

MARKETING *Club* 187th

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Supply Chain Sales Operations Strategy & Alignment



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LIVE WEBINAR

CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR

Date
**15th July
2025
Tuesday**

Time
10:00PM
 Egypt

Time
10:00PM
 KSA

Time
11:00PM
 UAE

Place
Online
Zoom



Instructor
by By. Mr. Hany Attia
Supply Chain Operation Manager

Presenter Introduction

Hany Attia – Supply Chain & Sales Operations Leader

- Industrial & Pharmaceutical sector expertise
- Supply Chain Head | Logistics & Sales Operations Leader
- Over 19 years of end-to-end supply chain leadership in pharmaceuticals & Industrial Sectors
- Expertise in: Supply Chain and Sales Operations, Procurement, Warehousing, Inventory, International Logistics
- Led major projects at Tabuk Pharmaceuticals & SAJA Pharmaceuticals
- Focus on cost control, inventory, expiry management



Presentation Objectives PART-1

1. Supply Chain Overview
2. Key Components of Internal Operations
3. Sales Operations Integration
4. KPIs & Performance Tracking
5. Challenges & Opportunities
6. Conclusion & Recommendations

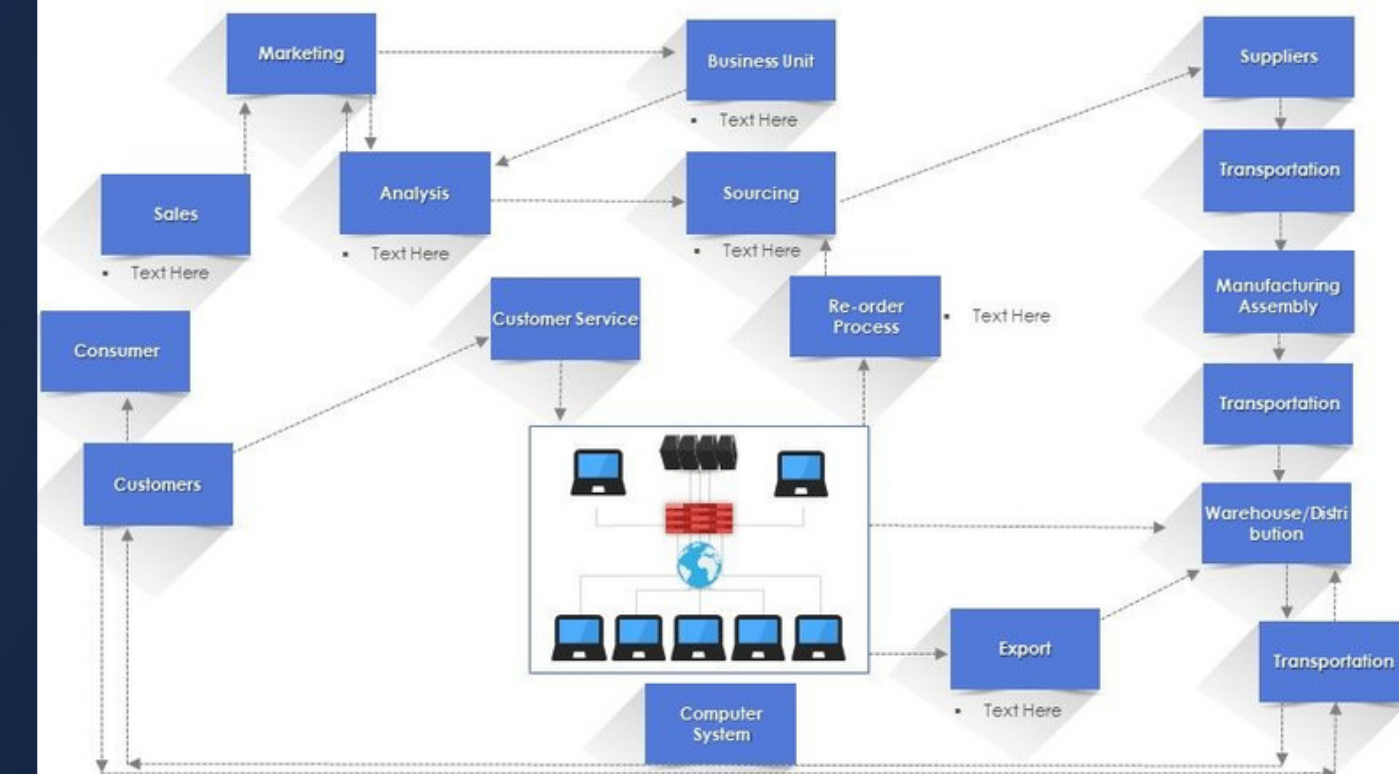


Supply Chain Overview

- Supply Chain Management (SCM) coordinates and oversees all activities producing and delivering goods and services, from raw materials to the final product. It encompasses the entire process of planning, sourcing, manufacturing, logistics, and providing products to consumers
Procurement → Inbound Logistics → Warehousing → Planning → Outbound Logistics → Sales Operations → Delivery

Supply Chain Flow Chart for Manufacturing Sector

This slide is 100% editable. Adapt it to your need and capture your audience's attention.



Key Components

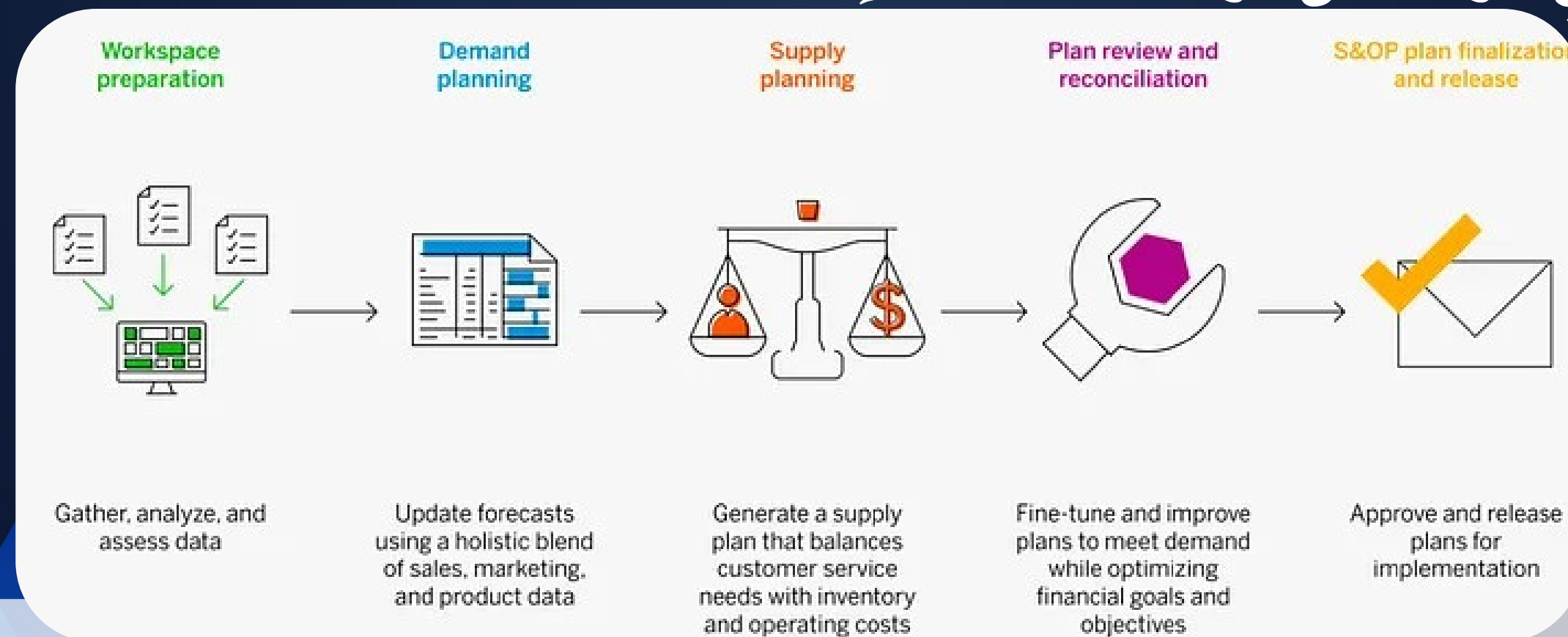
- Planning – Demand Forecasting, Supply Planning
- Procurement – Supplier Management, Sourcing
- Manufacturing – Production Scheduling, Quality Control
- Inventory Management – Stock Levels, Reorder Policies
- Logistics – Warehousing, Transportation, Last-Mile Delivery
- Sales Operations – Order Management, Sales Forecasting, Customer Coordination



Focus on Sales Operations

- Acts as a bridge between Sales & Supply Chain
- Ensures accurate order processing, demand alignment, and delivery
- Tools used: CRM, ERP, Excel Forecasting Models
- KPIs: OTIF, Forecast Accuracy, Order Cycle Time

عمليات المبيعات هي الرابط بين فرق المبيعات والإمداد، لضمان تنفيذ الطلبات بكفاءة وتوقعات دقيقة



KPIs & Performance

- OTIF (On-Time In-Full)
- Inventory Turnover
- Forecast Accuracy
- Cycle Time
- Fill Rate
- Dashboards via Power BI or Tableau



Challenges & Opportunities

Challenges:

- Data Silos
- Forecasting Inaccuracy
 - Inventory Issues – Production Capacity – Spaces
- Cross-Department Gaps

Opportunities:

- Integrated Systems
- AI-Powered Forecasting
- Just-in-Time Strategies
- Stronger Sales & Ops Alignment



Recommendations

- Enhance Sales-Supply Coordination
- Regular S&OP Meetings
- Invest in Integrated Planning Tools
- Improve Data Accuracy and Forecasting Models



Forecasting – Strategic Foundation

- Market trend analysis & historical data modeling
- Collaboration with Sales & Marketing
- Key metric: Forecast Accuracy > 80%



