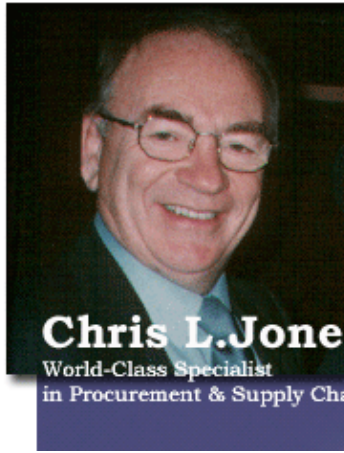


BEST PRACTICE PROCUREMENT AND SUPPLY CHAIN MANAGEMENT

Creating Substantial Value and Reducing Cost to your Business

March 17 - 18, 2005 * Holiday Villa, Subang Jaya



Chris L. Jones

World-Class Specialist
in Procurement & Supply Chain Management



Another World Class Event Brought to You by

RAYMA NOTHING'S IMPOSSIBLE!

An excellent opportunity to acquire the latest strategic thinking on procurement that has become a priority for companies around the world to gain bottom-line improvements.

Benchmark your procurement operations against latest leading-edge practices of major consultancies, apply simple diagnostic software to analyse your current performance, and move closer to excellence.

Examine the journey to e-procurement: what are the e-procurement and e-commerce approaches being used in leading businesses around the world, and a checklist on how to introduce e-thinking into procurement.

Examine why the Process approach to Procurement and Supply Chain Management is one of the few untapped opportunities for profit improvement.

Extract the maximum strategic value from your procurement and supply chain activities. Return to your management team equipped with

- an understanding of why and how successful companies now expect Procurement and Supply Chain Management to make a major contribution to business results
- an update of knowledge of key themes in world-class procurement
- an ability to make solid contribution to business improvement
- a knowledge of the value proposition
- possible initiatives for step-change improvements in the way procurement is carried out
- knowledge of tools which support the development of strategic procurement
- approaches for measuring the performance of procurement operations
- a personal action plan and the ability to develop a Scorecard

Dramatically improve the value of your performance by strategically managing the procurement process!

THE CASE ACTION

The traditional measures of driving business improvement through process redesign, organisational restructuring and enhanced marketing have been fully exploited.

Against this backdrop, the power of supply chain management to provide significant contribution to the business bottom line is now recognised by leading-edge companies.

Some facts to consider:

- Costs in the field of procurement and the supply chain typically amount to 8 to 10% of turnover
- “best in class companies” have close to half the procurement processing costs of an average company
- management teams have yet to recognise the benefits of how procurement and supply chain management can provide competitive advantage by creating a more agile, effective and responsive business.
- Procurement and supply chain managers unfortunately often do not have the standing in the company to influence the management team
- Management and software producers have invested significantly in software tools from customer relationship management to supplier relationship management and have high expectations that process initiatives and costs pay off.

This seminar, made up of six leading edge modules, captures the strategic thinking and steps on managing the value chain using a number of tools and methodologies that have been developed in recent years. This and the series of “action-planning” sessions will help you explore the opportunities that exist for own company.

SEMINAR CONTENT

Procurement processes

Procurement and Supply chain is a continuous process that enables corporations to synchronize and optimize activities, assets and resources at strategic, tactical and operational levels and allows the business to be managed as a single entity.

- Where does Supply Chain start and finish?
- Which procurement strategies are deployed by leading-edge organisations?
- What is the roadmap to moving to excellence?
- What are the core themes of world-class supply chains? - cost, service, risk, managing effective supplier performance and cross-enterprise cooperation.

A review of the new initiatives in these core areas will be shared in addressing these issues.

Alignment

Procurement and supply chain's contribution can only be maximised if it is fully aligned with the business objectives



- Are your procurement vision and objectives based on those of the business?
- Are the business objectives understood by all involved in the procurement process?
- Is there a review process involving management and customers in place?

These questions will be addressed through a practical well-proven model for checking your company's alignment. Action planning sessions will allow participants to discuss the actions they need to take to successfully move towards alignment. Examples from both private and public sector will be discussed

Strategic differentiation

The procurement value proposition: where procurement brings the greatest added value and an overview of the latest thinking on managing the value chain.

Learn techniques that will enable your company to differentiate between goods and services in the context of their importance to the business and their potential for improvement.

- How is differentiation achieved and what are the benefits?
- Where are you most at risk?
- How does the supplier's view impact the choice of strategies?

Learn and apply a methodology to address these issues:

- **Where to place effort for optimum results**
- **Risk analysis, both technical and financial**
- **Transition from high-level strategies to tactics**
- **Strategic supplier alliances**
- **Customer value drivers**

Understand the models and hear of examples from industries from Pharmaceuticals to Defence.

E-Procurement

One of the many comments on the introduction of e-procurement:

"Firms are risking losing competitive edge by failing to get to grips with e-procurement.... Surprisingly, respondents from mid-market firms say their lack of action on e-procurement is less to do with the sophistication of the software itself, or its cost, and more to do with the fundamental lack of understanding of what it can achieve in terms of business benefits to the organisation."

Quote from eProcurement news

E-Procurement

How will procurement will change over the next ten years, and what procurement staff should be doing now to take advantage of the opportunities that will exist.



- Why the 'hype'?
 - Why is e-procurement important?
 - Why are so many companies uncomfortable about e-procurement implementation?
 - Does e-procurement really bring bottom line benefits?
- **Steps to ensure a smooth implementation of e-procurement**
 - **Degrees of e-collaboration**
 - **Taking cost out of the process**
 - **E-sourcing strategies**
 - **Analysis of the benefits**
 - **Examples of successes and failures from various business sectors**

Performance measurement

Many companies have difficulty in measuring Procurement and Supply Chain Performance and its contribution to the bottom line

- What to measure?
- How to measure?
- Does bench marking play a part?

Self-assessment exercises to identify:

- **Processes which need improvement**
- **Improvements offering greatest contribution**
- **Where limited resources should be focussed**
- **Quick wins**



A diagnostic tool will be presented which will help you compare the performance and processes of your own procurement operation with world-class standards. Learn how to develop a Scorecard based on the output from the diagnostic tool.

In addition you will develop a simple personal action plan to drive your own contribution to business improvement.

Making It Happen Managing Each Improvement Initiative as a Project

Converting knowledge into real action is a major problem for many corporations. The key is to manage each improvement initiative as a project and set objectives that match the business needs.



- Why is it necessary to 'projectise'?
- How do you reduce the cost of your supply chains?
- Why is the contribution of cross-discipline teams important?
- Why should procurement initiatives deserve priority when competing for limited resources?

A model and case studies will be presented in the achievement of real results and in demonstrating its use in:

- **Improving the supply chain for strategic purchases**
- **Importance of cross functional teams**
- **Identifying cost drivers and applying cost levers**
- **Spend analysis**
- **Identifying opportunities**
- **Cost analysis "the easy way"**
- **Project hypothesis and validation**

The management "progressive case study" will be brought to its conclusion during this session with Team delivering their individual solutions and results.

Interactive sessions

The management "progressive case study" will be the thread of continuity through the two days and in addition you will be engaged in a series of 'Management Team Meetings' for the purpose of discussing management issues, relating to procurement and supply chain management.

Immediate benefit to:

- **Managing Directors & CEOs**
- **Chief Operating Officers & Vice Presidents**
- **Managers and executives with responsibilities for developing strategies and managing the supply chain from capital projects through manufacturing, marketing, retail and customer services.**

Anyone in staff or line covering sourcing, systems, finance and distribution



Your Internationally Renowned Expert Chris L. Jones

World-Class Specialist in Procurement & Supply Chain Management
Fellow of the Chartered Institute of Purchasing and Supply, U.K

In a promotional publication for a 2001 seminar in Singapore, J.D. Edwards referred to him as a "reputed specialist in the field of Purchasing and Supply Chain Management who has held a variety of logistics management positions in established organizations worldwide such as the U.K. Ministry of Defense, Shell International The Hague, Shell BP Development Corporation, Nigeria and the Portuguese National Refining Company."

He was Manager and Global Procurement Coordinator of Shell International where he developed and implemented processes that enabled the Shell Group of Companies to benefit from leveraging its US\$32 billion purchasing power internationally. A cost reduction of 20% was achieved on selected commodities over total purchases exceeding US\$32 billion per annum. Three years ago he formed SCIP Limited, a company specializing in Strategic Procurement and Supply Chain Management and has focused on working with other consultancies in researching and establishing methods of sharing developments in supply chain processes and techniques including the topical e-procurement.

More recently, as founder member together with three other directors., he formed Virtuality DCP Limited which provides an international network of over 30 associates working in cooperation to offer strategic, operational and advisory services on Demand Chain Management to a wide cross-section of industries. Chris believes that there are still major opportunities for Procurement and Supply Chain Management to improve business performance, but until senior executives are persuaded to acknowledge the benefits, they will continue to miss the opportunity to achieve competitive edge.

NOT TO BE MISSED! REGISTER NOW!

" A lively training course – It's definitely world class!"

"Systematic and clear model...great presenter!"

Very competent instructor – concepts and examples were interesting."

"Concepts were concise and workshop exercises were good opportunities for applying to the workplace."

Organisations that have benefited from Chris Jones...

*** Management Centre Europe * J.D Edwards Asia * Ikea Sweden AB * Defence Science Technology * PSA Corporation * Sembcorp Engineering International * Singapore Technologies Electronics * Esso Singapore * ST Aviation Services * Enzer Electronics * Keppel Logistics * Teijin Polycarbonate * Hydrochem * Tetrapak * Merck, Sharp & Dome * Housing & Development Board * National Semiconductor * Wincor Nixdorf * and the list goes on...**

PROGRAM DETAILS

Best Practice Procurement and Supply Chain Management

Creating Substantial Value and Reducing Cost to your Business

March 17-18, 2005 ■ 9.00am-5.00pm daily ■ Holiday Villa, Subang Jaya.

YOUR INVESTMENT

RM1,880 per person. Rate includes Participant Workbook, lunch and refreshments.

EARLY BIRD RATE

Take 10% off the fee – Pay before 15 February 2005

Team Attendance Highly Recommended

This is to facilitate successful implementation of the knowledge acquired from the program.

Group Incentive

10% off for 3 or more from the same company.

RESERVATIONS

Reservations can be made by telephone, fax or by e-mail. Registration is confirmed on receipt of registration form and payment cleared before program date. If unable to do so due to government policy or company procedure, please advise late payment in writing.

Secure your seats. Register online at <http://www.rayma.com.my/seminars/procurement05.shtml>

CANCELLATION POLICY

Full refund for written notice received 2 weeks before program. A 25% cancellation fee will be levied for late cancellations. No refunds after commencement of program. *Substitutions are allowed.*

RAYMA GUARANTEE

Full refund if we do not deliver what we promised. Just turn in your workbook at the end of the program.

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SECURE YOUR SEATS FIRST.

Register online at <http://www.rayma.com.my/seminars/procurement05.shtml> or fax this form immediately: +603 7804.4484 followed by payment.

REGISTRATION FORM

YES! Please register the following participants for the

Best Practice Procurement and Supply Chain Management Creating Substantial Value and Reducing Cost to your Business

March 17-18, 2005 ■ 9.00am-5.00pm daily ■ Holiday Villa, Subang Jaya.

Name 1:

Position:

DL / Mobile:

E-mail:

Name 2:

Position:

DL / Mobile:

E-mail:

Name 3:

Position:

DL / Mobile:

E-mail:

Company:

Address:

Tel:

Fax:

E-mail:

Contact Person:

Position:

DL / Mobile:

E-mail:

PAYMENT METHOD *(Please tick)*

By Bank Transfer

Remit payment at any Public Bank branch

• A/C Name: RAYMA Sdn Bhd

• A/C Number: 3081577110

Fax us the bank-in slip with this registration form at (03) 7804 4484

By Cheque

Cheque # : _____ Amount : _____

made payable to RAYMA Sdn Bhd.

Fax this registration form then send with payment to RAYMA Sdn Bhd