

Supply Chain Training “Beer Game”

Supply Chain Simulation for Logistics Professionals and Learners
Dr. Gunther Krell

Your business is Logistics -
But does your team really know Supply
Chain Management?

This training delivers:

- Introduction to Supply Chain Management
- Overview of well known concepts and recent trends
- Common practices and problems in supply chains
- Insights into better supply chain solutions



This training is for you:

- Designed for Logistics companies
- Delivered by a logistics expert
- Best cost-benefit ratio through on-site training
- Duration of basic training 4hrs (+ options)
- 4-24 participants
- Highly interactive and fun!

This training can be used for:

- Introduction to supply chain management for managers from air/ocean/ functions and others not specialized in SCM
- Advanced education for SCM experts on selected topics
- New employee induction
- With current customers and project teams
- For team-building, kick-offs, events

This training helps to cut logistics cost by:

- Improving information flows
- Exploiting the value of forecasting
- Understanding how e-business changes the “rules of the game”
- Optimizing policies for inventory holding and ordering
- Identifying current supply chain issues



4 extensions to the Beer-Game are available on request:

- Supply Chain best practices: A second simulation run allows trainees to adapt the initial supply chain with best practice processes – and to experience their effect.
- Transfer: In a workshop session the trainees’ take-aways are converted into action items for use in their day-to-day business environment.
- Project definition: In a moderated workshop creativity techniques are used to convert the learnings into innovative processes, products or projects for the client. Ideas will be generated, prioritized and documented.
- Corporate training: Other training modules are available in cooperation with leading Swiss University ETH Zurich. (e.g. project management, change management, SC controlling...)

Trainer:



Dr. Gunther Krell, CEO Supply Chain Innovations GmbH
Industrial Engineering/ Logistics Expert

- Supply Chain Innovations, Schindellegi
- DHL, Basel
- Kühne & Nagel, Schindellegi
- Zentrum für Logistik & Unternehmensplanung (ZLU), Berlin

Key expertise: Green Logistics, Product Development,
Supply Chain Education, Network Design



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