



AFRICAN ADVANCED LEVEL TELECOMMUNICATIONS INSTITUTE (AFRALTI)

TRAINING WORKSHOP OUTLINE

Title:	RUNNING A COURIER BUSINESS
Dates:	28th November to 2nd December 2016
Duration:	5 Days
Venue:	AFRALTI, Nairobi, Kenya
Duration:	5 DAYS
Course Fee:	AFRALTI Member States USD1,200; Non-Members USD1,440

Course Overview:

Since the postal market liberalization in 1998, the courier industry has experienced exponential growth in network capacity, revenues, profitability, assets, service offering, human resource, IT capabilities and the number of operators.

However, the postal and courier sector has also been facing various business environmental challenges. There is need for new and existing postal and courier firms to strategize and re- strategize to adapt, survive and thrive in the dynamic business environment.

This course provides a 360° management perspective. Participants will holistically review the courier businesses focusing on the business, industry trends, the market, operations and regulatory requirements as well as pro-economic factors.

All participants who attend the full session of the training module will be issued with a course completion certificate.

Target Audience: Supervisors and Managers in the Postal and Courier Sector

Pre-requisite/s: Participants should have prior knowledge of the courier industry and basic management principles.

Pain Points:

- a) Emerging new technological capabilities and applications,
- b) Growth of e- commerce,
- c) Changes in customer expectations,
- d) Changes in the regulatory environment,
- e) Increased competition,
- f) Declining mail volumes,
- g) Increased operational costs- fuel, labor, electricity,
- h) Security risks,
- i) Staff productivity management,
- j) Inadequate human capacity training and development,
- k) Poor road infrastructure and addressing systems,
- l) Increased cost of capital
- m) Changes in political, economical and social environment,

Value Proposition:

Participants will examine courier demand and gain insights into creating marketing, sales, operations, human capital and cost management solutions.

Methodology:

Lecture sessions with discussions, group activities, roles plays, organizational strategic health checks, games and a take away assignment/case study

Workshop Objectives:

The objective of this training workshop is to instil knowledge and skills on the fundamental aspects of running a courier business.

Workshop Learning Outcomes: Participants will be able to:

- a) Recognize the sources of demand for courier business.
- b) Identify customer changing needs and align business services to customer expectations.
- c) Develop business strategies to position the business competitively in the market.

- d) Use practical management tools to improve business performance within the industry.
- e) Stay up to date with courier business environment changes

Workshop Contents/Topics:

Day 1: Overview of the Courier industry

- a) The courier industry and its stakeholders,
- b) License categories Compliance to license conditions,
- c) Range of products and services offered,
- d) Network development and types of contracts

Day 2: Marketing and selling courier services

- a) Market research and marketing in the courier industry- identification of opportunities in the postal courier sector, types of customers utilizing courier services, customer communication channels, promotions initiatives, competitor analysis.
- b) Sales and Business development in courier business- meeting and exceeding customer expectations, competitor analysis, demand forecasting, promotional efforts, customer need identification and innovative solutions provision, net promoter score, customer loyalty, customer lifetime value, tender procedures, revenue enhancement.

Day 3: Excellence in managing courier operations

- a) Operational excellence in courier service provision.
- b) Safety and security in courier service provision.
- c) Cost management in courier business,
- d) Trends in technology in the courier industry

Day 4: People management and courier business critical success factors

- a) Human capital management in courier business,
- b) Challenges in running a courier business,
- c) Critical success factors

Day 5: Strategic options for courier businesses and performance management

- a) Strategies adopted by courier firms in Kenya,
- b) Courier business performance monitoring tools and metrics, best practice and benchmarking.

FACILITATOR BRIEF:

Charity Mwanzia is an expert in Postal and Courier sector and has been in the industry for more than a decade in various organizations and in managerial positions. She has also been a Board member of the Courier Industry of Kenya for more than 5 years.

During her work in the industry, she has attended different trainings locally and internationally and has a track record of excellent performance in management of courier businesses. She has also been involved in projects to develop the Courier Industry in Kenya, working with Government agencies and other stakeholders.

She holds an International Advanced Diploma in Logistics and Transport from the Chartered Institute of Logistics and Transport International (UK), and a Master of Business Administration in Strategic Management from the University of Nairobi. She is currently running Ianstar Ltd, a consultancy company in Logistics & Strategy.

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