

MARKETING 187th

Marketing Club

142nd Business Club

45th Jeddah Club



Supply Chain Sales Operations Strategy & Alignment



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LIVE WEBINAR

CLUB FOUNDER, HOST DR. MAHMOUD BAHGAT LEGENDARY DIRECTOR 15th July 2025 Tuesday

Date

Time 10:00PM Egypt 10:00PM KSA

Time 11:00PM UAE Place Online Zoom

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

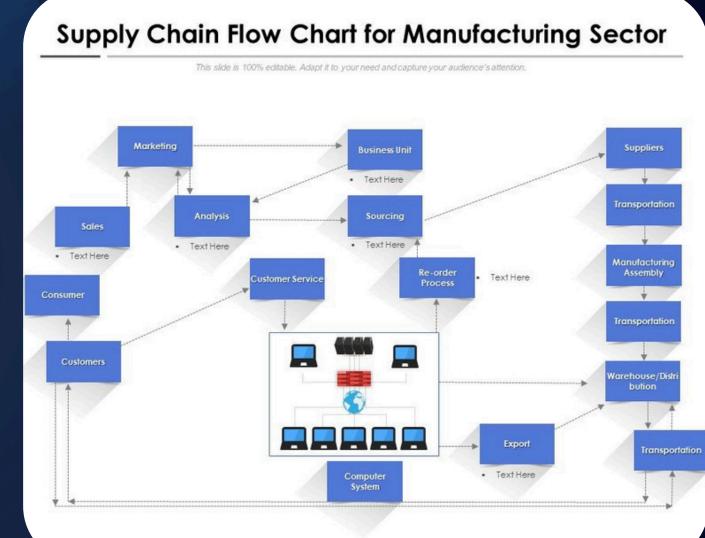






Supply Chain Overview

 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 → Rlanning → Outbound Logistics → Sales Operations → Delivery







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

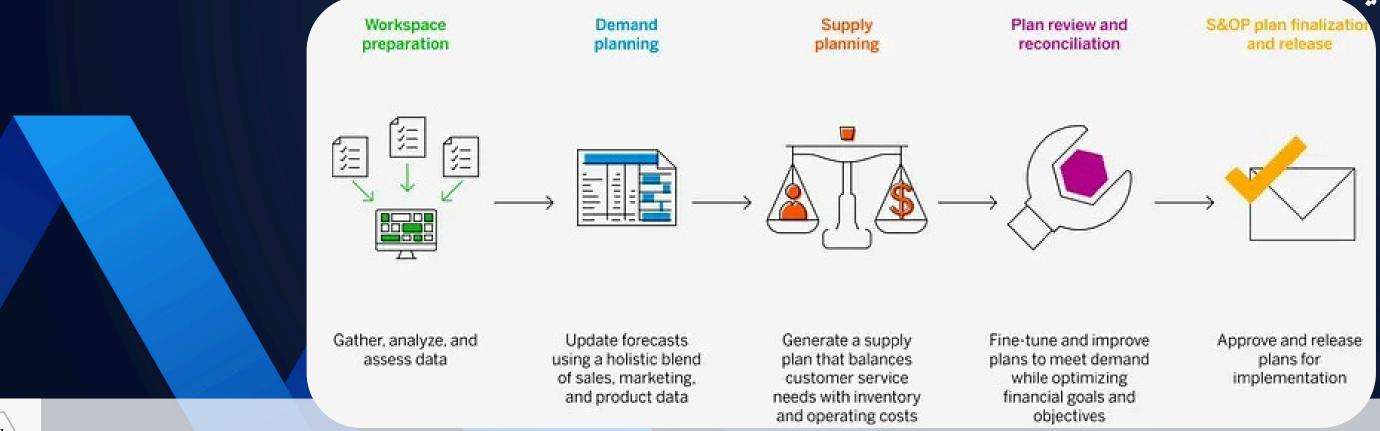




Focus on Sales Operations

- 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 Bl or Tableau







Challenges & Opportunities

<u>Challenges:</u>

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

Opportunities:

- Integrated Systems
- Al-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





Presentation Objectives PART-2

- Forecasting Strategic Foundation Tools & KPIs
- Procurement Overview Best Practices & KPIs
- Inbound and Outbound Logistics Overview Performance & Cost Control
- Warehousing Overview KPIs & Continuous Improvement
- Planning Overview Planning Tools & Metrics
- Sales Operations Overview
- Customer Delivery & After-Sales
- Cost Control Initiatives
- Handling Expired & Near-Expiry Inventory
- RSL Monitoring & Dashboards
- Key KPI Dashboard
- Achievements & Impact
- SCM Abbreviations
- Payment Terms abbreviations English & Arabic





Forecasting – Strategic Foundation

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







Forecasting Tools & KPIs

- Time-series models and causal analysis
- Rolling forecast process (S&OP)
- Accuracy tracking, database monitoring

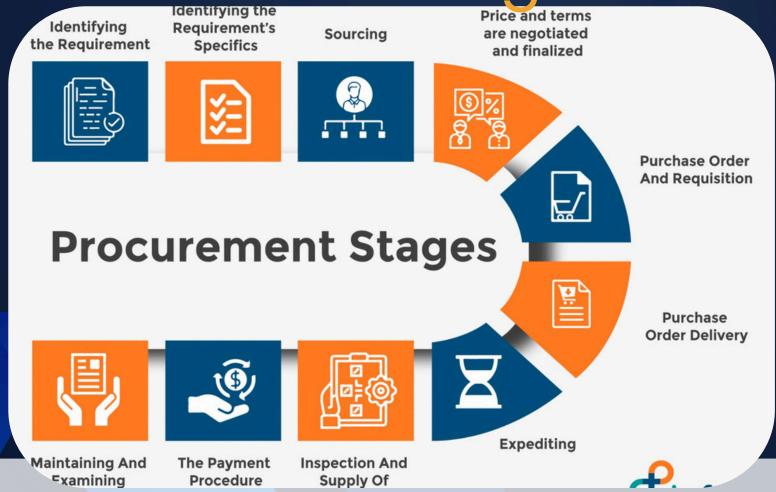




Procurement - Overview

- Supplier scouting & qualifications
- Sourcing strategy aligned with cost & quality

Contract & Risk Management







Procurement Best Practices & KPIs

- Competitive bidding & e-tendering
- Supplier scorecards (OTIF, quality, cost and Delivery)
- Cost-savings pipeline tracking







Inbound Logistics - Overview

- Transporting raw materials & components
- Inbound scheduling & ASN visibility
- Cross-dock & direct-to-line options

Inbound

Logistics

Sourcing and Procurement

Supplier Selection

Inbound Transportation

Receiving and Quality Check

Material Handling





Inbound Logistics – Performance & Cost Control

- Freight consolidation & carrier negotiations
- Lead-time reduction initiatives
- KPIs: Inbound Lead Time, Freight Cost per kg

Inbound

Logistics

Sourcing and Procurement

Supplier Selection

Inbound Transportation

Receiving and Quality Check

Material Handling





Warehousing - Overview

- Layout zoning: raw, quarantine, finished goods
- Automation: RF scanners, WMS integration
- FEFO for pharma shelf-life compliance

Common Areas in Warehouses







Warehousing – KPIs & Continuous Improvement

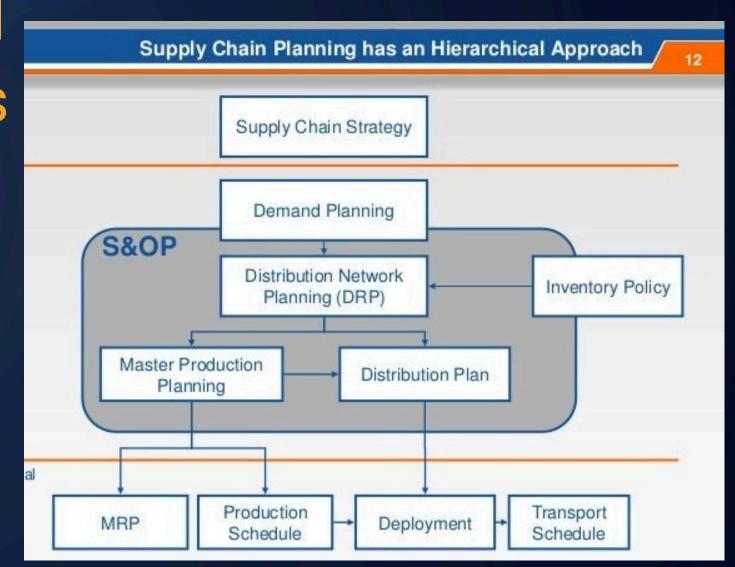
- Inventory Accuracy > 98%
- Dock-to-Stock < 4 hrs
- Cycle counting & lean layout redesign





Planning – Overview

- MRP & capacity planning
- Balancing inventory vs. service level
- Collaboration across SCM pillars







Planning – Tools & Metrics

- RCCP (Rough Cut Capacity Planning), finite scheduling, what-if analysis.
- KPIs: Plan Adherence, Capacity Utilization
- Digital dashboards & alerts





Outbound Logistics - Overview

- Order consolidation, picking & packing
- Multi-modal transport: road, sea, air
- 3PL management & customer routing guides

Outbound Logistics

Warehousing and Storage

Packing and Packaging

Outbound Transportation

Order Fulfillment

Reverse Logistics





Outbound Logistics - Cost & Service KPIs

- Freight spend optimization
- On-Time In-Full (OTIF) ≥ 95%
- Mileage & route optimization tools

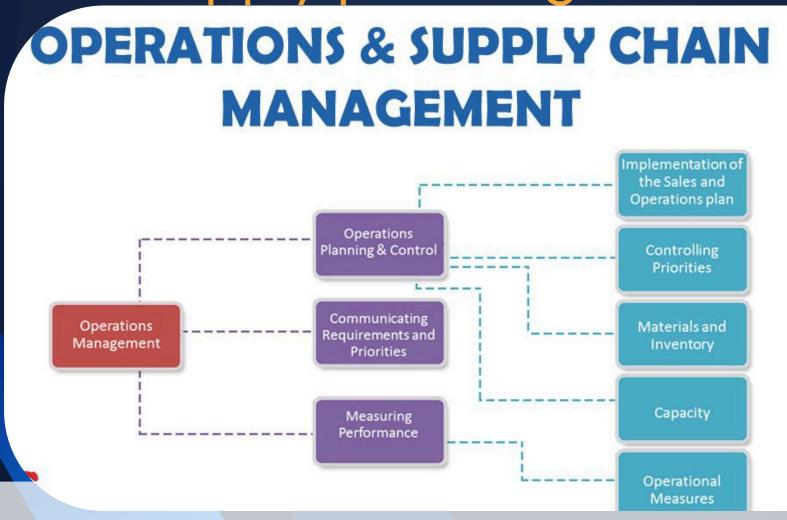






Sales Operations - Overview

- Order-to-cash process governance
- Demand shaping & promotion feedback
- Coordination with supply planning





Customer Delivery & After-Sales

- Last-mile tracking & POD capture
- Returns & reverse logistics process
- Customer satisfaction surveys







Cost Control Initiatives

- Process optimization (lean, Six Sigma)
- Vendor renegotiations & route re-design
- Savings tracking & governance







Handling Expired & Near-Expiry Inventory

- FEFO enforcement across all locations
- ERP RSL dashboards & alerts
- Disposition options: discount, donation, destruction







RSL Monitoring & Dashboards

- Company-wide RSL % tracker
- Agent/distributor inventory visibility
- Weekly clearance action review





Key KPI Dashboard

- Inventory Turnover, OTIF, Forecast Accuracy
- Order Cycle Time, Freight Cost % of Sales
- Interactive Power BI / Tableau visuals





Achievements & Impact

- 40% reduction in expired inventory
- 98% OTIF achieved for key customers
- 20% logistics cost saving via route and Sea optimization







SCM Abbreviations

- ERP Enterprise Resource Planning
- RSL Remaining Shelf Life
- SOP Standard Operating Procedure
- FIFO First In First Out
- FEFO First Expired First Out
- OTIF On Time In Full
- KPI Key Performance Indicator
- ABC Inventory categorization method





Payment Terms abbreviations – English & Arabic

شروط الدفع | Payment Terms

Abbreviation English

Arabic

COD Cash on Delivery

الدفع نقدًا عند التسليم

CIA

Cash in Advance

الدفع نقدًا مقدمًا

LC

Letter of Credit

خطاب اعتماد مصرفي

SBLC

Standby Letter of Credit

خطاب اعتماد احتياطي

TT

Telegraphic Transfer

تحويل برقي / تحويل بنكي

CAD

Cash Against Documents

الدفع مقابل المستندات

DA

Documents Against

مستندات مقابل القبول

Acceptance

DP Documen

مستندات مقابل الدفع Documents Against Payment

NET 30

Payment within 30 days

الدفع خلال 30 يومًا

EOM

End of Month

نهاية الشهر

CIF

التكلفة والتأمين والشحن Cost, Insurance, and Freight

FOB

Free On Board

Ex Works

تسليم على ظهر السفينة

EXW

FCA Free Carrier

تسليم إلى الناقل

من المصنع

DDP

Delivered Duty Paid

تسليم مع دفع الرسوم الجمركية

DAP

Delivered At Place

التسليم في موقع العميل





THANK YOU READY FOR QUESTIONS







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