# DISTRIBUTION MANAGER CERTIFICATION

As per International Standards



UNICHRONE



# **Unichrone Training Advantages**

- ✓ 2 Day Interactive Instructor-led Online/Classroom or Group Training
- ✓ Course study materials designed by subject matter experts
- ✓ Mock Tests to prepare in a best way.
- ✓ Highly qualified, expert & accredited trainers with vast experience
- ✓ Enrich with Industry best practices and case studies and present trends
- Certified Distribution Manager Training Course adhered with International Standards
- End-to-end support via phone, mail, and chat
- Convenient Weekday/weekend Certified Distribution Manager Training Course schedule

### **About Unichrone**



We are a professional training institute with an extensive portfolio of professional certification courses. Our training programs are meant for those who want to expand their horizons by acquiring professional certifications across the spectrum. We train small-and medium-sized organizations all around the world, including in USA, Canada, Australia, UK, Ireland and Germany.



**Guaranteed Quality** 



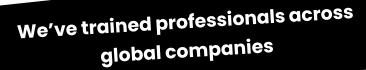
**Handpicked Trainers** 



**Global Presence** 



Online Training Option

















































### Importance of Certified Distribution Manager Training

Certified Distribution Manager, or CDM, is a certification offered to professionals who have undergone and passed exams indicating that they possess good knowledge in field of distribution management. The certification is intended to ensure that the distribution personnel, covering supply chain, logistics and warehousing personnel, etc. Those who are awarded CDM Certification are aircraft industry innovators and are capable of undertaking top management roles in organizations that deal with distribution. This credential is beneficial for anyone who would want to build up their portfolio in the distribution line.

Certified Distribution Manager Certification Training's main objective is to educate participants with effective tools and techniques necessary to manage the distribution function effectively. Organizing knowledge and skills, our participants will fully understand supply chain management, inventory control, and general transportation and warehousing. Our trainers share their professional experiences and describe scenarios to which learners can relate and assimilate their acquired knowledge in their respective fields. Once they are through with CDM Training, then they will be in a position to address critical issues that relate to distribution networks, increased operational performance, and business success.

### **ELIGIBILITY CRITERIA**

Aspirants need not meet any requirements to pursue Distribution Manager Training Course. However, having prior knowledge is beneficial.

### WHO SHOULD ATTEND

Any individual who wants to gain skills to understand Distribution Management can enroll in the Distribution Manager Training course.

# DISTRIBUTION MANAGER CERTIFICATION ADVANTAGES



**CUSTOMER** 

LOYALTY









MORE EMPLOYABILITY OPTIONS

	Lesson 01 - Introduction to Logistics
1.	Interfaces between Logistics Manufacturing
2.	Logistics: Manufacturing issues in Customer Service
3.	Production scheduling
4.	Interfaces between Logistics and Marketing

	Lesson 02 - Material Management
1.	Introduction
2.	Objectives and Functions of Materials Management
3.	Functions of Material Management

Lesson 03 – Marketing Channel	
1.	What is Marketing Channel?
2.	The Nature of Marketing Channels
3.	Types of Intermediaries
4.	Contemporary Channel Scenario
5.	Non-traditional Channel Arrangements
6.	Non-store Retailing
7.	Direct Selling/Home Selling

	<b>Lesson 04 –</b> Marketing Intermediaries
1.	Objectives

Lesson 05 – Function of Marketing Channel	
1.	What is the Work of the Marketing Channel?
2.	Channel and Distribution Functions

	<b>Lesson 06 –</b> Channel Design
1.	Designing a Channel System
2.	Channel Design: Segmentation
3.	Channel Design: Targeting



Lesson 07 – Selection of Appropriate Channels	
1.	The New Business Environment
2.	The Importance of SWOT Analysis
3.	Dealer Selection
4.	Creating and Administering the Channel

	<b>Lesson 08 –</b> Channel Management
1.	Managing the Channel Member

Lesson 09 – Distribution Channel Management	
1.	Functions of Marketing Channels
2.	Importance of Channel Distribution
3.	Types of Channel Arrangement
4.	Type of Channel Members
5.	Activities performed by marketing channels
6.	Role of Intermediary in a Marketing Channel
7.	Types of Intermediaries
8.	Difference between Direct and Indirect Marketing Channels
9.	Multiple Channels of Distribution
10.	Channel Flow
11.	Establishment Issues
12.	Level of Distribution Coverage
13.	Managing Marketing Channels
14.	Selecting Channel Members
15.	Implementing Channel Strategy
16.	Evaluating Channel Performance

	<b>Lesson 10 –</b> Channel Motivation
1.	The Vision, Mission and Objectives
2.	Motivational Tools and Control Areas
3.	Risk Management

# **Lesson 11 –** Physical Distribution Concepts and Objectives

- Physical Distribution, Marketing Logistics, and Supply Chain Management
- Importance of Physical Distribution/Marketing Logistics

### **Lesson 12 –** Components of Physical Distribution

1.	Transport
2.	Warehousing
3.	Inventory Management
4.	Production Control and Materials Requirement Planning

Le	<b>Lesson 13</b> – Distribution and the environment	
1.	Introduction	
2.	Environmental Effects	
3.	Environmental Impact Assessment Tool	
4.	The Environment Model	
5.	Flow chart of Green Logistics	
6.	Steps to for Improvement	

<b>Lesson 14</b> - Warehousing		
1.	Introduction	
2.	Warehouse operating principles	
3.	Warehouse strategy	
4.	Planning the distribution warehouse	
5.	Warehouse layout	
6.	Types of Material handling systems in warehousing	

Lesson 15- Impact on Physical Distribution	
1.	Introduction
2.	The Level of Information Sharing

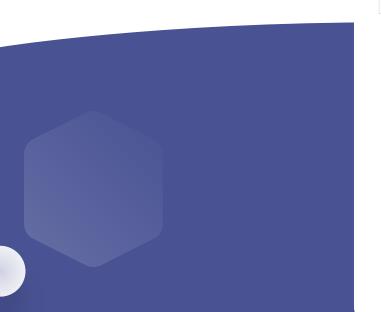
<b>Lesson 16-</b> Supply Chain Management in Physical Distribution		
1.	What is Supply Chain Management?	
2.	Efficient Consumer Response	
3.	Rapid Response	
4.	Putting it All Together: What is the Right Supply Chain?	
5.	Manufacturing Flow Management	
6.	International Supply Chain and Logistics	
7.	Supply Chain Management in Rural Areas	



<b>Lesson 17</b> – Distribution and Networking		
1.	Factors Influencing Distribution Network Design	
2.	Design Options for a Distribution Network	
3.	Selecting a Distribution Network Design	

Lesson 18 – Monitoring and Benchmarking		
1.	Monitoring	
2.	The Balanced Scorecard	
3.	KPI	
4.	Financial Measures	
5.	Benchmarking	

Lesson 19- Miscellaneous Topics	
1.	Outsourcing
2.	Reverse Logistics
3.	Supply Chain Sustainability



### Exam Format of Certified Distribution Manager Certification

Examination Format				
Exam Name	Distribution Manager Exam			
Exam Format	Multiple Choice			
Total Questions & Duration	30 Questions, 1 Hour			
Passing Score	Minimum passing score of 70%			
Exam Cost	Included in training fee			

To get you fully prepared with the knowledge and skills for Distribution Manager, a training session at Unichrone gives immense importance to mock questions at the end of every module and problem-solving exercises within the session.

Prepared by certified faculty, the practice tests are a true simulation of the Distribution Manager exam.



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