

# TOC

## Supply Chain Management Programme

*Slowing down demand:  
Threat or an Opportunity*

*Breaking the vicious  
cycle to grow faster than  
competition!*

 goldratt



Are you facing pressure to increase margins of distributors, dealers & retailers?



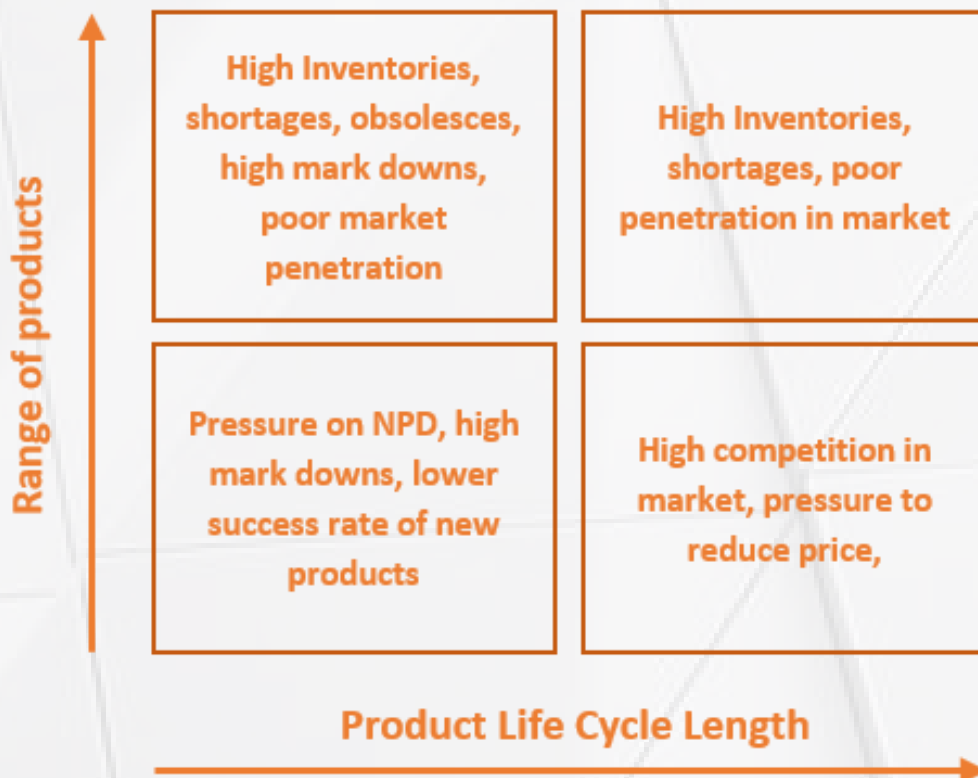
Are you facing pressure due to actions by distributors & dealers to reduce their inventories?



Are your products competing with too many competitor's products on shelf of the retailer / dealer?



These are symptoms in gaps in your demand from market and what is available with you.

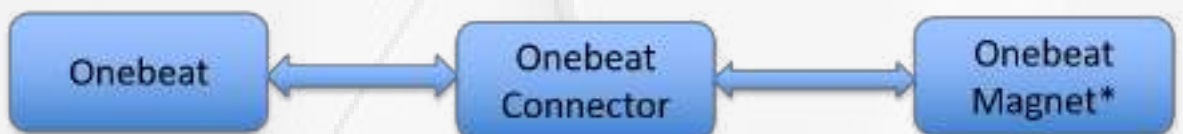
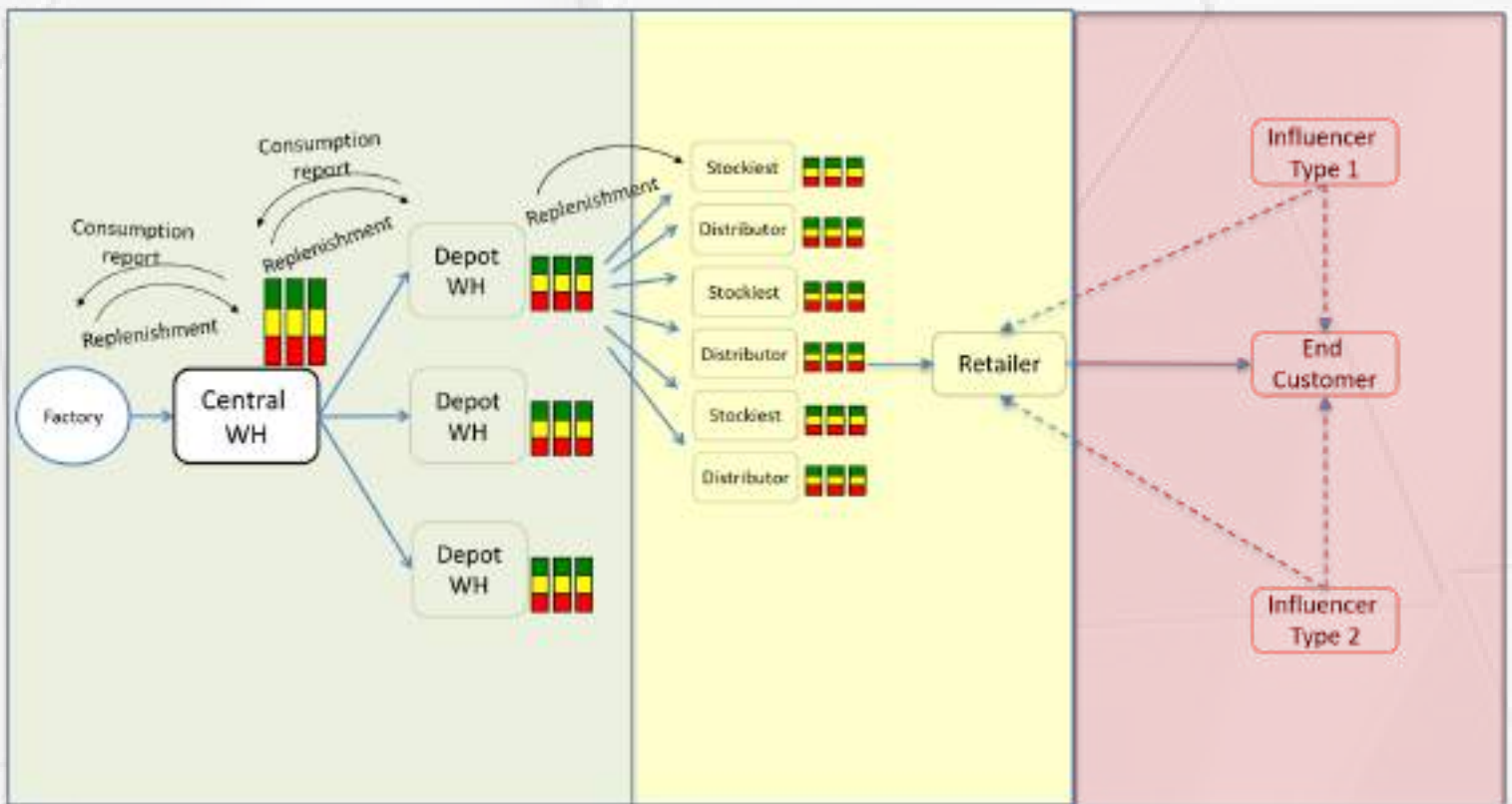


The challenges faced in supply chain and operations are function of length of the product life cycle, and range of the products produced by the company.

The challenges push companies into vicious cycle which ultimately results in loss of sale, firefighting, longer market credits, higher inventories in internal supply chain as well as distribution partners.



Over a period, Goldratt Consulting has developed solutions beyond internal supply chain. Solutions extended to distributors and retailers. Using TOC's Business Innovation approach we developed process to design solutions for influencer management for demand generation.



Goldratt School's unique program on 'Supply Chain Management' not just helps participants to identify right constraint in the supply chain, but also teaches them to take design the supply chain to overcome the challenges, as well as right decision-making process to ensure performance of the system improves significantly.

### **Session 1: 2 Days**

- a. Participants learn the 4 Concepts of Flow, which guide any operation to shorten lead time & bring itself closer to the real needs of the customer
- b. The first two applications of the TOC flow solutions are learned while the main causes for delays in flow are revealed.
- c. Participants work on calculating own availability, inventory turns etc.
- d. Participants plan a Proof of Concept (PoC) in their own company

### **Session 2: 2 Days**

- a. Participants share learning from the Proof of Concept executed in their own company
- b. Buy in Solution: Participants focus their attention on generating & delivering value. Focus on selling (not just to external customers), progresses to defining how to bring all the relevant stakeholders onboard with the solution, how to address gaps.
- c. Building full kit for participants to bring in next session for analysis of their customers and market (visit to some customers, UDEs, data etc.)

### **Session 3: 2 Days**

- a. Participants share results from the Proof of Concept executed in their own company
- b. Participants work on analysis of their own customers using Thinking Process Tools of Theory of Constraints (Current Reality Tree, Conflict Diagram)
- c. Build win-win business proposition for its customers and presentation material.
- d. Design Proof of Concept to test the sales solution designed for its customers.

• *Graduation ceremony at the end of the session*

### ***Expected outcome of the programme***

- Participants learn current reality of their company in terms of product availability, inventory turns, delivery performance, analysis of their market and customers etc.
- Participant learn TOC solutions to improve performance of the system and conduct PoC in their own company and achieve results from the concept.
- Participants learn to evaluate organization's decisions from holistic perspective and take right decisions, especially in current fearful environment of slowing down demand.

### **PROGRAMME DATES**

SESSION 1: 21-22 May 2020

SESSION 2: 18-19 June 2020

SESSION 3: 16-18 July 2020

### **PROGRAMME FEE**

1 Delegate: INR 4,00,000

2-3 Delegates: INR 3,25,000 per delegate

4-6 Delegates: INR 2,50,000 per delegate

# Programme Faculty



## Chandrashekhar Chaudhari

Chandrashekhar has 16 years of experience of leading TOC implementation projects across a wide variety of sectors, including FMCG, Agricultural, Retail, Projects, Automotive and Manufacturing. He has led TOC Implementation with Godrej Consumer Goods Company, which was awarded the 'TOCICO International Achievement Award - Platinum Level in 2015.

## Nikhil Shah

A Finance professional by qualification, Nikhil is a Theory of Constraints expert with around 20 years of overall experience. A combination of skills including TOC, Finance, Operations and Strategy. Currently, he heads the implementation of all retail projects in India with cumulative experience of implementing TOC retail solution spanning 2,500+ exclusive brand outlets across various retail formats such as apparel, footwear, jewellery, watches, eyewear and accessories.



## Vijay Selvarajan

Vijay Selvarajan is a Mechanical Engineer and is a 'Gold Medalist' in his post-graduation from University of South Australia, Australia. He has over 15 years of experience in business transformation in India and across the Globe. His experience in TOC consists of several organisations in the FMCG & Retail arena like VIP Industries, Ashok Leyland, Trent (A Tata Enterprise), Tata Rallis, Orang Tua, etc.. He has been sharing his knowledge and experience through several forums and actively takes part in coaching individuals who are keen to make a change.



For further details, please reach out to Divya Shori at +918197023026 or [divya.shori@goldrattgroup.com](mailto:divya.shori@goldrattgroup.com)