



# Certified in Logistics, Transportation and Distribution

Segmentation





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# Segmentation

## 1. Understanding Segmentation in Logistics

Segmentation in logistics refers to dividing customers, products, or channels into groups with similar characteristics to tailor logistics strategies more effectively. It allows companies to deliver differentiated service levels, optimize resource allocation, and improve cost-to-serve. Segmentation ensures that logistics capabilities align with business priorities rather than treating all demand equally. By recognizing that not all customers or products have the same value, sensitivity, or service expectations, organizations can design supply chains that balance cost and service more strategically.

## 2. Customer Segmentation Models

Customer segmentation classifies customers based on criteria such as revenue contribution, profitability, order frequency, service needs, and strategic value. Common models include ABC analysis, profitability tiers, and strategic versus transactional customer categories. This segmentation supports allocating resources like transportation priority, dedicated account management, and inventory placement. It ensures that high-value customers receive superior service while maintaining efficiency for lower-value customers.

## 3. Product Segmentation and Classification

Product segmentation groups products based on characteristics such as demand variability, margin contribution, perishability, handling requirements, and life-cycle stage. Techniques include ABC/XYZ classification,

margin-based segmentation, and risk-based segmentation. Understanding product criticality and variability helps logistics teams design appropriate stocking policies, transportation modes, and packaging strategies. High-priority products may warrant premium logistics services, while low-value or slow movers require cost-focused handling.

#### **4. Channel Segmentation**

Channel segmentation focuses on differentiating logistics strategies across various sales or distribution channels, such as e-commerce, retail, wholesale, or direct-to-consumer. Each channel has unique service expectations, order profiles, and fulfillment requirements. By segmenting channels properly, organizations can allocate inventory optimally, define separate service levels, and design tailored distribution processes. This improves efficiency and customer satisfaction.

#### **5. Market-Based Segmentation**

Market segmentation divides customers by industry, geography, or demographic patterns influencing logistics needs. Different sectors—such as healthcare, automotive, or consumer goods—require tailored logistics capabilities. Geography affects transportation mode, lead times, customs processes, and carrier reliability. This segmentation helps logistics teams align infrastructure and networks with market-specific needs.

#### **6. Cost-to-Serve Segmentation**

Cost-to-serve segmentation classifies customers or products based on the cost of fulfilling their demand. It accounts for

order size, frequency, handling complexity, special delivery requirements, and return rates. This analysis helps identify unprofitable customers and opportunities to redesign service offerings. It ensures the logistics strategy supports both profitability and service alignment.

## **7. Service-Level Segmentation**

Service-level segmentation assigns different service standards—such as delivery speed, accuracy, availability, or value-added services—to distinct customer or product groups. Rather than providing uniform service, organizations tailor logistics execution to reflect customer value and sensitivity. This approach optimizes resource use while maintaining customer satisfaction.

## **8. Demand Variability Segmentation**

Segmentation by demand variability classifies products based on forecastability and volatility. Stable, predictable products can be managed with cost-efficient supply chains, while volatile items require agile logistics processes. Understanding variability ensures proper safety stock, replenishment frequency, and transportation decisions.

## **9. Profitability Segmentation**

Profitability segmentation evaluates customer or product contribution to both revenue and profit. It identifies high-profit customers deserving premium service and low-profit customers who may require renegotiation or service adjustment. It links logistics performance directly to financial outcomes.

## **10. Strategic Importance Segmentation**

Some customers, products, or markets are strategically important despite not being the most profitable. This segmentation recognizes relationships that support long-term competitive advantage, market entry, or brand value. Logistics must provide enhanced service for such segments to maintain strategic positioning.

## **11. Risk-Based Segmentation**

Risk segmentation categorizes items or customers according to supply risk, demand risk, or operational risk. Products with high supply risk may require multiple sourcing or nearshoring, while customers with high credit risk may need special terms. This segmentation enhances resilience and continuity.

## **12. Logistics Network Segmentation**

Network segmentation involves configuring the distribution network differently for various segments—e.g., fast-moving items stored centrally and slow-moving goods consolidated regionally. It improves asset utilization and reduces carrying costs while maintaining service expectations.

## **13. Transportation Segmentation**

This segmentation assigns different transportation modes, routes, or carriers to match segment needs. High-value or urgent orders may require air freight, while standard items use economical modes like rail or sea. It improves cost–service balance.

## **14. Inventory Segmentation**

Inventory segmentation applies differentiated inventory strategies—such as safety stock, reorder points, or fulfillment paths—based on product characteristics or customer requirements. It prevents overstocking and improves fill rates for critical segments.

## **15. Packaging and Handling Segmentation**

Different segments require customized packaging or handling based on fragility, temperature control, size, or regulatory rules. Proper segmentation reduces damage, improves compliance, and optimizes logistics costs.

## **16. Segmentation for Lean and Agile Logistics**

Lean logistics applies to stable, predictable segments, while agile logistics fits volatile, high-service-level segments. Understanding which segment requires which capability helps avoid mismatch and inefficiency across the supply chain.

## **17. Technology-Driven Segmentation**

Advanced analytics, AI, and machine learning enable dynamic segmentation based on real-time behavior and patterns. Technology enhances accuracy and responsiveness, allowing segmentation to continuously adapt to market conditions.

## **18. Segmentation Governance and Policy Management**

Effective segmentation requires policies that define how segments are created, updated, and governed. Clear rules ensure that segmentation remains consistent, transparent, and aligned with business goals. Governance supports accountability and data integrity.

## **19. Implementation of Segmentation Strategies**

Successfully applying segmentation requires changes in processes, metrics, IT systems, and training. The implementation must align with organizational structure, cross-functional collaboration, and continuous improvement practices. It ensures segmentation results in measurable performance improvements.

## **20. Measuring Segmentation Outcomes**

Metrics such as cost-to-serve reduction, service-level improvement, inventory efficiency, and customer satisfaction track segmentation effectiveness. Periodic reviews ensure segments remain relevant and aligned with evolving logistics and market realities. Continuous monitoring maximizes business impact.

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# Micro-Learning Programs in Supply Chain Management



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3. Demand Forecasting Techniques
4. Inventory Control and Management
5. Distribution and Logistics Strategy
6. Warehouse Layout and Operations Efficiency
7. Supply Chain Risk Management
8. Supply Chain Performance Metrics (KPIs)
9. Lean Supply Chain Practices
10. Agile and Responsive Supply Chains
11. Sales and Operations Planning (S&OP)
12. Supply Chain Network Design
13. Supply Chain Digital Transformation
14. AI and Data Analytics in Supply Chain
15. Supply Chain Sustainability and Green Logistics
16. Reverse Logistics and Returns Management
17. Supply Chain Collaboration and Integration
18. Supplier Relationship Management in SCM
19. Global Supply Chain Strategy
20. Transportation Management Systems (TMS)
21. Inventory Optimization Models
22. Demand-Driven MRP (DDMRP) Concepts
23. Blockchain Applications in Supply Chain
24. Supply Chain Cost Reduction Techniques
25. SCOR Model and Process Improvement

# Micro-Learning Programs in Supply Chain Management ...



26. Capacity Planning and Resource Allocation
27. Managing Supply Chain Disruptions
28. End-to-End Supply Chain Visibility
29. Cold Chain Logistics Management
30. Supply Chain Compliance and Ethics
31. Import–Export Procedures and Documentation
32. Managing Third-Party Logistics (3PL) Providers
33. Supply Chain Collaboration Technologies
34. Production Planning and Scheduling
35. Strategic Supply Chain Design Using Case Studies
36. Circular Economy in Supply Chain
37. Vendor-Managed Inventory (VMI)
38. Transportation Optimization Techniques
39. E-Commerce Supply Chain Models
40. Omni-Channel Fulfillment Strategies
41. Warehouse Automation and Robotics
42. SCOR DS Roadmap for Supply Chain Excellence
43. Customer-Centric Supply Chain Strategies
44. Supply Chain Finance and Working Capital Management
45. Supply Chain Data Visualization Using Power BI
46. Strategic Sourcing in Supply Chain Context
47. Supply Chain Benchmarking and Best Practices
48. Integrated Business Planning (IBP)
49. Supply Chain in Crisis Management and Recovery
50. Future Trends and Technologies in Supply Chain

# Micro-Learning Programs in Procurement



1. Fundamentals of Procurement Management
2. Strategic Sourcing and Category Management
3. Supplier Selection and Evaluation
4. Contract Management Essentials
5. Cost and Price Analysis in Procurement
6. Negotiation Strategies for Procurement Professionals
7. E-Procurement and Digital Tools
8. Procurement Planning and Budgeting
9. Risk Management in Procurement
10. Supplier Relationship and Performance Management
11. Sustainable and Ethical Procurement
12. Total Cost of Ownership (TCO) Analysis
13. Make-or-Buy Decision Frameworks
14. Procurement Policies and Governance
15. Procurement in Public vs. Private Sectors
16. Procurement Audit and Compliance
17. Procurement Data Analytics and Reporting
18. Procurement Scorecards and KPIs
19. Strategic Supplier Partnerships
20. Category Strategy Development
21. Managing Global and Offshore Procurement
22. Negotiation Simulation Workshop
23. Contract Law for Procurement Managers
24. Cost Reduction Strategies in Procurement
25. Supplier Risk Assessment Models



# Micro-Learning Programs in Procurement ...



26. Procurement Process Mapping and Improvement
27. Procurement Automation and AI Applications
28. Managing Procurement Teams Effectively
29. Procurement Ethics and Transparency
30. Procurement in the Digital Supply Chain
31. Vendor Consolidation Strategies
32. Spend Analysis and Optimization
33. Demand Forecasting for Procurement
34. E-Auction and Reverse Bidding Techniques
35. Inventory and Procurement Alignment
36. Procurement in Project-Based Organizations
37. Supplier Onboarding and Development
38. Procurement Market Intelligence
39. Measuring Supplier Innovation
40. Procurement in Times of Supply Disruption
41. Cross-Functional Collaboration in Procurement
42. Writing Effective RFPs, RFQs, and RFIs
43. Contract Negotiation Best Practices
44. Green Procurement and Circular Economy
45. Legal Aspects of Procurement Contracts
46. Performance-Based Contracting
47. Procurement Leadership and Strategic Influence
48. Cost Avoidance and Value Creation in Procurement
49. Managing Procurement with Power BI Dashboards
50. Future Skills and Trends in Procurement



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