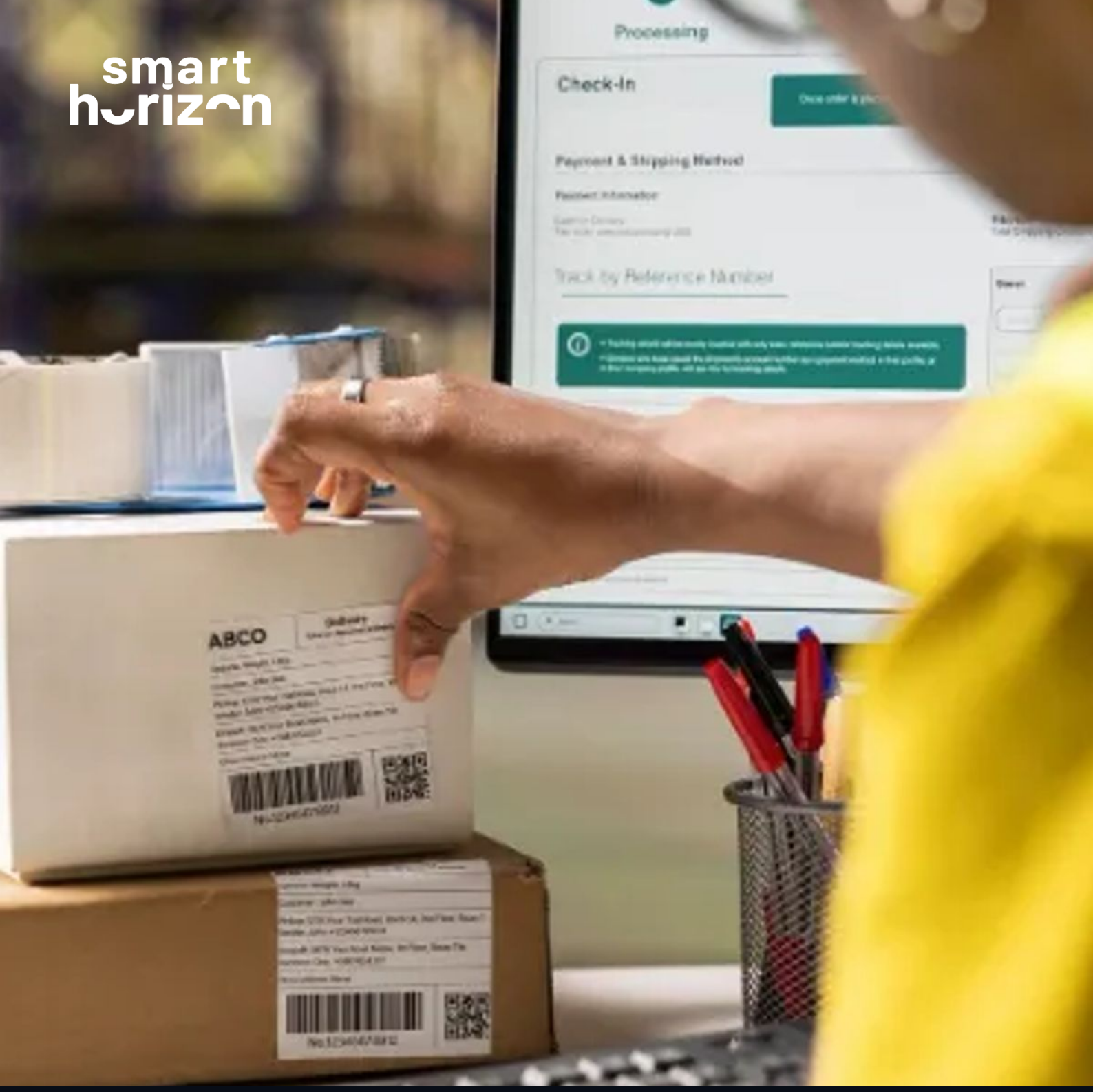


OPERATIONS & SUPPLY CHAIN | COURSE BROCHURE

Omnichannel Supply Chain & E-Commerce Fulfillment

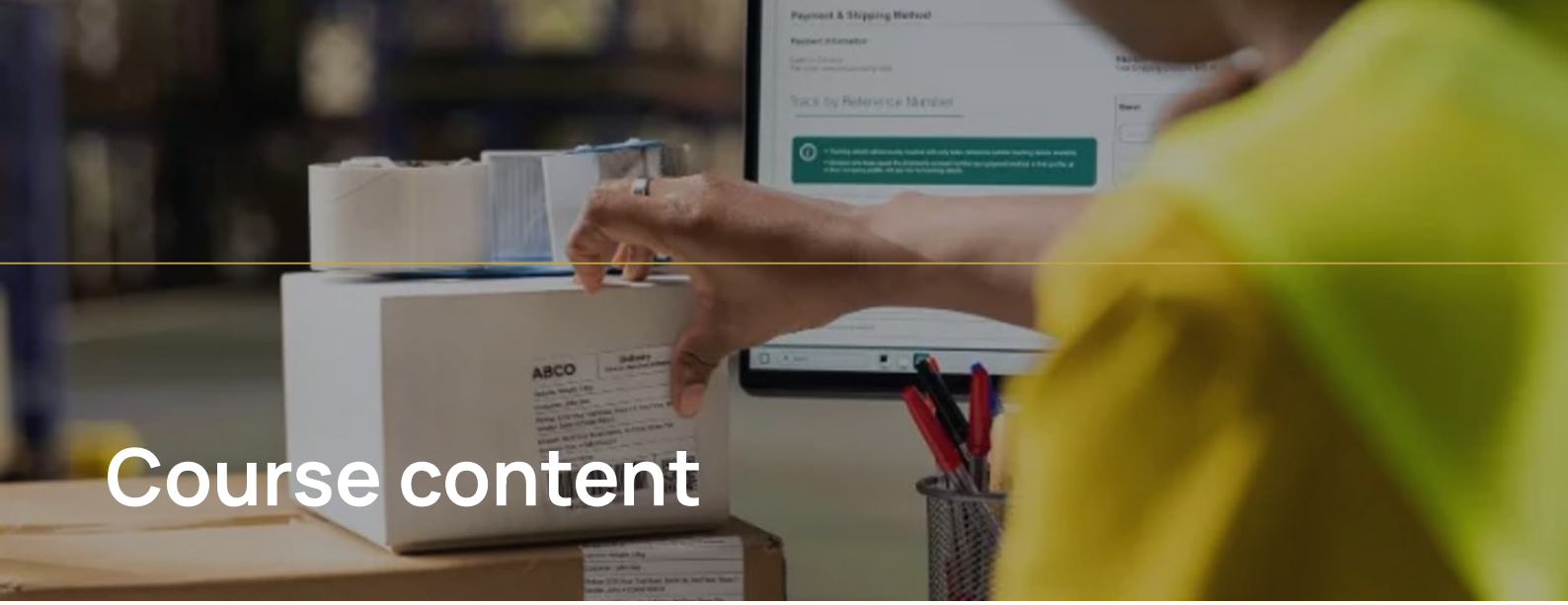
5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

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Course content

Why attend

This course equips professionals with the skills to design and manage omnichannel supply chains and e-commerce fulfillment strategies. Participants will learn to integrate various sales channels, optimise inventory management, and enhance customer satisfaction through effective logistics solutions.

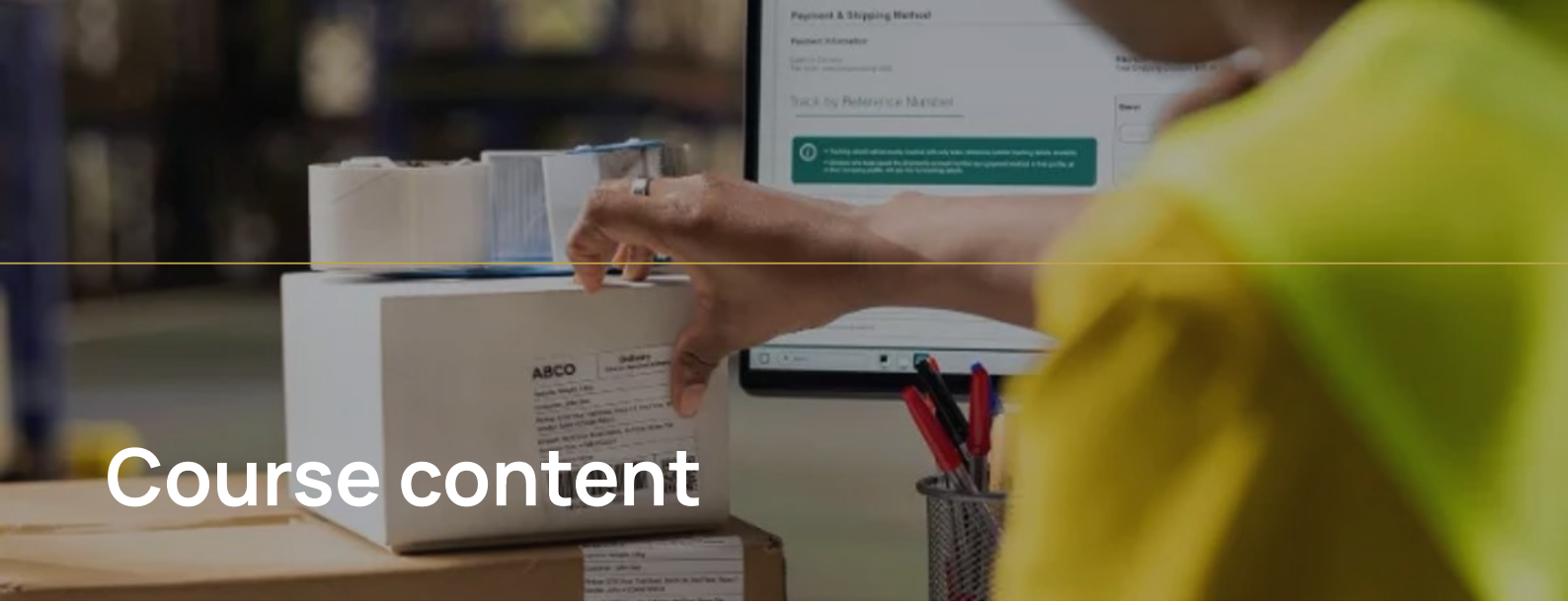
Professionals face challenges in synchronising inventory across multiple sales channels while ensuring timely delivery to customers. Inefficiencies in supply chain management can lead to increased costs and diminished customer satisfaction. This course addresses these issues by providing practical strategies to streamline operations and improve responsiveness. Participants will explore how to leverage data analytics for better decision-making, implement inventory management systems that cater to diverse channels, and develop logistics plans that enhance order fulfilment. By mastering these skills, attendees will be better equipped to tackle the complexities of modern supply chains, ultimately driving business growth and customer loyalty.
The course engages participants in hands-on exercises that simulate real-world scenarios, enabling them to develop actionable solutions for omnichannel logistics. By practising decision-making in inventory management, order fulfilment, and customer service, attendees will gain the capabilities needed to enhance their organisations' supply chain effectiveness. Participants will also learn to assess the impact of technology on supply chain visibility and performance, ensuring they can adapt to evolving market demands. This comprehensive approach prepares professionals to implement innovative solutions that improve operational efficiency and customer satisfaction, making them invaluable assets to their organisations.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

This course employs a blend of case studies, simulations, and group workshops to build practical skills. Participants will analyse real-world supply chain scenarios, engage in role-playing exercises to resolve logistical challenges, and collaborate on projects that simulate omnichannel fulfilment processes. Specific exercises will include demand forecasting simulations, logistics planning workshops, and technology evaluation tasks. Outputs will include strategic plans, performance metrics, and technology adoption roadmaps tailored to participants' organisations. By integrating theory with practical application, this methodology ensures that participants leave with not only knowledge but also tangible skills they can apply immediately in their roles, enhancing their professional capabilities.



Course content

Course objectives

By the end of this course, participants will be able to:
• Analyse the components of an omnichannel supply chain and their interdependencies.
• Design an inventory management strategy that supports multiple sales channels.
• Evaluate e-commerce fulfilment options based on cost and efficiency.
• Construct a logistics plan that enhances order fulfilment speed and accuracy.
• Prioritise customer service strategies that improve satisfaction in omnichannel environments.
• Assess the impact of technology on supply chain visibility and performance.

Target audience

This course is suitable for:
• Supply Chain Managers responsible for logistics and fulfilment operations.
• E-commerce Managers overseeing online sales and customer experience.
• Operations Managers focused on inventory and distribution efficiency.
• Logistics Coordinators involved in transportation and warehousing decisions.

Target competencies

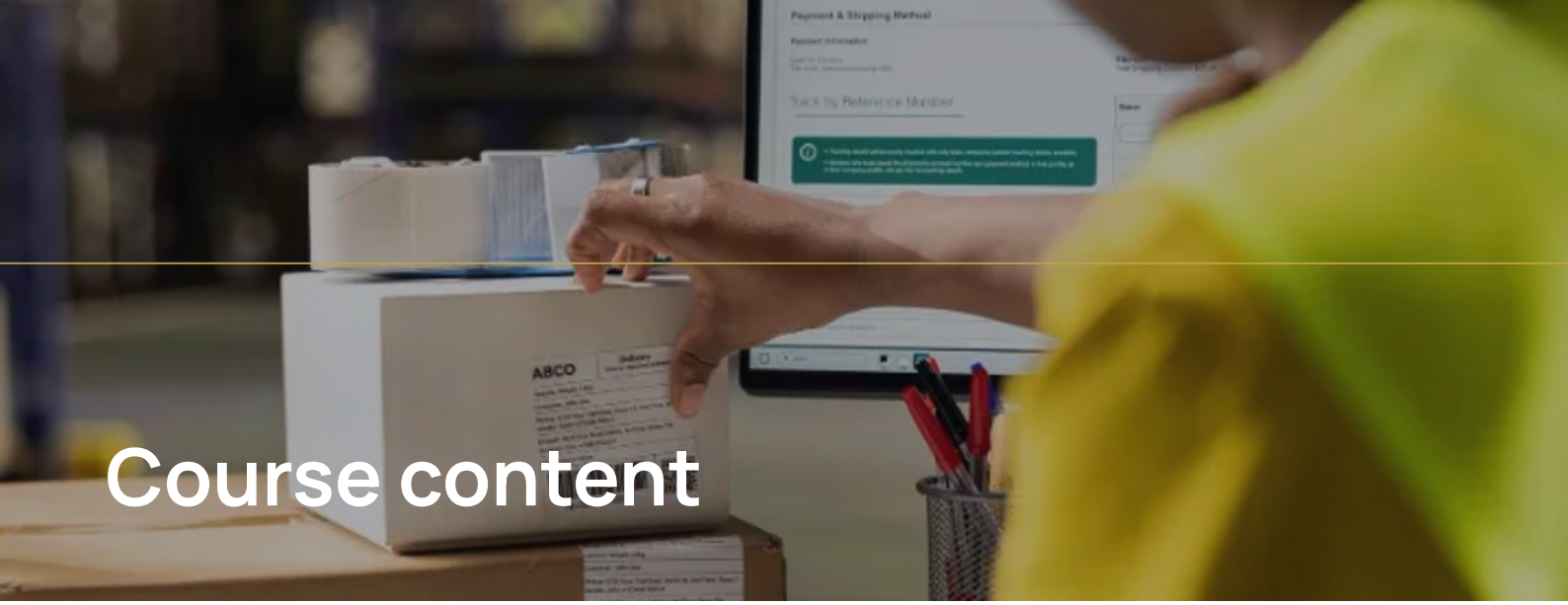
Participants will develop competencies in:
• Integrating multiple sales channels into a cohesive supply chain strategy.
• Optimising inventory levels to meet diverse customer demands.
• Implementing technology solutions for enhanced supply chain visibility.
• Managing logistics operations to ensure timely order fulfilment.
• Analysing customer feedback to inform supply chain improvements.
• Developing metrics to measure supply chain performance.

Course outline

Day 1: Understanding Omnichannel Supply Chains

Applied activity: Participants will analyse a fictional retail company's supply chain structure and identify gaps in their omnichannel strategy. They will work in groups to propose improvements based on best practices, focusing on customer experience and operational efficiency.
Output: A report detailing identified gaps and proposed enhancements to the omnichannel strategy.

09:00–09:54	Define omnichannel supply chains and their significance in modern retail environments.
09:54–10:48	Identify key components of an effective omnichannel strategy and their roles.



Course content

10:48–11:00	Examine the impact of customer experience on supply chain design and execution.
11:00–11:30	**Coffee break**
11:30–12:12	Examine the impact of customer experience on supply chain design and execution. (continued)
12:12–13:06	Discuss common challenges in synchronising inventory across various sales channels.
13:06–14:00	Explore case studies showcasing successful omnichannel implementations and lessons learned.

Day 2: Inventory Management for E-Commerce

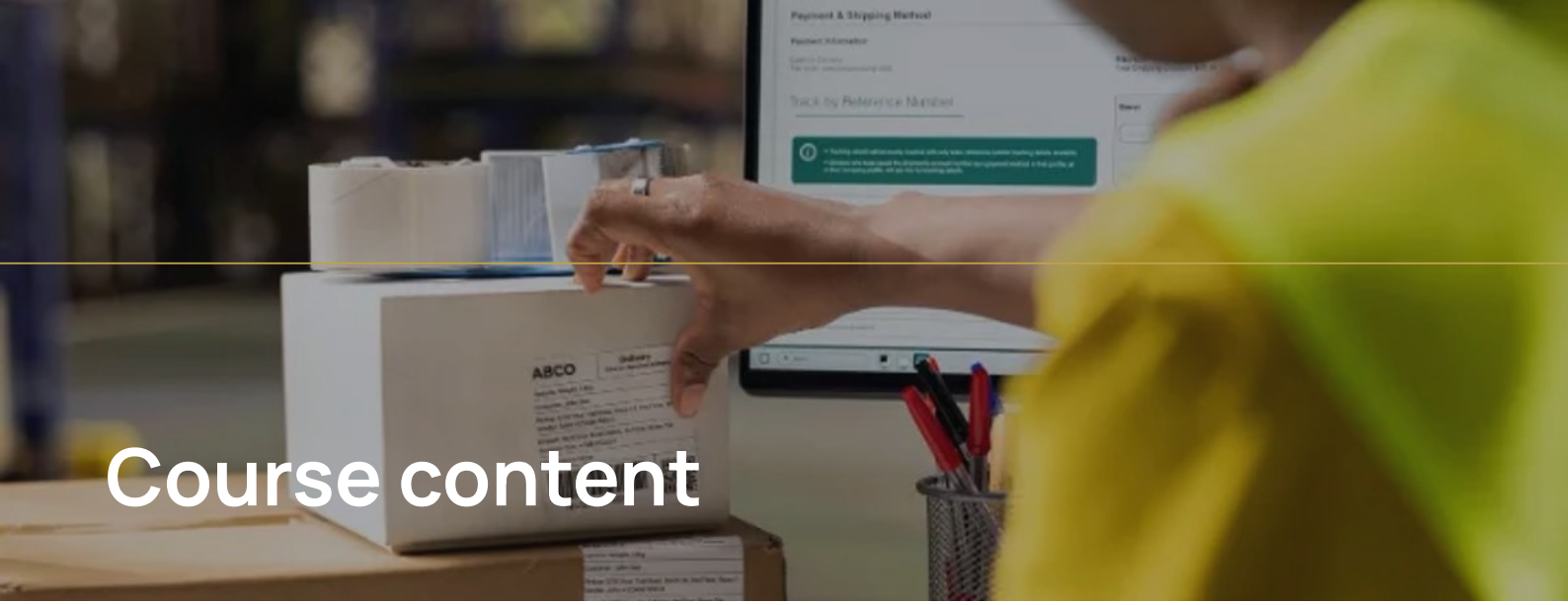
Applied activity: Using a simulation tool, participants will forecast demand for a product across different channels and adjust inventory levels accordingly, considering lead times and sales patterns. They will present their findings and recommendations to the group.
Output: A revised inventory management plan reflecting optimal stock levels and strategies.

09:00–09:54	Explore inventory management techniques tailored for omnichannel environments.
09:54–10:48	Assess the impact of accurate demand forecasting on inventory levels and turnover.
10:48–11:00	Implement just-in-time inventory strategies to reduce holding costs and improve responsiveness.
11:00–11:30	**Coffee break**
11:30–12:12	Implement just-in-time inventory strategies to reduce holding costs and improve responsiveness. (continued)
12:12–13:06	Evaluate the role of warehousing and distribution centres in supporting multiple sales channels.
13:06–14:00	Discuss technology solutions for real-time inventory tracking and management.

Day 3: Logistics and Fulfilment Strategies

Applied activity: Participants will design a logistics plan for a fictional e-commerce company, considering factors like cost, speed, and customer service. They will present their plan to the group for feedback, focusing on potential improvements and efficiencies.
Output: A comprehensive logistics plan outlining fulfilment strategies and operational considerations.

09:00–09:54	Identify key logistics challenges specific to e-commerce fulfilment processes.
09:54–10:48	Evaluate different fulfilment models: in-house operations versus third-party logistics providers.
10:48–11:00	Discuss the critical importance of last-mile delivery in enhancing customer satisfaction.
11:00–11:30	**Coffee break**



Course content

11:30–12:12	Discuss the critical importance of last-mile delivery in enhancing customer satisfaction. (continued)
12:12–13:06	Implement strategies for efficient order processing, including picking, packing, and shipping.
13:06–14:00	Explore the role of returns management in omnichannel fulfilment and customer retention.

Day 4: Technology and Supply Chain Visibility

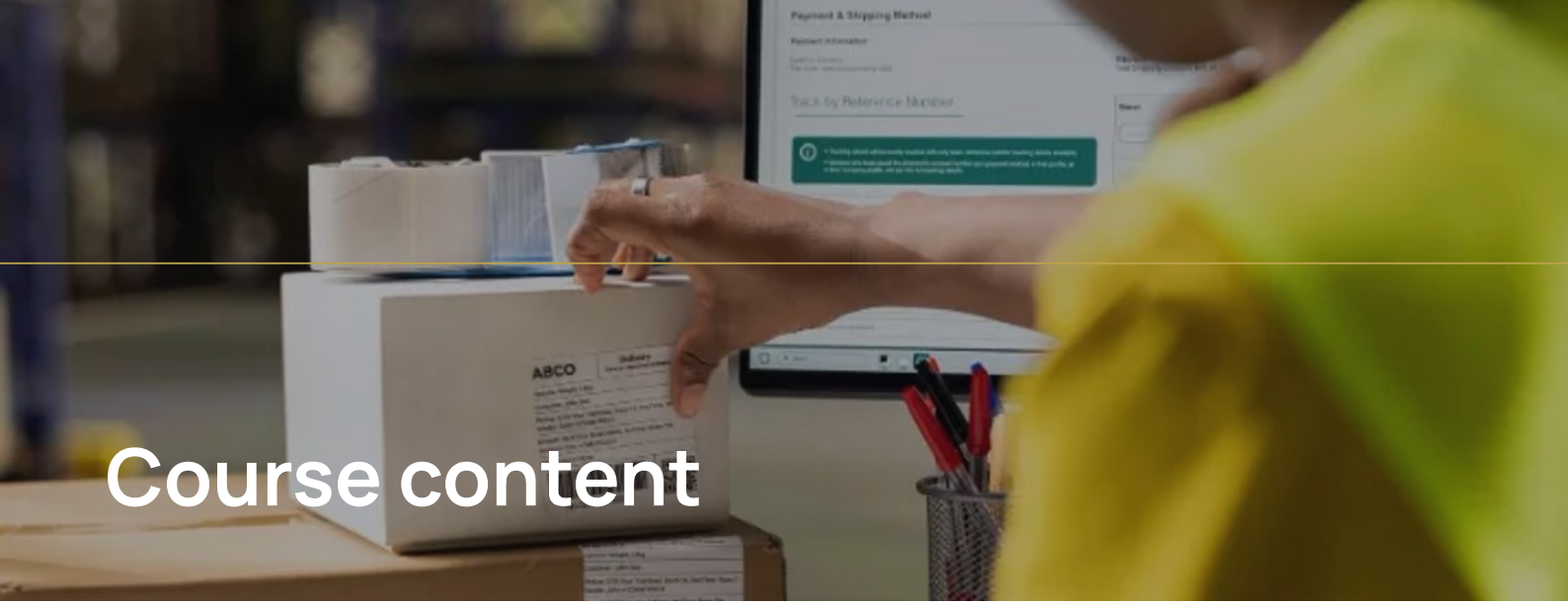
Applied activity: Participants will evaluate various technology solutions for a fictional company, considering their impact on supply chain visibility and performance. They will create a technology adoption roadmap, outlining steps for implementation and expected outcomes.
Output: A technology adoption roadmap detailing selected tools and implementation steps.

09:00–09:54	Examine the role of technology in enhancing supply chain transparency and efficiency.
09:54–10:48	Explore tools for real-time tracking, data analysis, and performance monitoring.
10:48–11:00	Assess the impact of automation and robotics on supply chain operations.
11:00–11:30	**Coffee break**
11:30–12:12	Assess the impact of automation and robotics on supply chain operations. (continued)
12:12–13:06	Discuss the integration of AI and machine learning in logistics decision-making.
13:06–14:00	Evaluate software solutions for managing omnichannel operations and data flow.

Day 5: Integrated Omnichannel Strategy Development

Applied activity: In teams, participants will develop a comprehensive omnichannel supply chain strategy for a fictional company, integrating logistics, inventory management, and technology solutions. They will present their strategy to a panel of stakeholders for feedback.
Output: A detailed omnichannel supply chain strategy presentation, including implementation plans and performance metrics.

09:00–09:54	Synthesize knowledge from previous days to create a cohesive omnichannel strategy.
09:54–10:48	Develop key performance metrics for measuring supply chain performance and success.
10:48–11:00	Discuss the importance of continuous improvement in supply chain processes and strategies.
11:00–11:30	**Coffee break**
11:30–12:12	Discuss the importance of continuous improvement in supply chain processes and strategies. (continued)



Course content

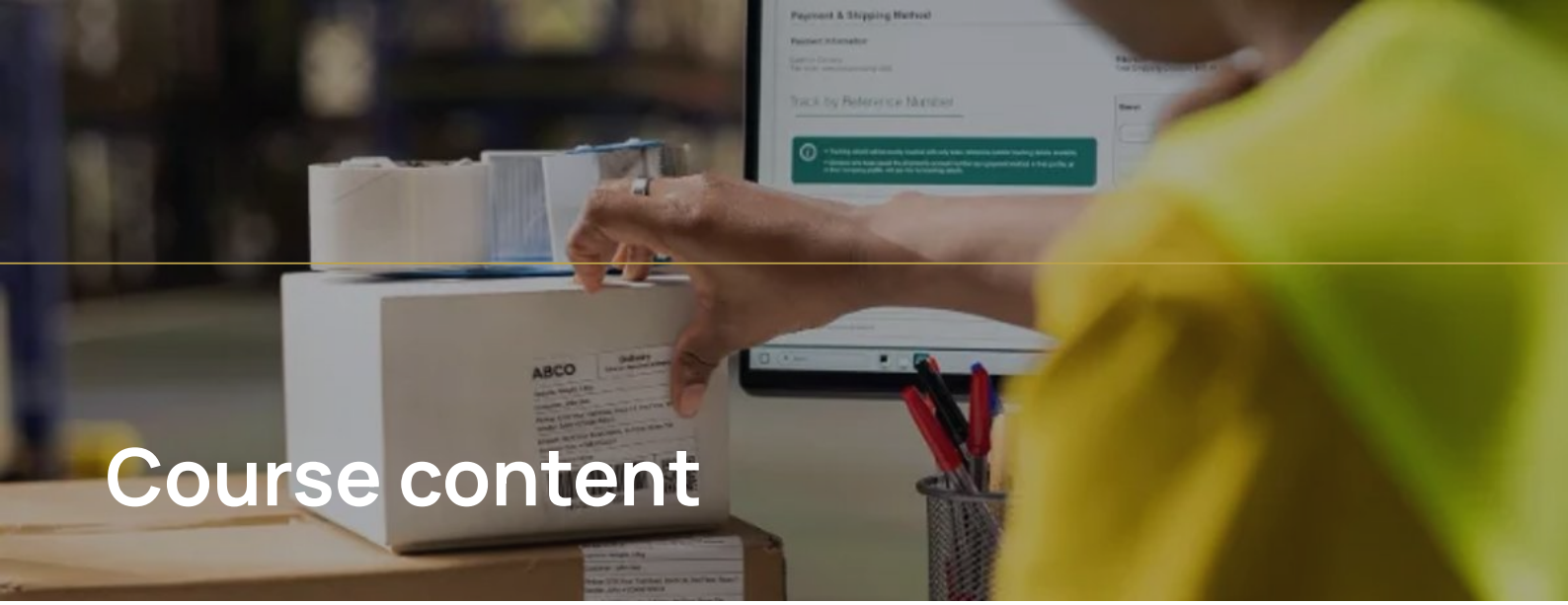
12:12–13:06	Evaluate the role of customer feedback in refining omnichannel strategies and operations.
13:06–14:00	Present integrated strategies to stakeholders for buy-in and implementation.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

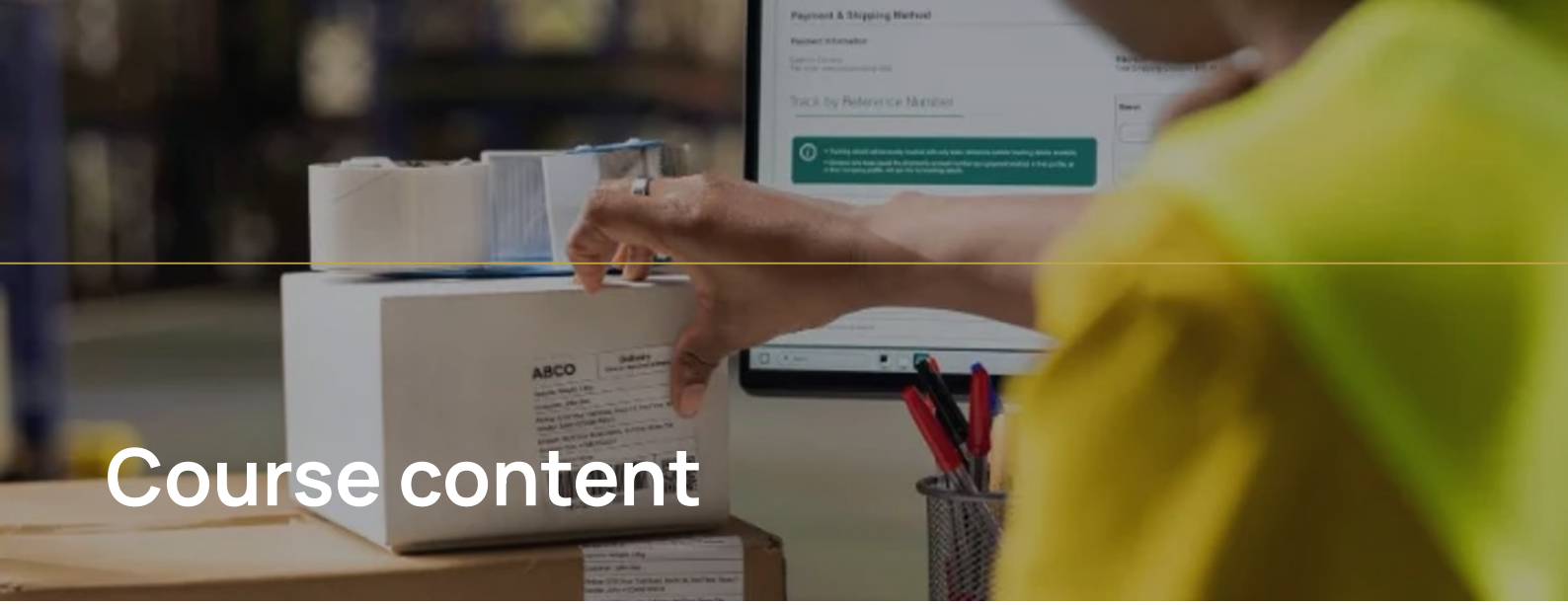
Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,650.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Vienna Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,940.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
Amsterdam Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,540.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Singapore Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,820.-**



Course content

Dates, venues and fees (continued)

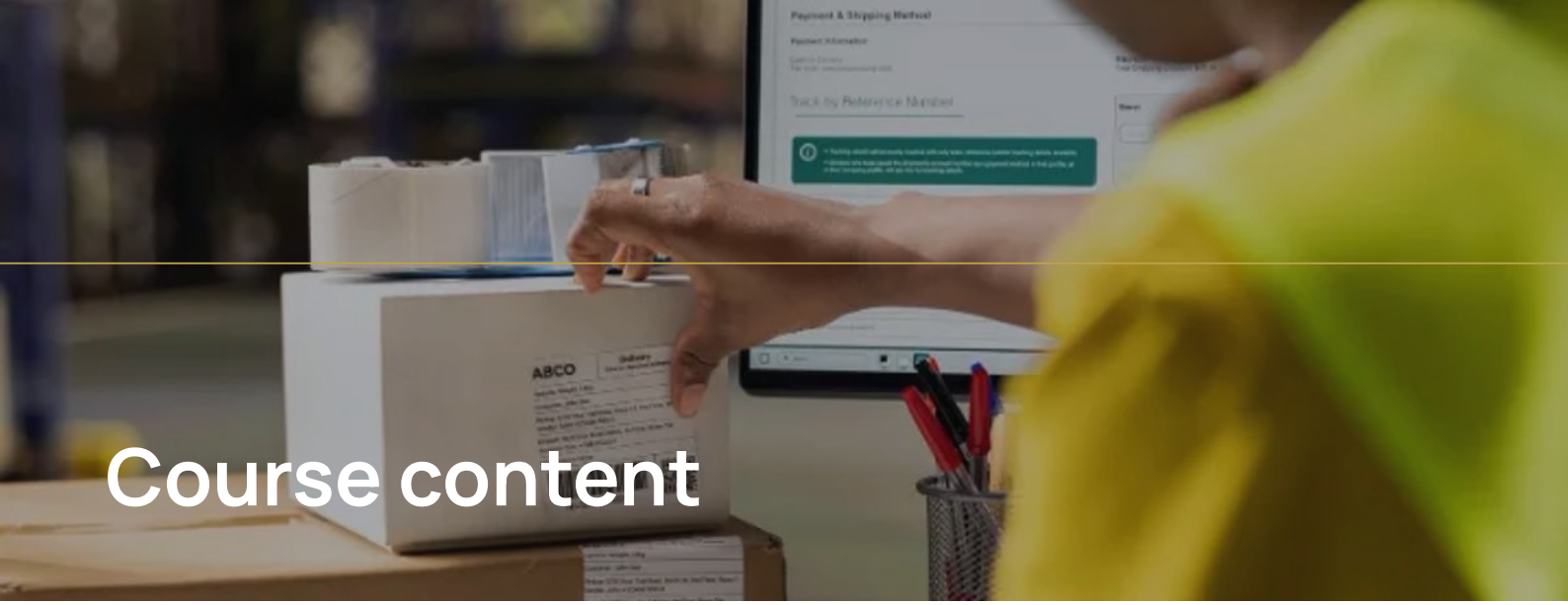
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
London Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,450.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Dubai Confirmed dates	18 Jan 2027	22 Jan 2027	**€3,150.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Frankfurt Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,650.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,450.–**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

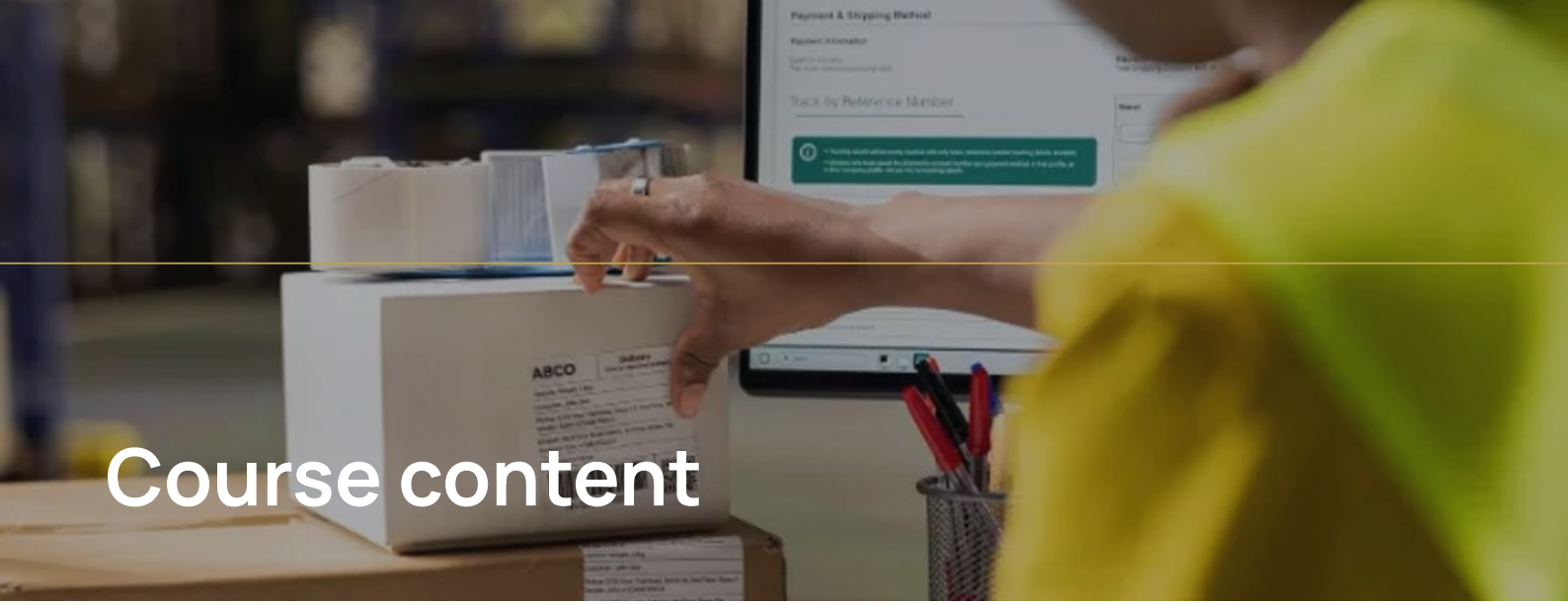
Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,860.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Cape Town Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,890.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Istanbul Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,650.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Amsterdam Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,540.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Singapore Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,820.–**



Course content

Dates, venues and fees (continued)

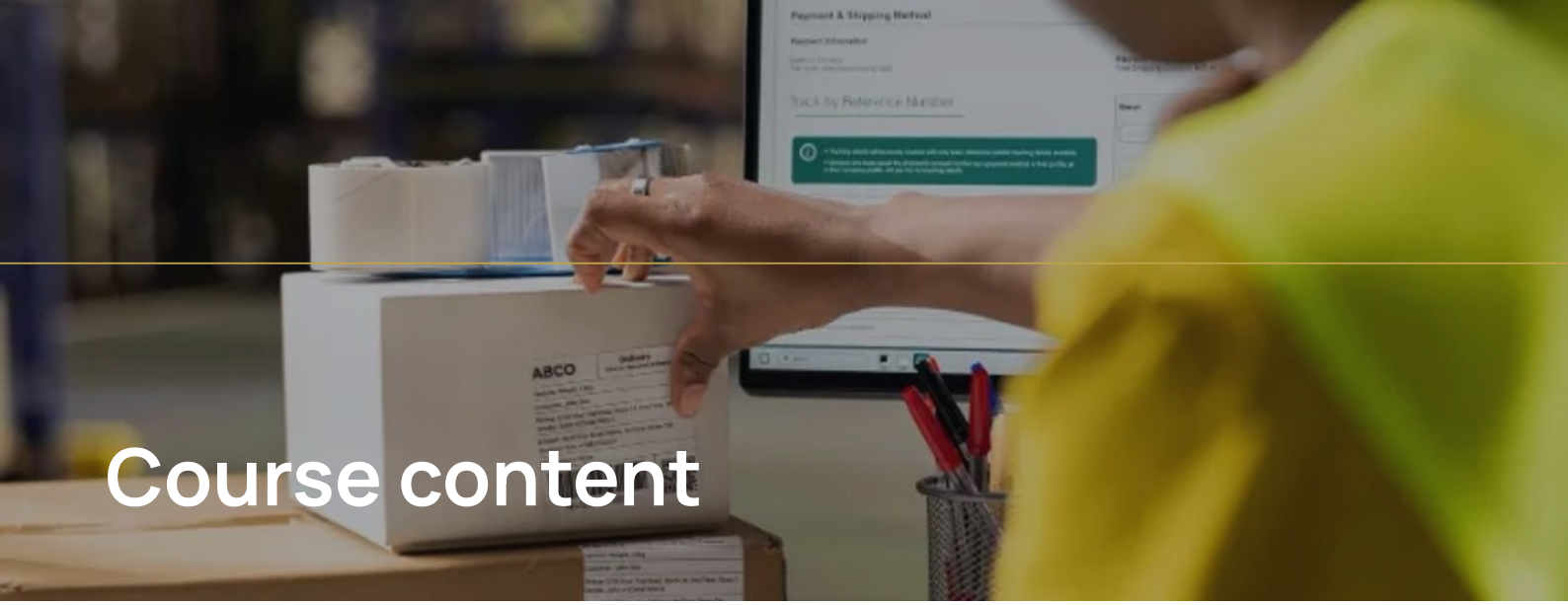
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
London Confirmed dates	3 May 2027	7 May 2027	**€2,450.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**
Cape Town Confirmed dates	10 May 2027	14 May 2027	**€1,890.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**
Dubai Confirmed dates	17 May 2027	21 May 2027	**€3,150.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**
Frankfurt Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,650.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

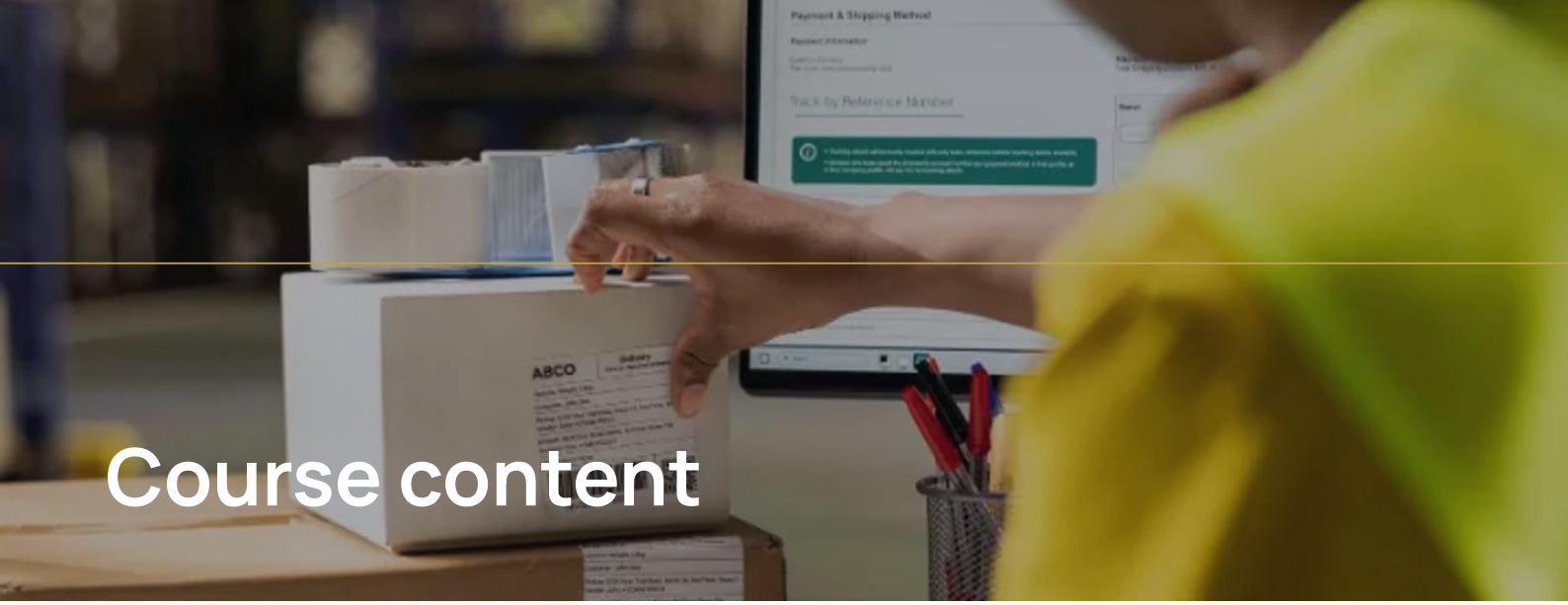
Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,450.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Paris Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,860.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Rome Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,450.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,650.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Amsterdam Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,540.-**



Course content

Dates, venues and fees (continued)

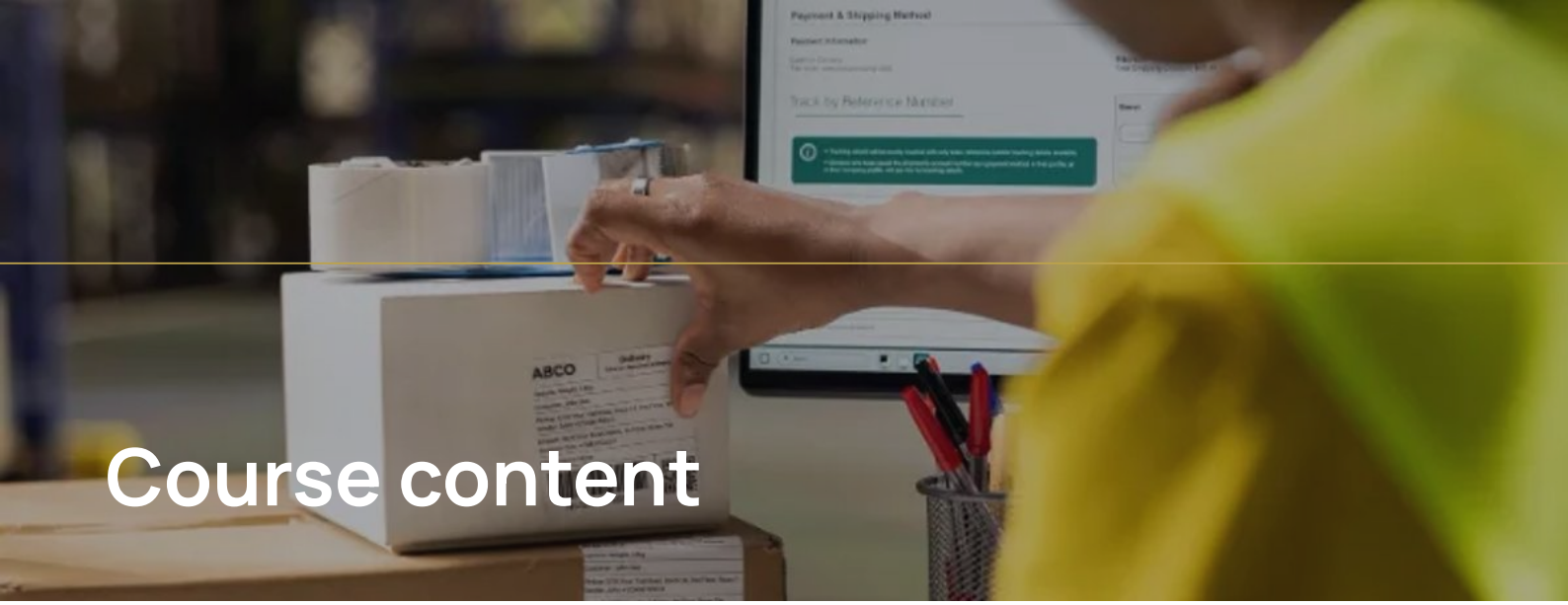
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Singapore Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,820.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Barcelona Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,840.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
London Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Dubai Confirmed dates	20 Sept 2027	24 Sept 2027	**€3,150.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,650.–**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,450.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.–**
Paris Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,860.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**
Rome Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,450.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
Istanbul Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,650.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Amsterdam Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,540.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Singapore Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,820.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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