distribution Managers looking to enhance operational efficiency
- Planning and Procurement Professionals involved in demand forecasting and inventory management

MAXIMISE LEARNING IMPACT

Exclusive 2 + 1 Team Learning Offer !

Strengthen your organisation's supply chain capabilities by registering 3 team members for the price of 2 only ! Create a high-performing supply chain culture through collaborative learning and consistent implementation of optimisation strategies across your organisation by utilising this exclusive offer.



26 & 27 November 2025
The AC Hotel by Marriott, Kuala Lumpur.

iPraxis

www.ipraxis.asia

How well is your organisation adapting to the unprecedented shifts disrupting global supply chains?

Organisations today face unprecedented supply chain challenges - from demand unpredictability and inventory optimisation to production scheduling complexities and logistics bottlenecks. According to PwC's 26th Annual Global CEO Survey 2023, 43% of Asia Pacific CEOs are investing in supply chain transformation, with China and Malaysia leading at over 50% investment rates. This regional focus is particularly significant as Asia Pacific is projected to drive 70% of global growth over the next decade.

The impact of efficient supply chain management is compelling: Research by the Council of Supply Chain Management Professionals (CSCMP) reveals that companies with optimised supply chains achieve up to 15% reduction in operational costs, significantly outperforming their competitors in market growth and profitability.

This intensive two-day programme directly addresses these critical challenges through practical, proven solutions:

- Master both Push and Pull-based supply chain models to enhance operational efficiency
- Implement agile forecasting techniques to reduce demand-supply mismatches
- Optimise inventory management to reduce holding costs while maintaining service levels
- Develop sophisticated production planning frameworks that respond to market dynamics
- Create effective KPIs to monitor and improve supply chain performance
- Build stronger supplier relationships through strategic positioning and management

Transform your supply chain from a cost centre into a strategic asset. This hands-on programme equips you with immediately applicable tools, techniques, and strategies to optimise your entire supply chain operation, reduce costs, and drive competitive advantage in your market.

YOUR COURSE DIRECTOR

PETER ONG, MBA, BSc.

Senior Supply Chain Consultant,
Business Strategist & Author



Peter Ong brings over three decades of hands-on experience in supply chain management, manufacturing procurement, and operational optimisation to his role as a professional trainer and consultant. His expertise is exemplified by his successful leadership of a US\$1.5 million inventory reduction project, demonstrating his ability to deliver tangible results in warehouse and inventory optimisation.

This practical experience forms the foundation of his training methodology, which focuses on immediate implementation and measurable outcomes.

As a certified trainer with the American Management Association and TPS (Toyota Production System) Manager™, Peter has successfully trained thousands of professionals across ASEAN. His programmes are distinguished by their practical approach, combining international best practices with deep understanding of local market dynamics. This unique methodology integrates Western management principles with Asian business practices, delivering immediate, measurable improvements in operational efficiency. His systematic technique helps organisations identify and overcome critical areas of inefficiency, often revealing opportunities for profit enhancement that were previously overlooked.

Peter holds an MBA in IT Management from Multimedia University, Malaysia, and a BSc in Marketing, Finance & Psychology from the University of Oregon, USA. His professional certifications include Industry 4.0 and Advanced Supply Chain Management from MIT Global SCALE, Business Excellence Assessor from Malaysia Productivity Corporation, and specialised training certifications in psychology and mind mapping techniques. This combination of academic excellence and practical expertise enables him to deliver complex concepts in an accessible, actionable manner.

His extensive experience spans diverse industries, having delivered transformative training programmes for leading organisations including Panasonic, Shell, BASF Petronas Chemicals, and DHL. As the author of "The Bullettrain Entrepreneur – 5 Pillars Towards SME Success" and former columnist for Business Media International, Peter brings valuable thought leadership to his training approach. His mission is to help organisations achieve operational excellence through practical, results-driven training that delivers immediate value and sustainable improvements in supply chain efficiency.

TRAINING AGENDA

Strategic Supply Chain Management

- Understanding Supply Chain Management fundamentals
- Optimising total operational costs
- Accelerating time to market
- Achieving customer service excellence
- Push vs Pull-based supply chain strategies
- 5 Key Elements of a Supply Chain Model
- Case Study: Achieving On-Time Delivery Excellence

Production Planning Optimisation

- Evolution of production planning in modern manufacturing
- Strategic vs functional planning roles
- Inconsistencies in Production Schedules
- Cost reduction and profit enhancement strategies
- Workshop: 5M Strength & Weakness Analysis

Agile Forecast Management

- Material Requirements Planning (MRP) implementation
- Forecasting Patterns in Demand & Supply Chain Management
- Quantitative vs Qualitative forecasting techniques
- Minimising Forecast Variances and maximising Forecast Accuracy
- Workshop: Forecast Variance Analysis & Control

Capacity Utilisation Optimisation

- Understanding capacity utilisation concepts
- Managing over-capacity vs under-capacity scenarios
- Maximising capacity utilisation & subcontract management
- Total Productive Maintenance to minimise downtime
- Workshop: Capacity utilisation calculation

Strategic Material Control

- Supply positioning methodology
- Criteria of Supply Positioning
- Material planning and cost control strategies
- Powerful tool in managing suppliers
- Workshop: Material planning strategy using supply positioning

Production Schedule Optimisation

- Overcoming scheduling challenges
- Implementing effective monitoring tools
- Managing schedule changes proactively
- Managing people-related issues in schedule changes
- Workshop: Critical Ratio Analysis

Inventory Management Excellence

- Understanding the 7 major elements of inventory holding costs
- 3 key inventory performance indicators
- Just-In-Time (JIT) implementation
- Vendor-Managed-Inventory (VMI) techniques
- Workshop: Inventory holding days reduction calculation

Logistics Management Essentials

- Top 5 objectives of logistics management
- Top 5 International trade risks
- Critical risk factors in Incoterms 2020
- Distribution mode optimisation: Consolidation, Break Bulk, Cross Docking, Stockpiling
- Workshop: Selecting the right transportation mode

Performance Excellence & Customer Service

- KPI development and monitoring
- Production Planning KPIs vs Supply Chain KPIs
- Customer service excellence strategies
- Creating and delivering customer value
- Nurturing long-term customer relationships
- Workshop: Customer Lifetime Value calculation

Course Conclusion and Way Forward

- Review of key learning
- Interactive Q&A session
- Development of individual action plans
- Course evaluation and feedback
- Certificate presentation and close

26 & 27 NOVEMBER 2025

The AC Hotel by Marriott, Kuala Lumpur.

PARTICIPANT DETAILS

Please photocopy this form for more delegates

PARTICIPANT 1 :

Name :

Position :

Mobile :

Email :

PARTICIPANT 2 :

Name :

Position :

Mobile :

Email :

AUTHORISING MANAGER :

Name :

Position :

Tel :

Email :

Organisation :

Address :

Date :

Signature :

COURSE FEE

- ☐ USD400.00 nett / participant – International.
- ☐ RM1800.00 nett / participant – Malaysia.

Please Note:

1. Course Fees include attendance, course notes, lunches, refreshments, certificate and applicable taxes.
2. Full payment must be received before the start of the course.
3. For groups of 5 or more participants, please contact us.

PAYMENT METHOD

Payment can be made by cheque or bank transfer.
Please make payment to:

iPraxis Sdn. Bhd.

Bank : Maybank Berhad
Bank Branch : Damansara Utama
Account No : 5141-9634-9635
Swift Code : MBBEMYKL
Bank Address : 66, Jalan SS 21/35, Damansara Utama,
47400 Petaling Jaya, Selangor, Malaysia.

GENERAL TERMS & CONDITIONS

1. **Substitutions** - are welcome. Kindly notify us at least 2 working days prior to the programme.
2. **Cancellations** - will be refunded in full minus a RM250.00 administrative charge provided the cancellation is done in writing at least 7 working days prior to the programme. Cancellations done less than 7 working days prior to the programme will not be eligible for any refunds and will carry a 100% liability.
3. **Advertised package** - While every reasonable effort will be made to adhere to the advertised package, please note that the content, speaker and venue were confirmed at the time of publishing. Circumstances beyond our control may necessitate an alteration to the same. As such we reserve the right to alter or modify the advertised package if required.
4. **Postponement & Cancellation** - If the programme has to be cancelled or postponed by us for any reason, we will issue refunds in full for all payments received without any deductions whatsoever.
5. **Liability** - We will not be liable for any loss or damage suffered by the client as a result of a substitution, alteration, cancellation or postponement of the programme.
6. **Database** - Upon receipt of this registration form, we assume that you are giving us your consent to store your details and use it for future marketing efforts. If you do not wish to be included in our database, kindly notify us.
7. **Copyright and Intellectual Property** - The content, format and delivery of the programme constitute our intellectual property and copyright. Unauthorised redistribution or reproduction of part or all will be actionable by law.

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