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COURSE BROCHURE

Order Fulfilment and Outbound Distribution Training Course

23 – 27 November 2026
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Order Fulfilment and Outbound Distribution Training Course

Ref: 1212_45534 **Date:** 23 – 27 November 2026 **Location:** Casablanca **Fees:** 4500 GBP

Order Fulfilment and Outbound Distribution is a 1-week training course for distribution managers, logistics coordinators and supply planners who run the path from customer order to proof of delivery, and each participant designs a distribution operating model for one product range. Shorter promised lead times, fragmented drop sizes and rising fuel and driver costs now decide whether a distribution operation earns or erodes margin. Jupiter Prime Training runs this course for leaders improving order fulfilment and outbound distribution.

Why Order Fulfilment and Outbound Distribution Matters Now

Three pressures meet at the despatch dock: customers who expect narrow delivery slots and live tracking, sales teams that promise service levels without seeing their cost, and carriers whose rates move with fuel and driver availability. A distribution operation that sets order cut-offs, routing rules and carrier contracts deliberately can serve each customer segment profitably. One that reacts order by order pays for empty miles, failed drops and premium freight. The course draws on the Supply Chain Operations Reference SCOR model for the deliver process and on activity-based costing to price each service promise.

Who Gains Most from Order Fulfilment and Outbound Distribution

- Distribution leads accountable for on-time, in-full delivery and freight spend
- Order desk coordinators who set cut-off times and allocate scarce stock
- Transport planners who build daily routes and vehicle loads
- Supply planners who position finished goods across depots
- Contract owners who select and manage third-party logistics providers

A distribution function gains most when its order desk, transport planning and contract owners attend together and agree one set of service rules.

Order Fulfilment and Outbound Distribution Capabilities

Participants trace each order from promise to proof of delivery and learn where cost and service are decided along that path.

- Assess depot roles and stock positioning for a product range — informing supply planners
- Design order cut-offs, allocation rules and fulfilment priorities — serving sales and customer service
- Build daily route and load plans with drop windows — guiding transport planners
- Calculate cost-to-serve per customer segment using activity-based costing — informing commercial heads
- Specify a third-party logistics tender and service level agreement — supporting provider selection
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Apply OTIF and proof-of-delivery measures to a distribution scorecard — guiding weekly performance meetings

Key Order Fulfilment and Outbound Distribution Terms

- OTIF — on time, in full: the share of orders delivered at the agreed time with the full quantity ordered.
- Order cut-off — the latest time an order can be placed and still meet a promised despatch or delivery slot.
- Drop density — the number of deliveries a vehicle completes within a given area, a main driver of route cost.
- Third-party logistics 3PL — an external provider that runs storage, transport or both under a service contract.
- Cost-to-serve — the full cost of fulfilling and delivering orders for one customer or segment.
- Proof of delivery — a signed or electronic record confirming that goods reached the consignee in agreed condition.

Order Fulfilment and Outbound Distribution Day by Day

Day 1: Distribution Context and Service Promises

- SCOR Deliver Process Mapping — Tracing Orders From Promise to Receipt
- Customer Segmentation by Service Need — Setting Differentiated Delivery Promises
- Depot Role and Stock Positioning — Central Versus Regional Holding Choices
- Channel Profiles Compared — Pharmaceutical Wholesale Versus Building Materials
- Service Level Agreement Drafting — Defining Measurable Distribution Commitments

Day 2: Order Fulfilment Flow

- Order Capture and Cut-Off Rules — Protecting Next-Day Delivery Promises
- Stock Allocation Under Shortage — Prioritising Customers and Orders Fairly
- Pick, Pack and Marshalling Sequencing — Aligning Warehouse Waves With Vehicle Departures
- Backorder and Split Shipment Policy — Balancing Fill Rate Against Freight Cost
- Returns and Reverse Flow Handling — Recovering Value From Failed Deliveries

Day 3: Route Planning and Vehicle Loading

- Route Planning Methods — Fixed Rounds Versus Dynamic Daily Routing
- Drop Density and Delivery Windows — Trading Service Slots Against Mileage
- Load Planning and Vehicle Fill — Cube, Weight and Unloading Sequence
- Last-Mile Options — Own Fleet, Couriers and Collection Points
- Live Tracking and Electronic Proof of Delivery — Closing the Order Loop

Day 4: Third-Party Logistics and Service Costing

- Make-or-Buy Assessment for Distribution — Own Operation Versus 3PL
- 3PL Tender Pack and Evaluation Criteria — Selecting the Right Provider
- Rate Card Structures — Per Drop, Per Pallet and Per Kilometre Pricing
- Activity-Based Costing of Orders — Pricing Each Service Promise
- Provider Performance Reviews — Using OTIF Data in Contract Meetings

Day 5: Practising the Distribution Operating Model

- Applying Segmentation to a Sample Product Range — Testing Day 1 Choices
- Rebuilding Cut-Offs and Allocation Rules — Applying Day 2 Methods
- Cost-to-Serve Comparison of Two Route Options — Applying Day 3 and Day 4
- Distribution Scorecard Design — OTIF, Cost per Drop and Claims Rate
- Distribution Operating Model — Service Rules, Routes and Provider Roles

Applying Order Fulfilment and Outbound Distribution After the Course

- Calculate cost-to-serve for the five largest customers and compare it with the service promises each currently receives.
- Review order cut-off times with the order desk and transport planners and remove any that the route plan cannot meet.

Order Fulfilment and Outbound Distribution Questions FAQ

What is order fulfilment and outbound distribution, and why does it matter now?

It covers every step from accepting a customer order to confirming its delivery. It matters now because tighter delivery promises and volatile freight costs mean poorly set cut-offs, routes or carrier contracts quickly turn profitable orders into losses.

Which roles gain most from order fulfilment and outbound distribution training?

Distribution managers, logistics coordinators, transport planners and supply planners gain most. Each controls part of the order-to-delivery path, and shared service rules stop one group's decision from creating cost for another.

How does order fulfilment and outbound distribution differ from a logistics network design course?

This course runs the daily order-to-delivery operation, whereas network design decides where depots sit and how many are needed. You work on cut-offs, allocation, routing, 3PL contracts and service costing within an existing network.

What do you bring back from order fulfilment and outbound distribution training?

You bring back an operating model for one product range covering service rules, route principles, provider roles and a scorecard. It also includes a cost-to-serve comparison you can repeat for other ranges.

Order Fulfilment and Outbound Distribution: The Way Forward

The distribution operating model first informs which customers receive which delivery slots and at what cost. Order desk leads, transport planners and 3PL contract owners use it in their weekly performance meeting. After its first quarter, revisit the customer segmentation, because shifts in order size and channel mix can change which service promises remain profitable.