



AFRICAN ADVANCED LEVEL TELECOMMUNICATIONS INSTITUTE (AFRALTI)

TRAINING WORKSHOP OUTLINE

Title:	RUNNING A COURIER BUSINESS
Dates:	26th February to 1st March 2018
Duration:	4 Days
Venue:	AFRALTI, Nairobi, Kenya

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:

To instill knowledge and skills on the fundamental aspects of running a courier business or operations (in PCK)

Workshop Learning Outcomes:

After a successful completion of the course, participants should be able to:

1. Understand the basic concepts of courier business
2. Understand and manage contemporary issues concerning planning and operation of a courier business.
3. Understand strategic options and solutions in handling the challenges in running a courier business
4. The participants will also share and learn from each other's experiences.

Workshop Contents/Topics:

1. Overview of the courier industry.
2. Basic concepts of courier business.
3. Marketing and selling courier services.
4. Courier operations support functions.
5. Performance measurement in a courier business.
6. Economic & social value of the courier industry (KE)
7. Strategies to address challenges in the courier industry.

For more information, please contact us on
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