



SIX SIGMA INSTITUTE OF AVIATION & LOGISTICS



WELCOME TO SIX SIGMA
LOGISTICS & SUPPLY CHAIN
MANAGEMENT TRAINING



#Specialization 1

"Logistics means having the right thing, at the right place, at the right time."



Seven R's of Logistics

A photograph of a male worker in a yellow hard hat and high-visibility vest, holding a walkie-talkie to his mouth. He is standing in a port area with a large ship and cranes in the background under a hazy, orange-tinted sky.

Ensuring the availability of the

- Right product
- Right quantity
- Right condition
- Right Place
- Right time
- Right customer
- Right cost

Logistics

- ❑ Functions: Planning, procurement, transportation, supply and maintenance.
- ❑ Processes: Requirements determination, acquisition, distribution and conservation.
- ❑ Business: Science of planning, design and support of business operations of procurement, purchasing, inventory, warehousing, distribution, transportation, customer support, financial and human resources



Logistics Activities

- Transportation
- Warehousing and storage
- Industrial packaging
- Materials handling
- Inventory control
- Order fulfillment
- Demand forecasting
- Production

- Procurement
- Customer service
- Planning/scheduling
- Facility location
- Return goods handling
- Parts and service support
- Salvage and scrap disposal

Importance of logistics

- Transportation cost rose rapidly due to the rise in fuel prices
- Production efficiency was reaching a peak
- Fundamental change in inventory philosophy
- Product line proliferated
- Computer technology
- Increased use of computers



Importance of logistics

- Increased public concern of products Growth of several new, large retail chains or mass merchandise with large demands & very sophisticated logistics services, by pass traditional channel & distribution
- Reduction in economic regulation
- Growing power of retailers
- Globalization
- The interrelation of different logistics element and their costs should be based on total cost rather than individual costs.





#Specialization 2

Digital Marketing

Marketing isn't simply an important part of business success, it is the business. Everything else in the business depends upon marketing

Introduction to Marketing Industry

- The management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 P's of marketing-

Product – Price – Place - Promotion

- **DIGITAL MARKETING –**

Digital Marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.





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