



# Certified in Planning and Inventory Management

Functional and  
Operational Strategies





# CPIM On-Demand Training for Self-Study Professionals

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# Functional and Operational Strategies

## 1. Functional Strategy Overview

A functional strategy defines how each business function supports the overall corporate and business strategies. For example, operations, marketing, and finance develop policies and plans that align with strategic objectives. In CPIM, understanding how functional areas integrate ensures that production, inventory, and logistics decisions reinforce business competitiveness.

## 2. Operational Strategy Overview

Operational strategies translate functional objectives into detailed plans for daily operations. They focus on process execution, resource utilization, and short-term performance targets. In CPIM, this means ensuring that production schedules, inventory levels, and capacity plans directly support functional and organizational goals.

## 3. Hierarchy of Strategies

Corporate strategy sets direction, business strategy determines competitive approach, and functional/operational strategies define execution. This hierarchy ensures alignment between high-level objectives and day-to-day actions. CPIM professionals must ensure that planning and scheduling systems implement the intent of higher-level strategies.

## 4. Operations Strategy

Operations strategy focuses on designing and managing production systems to achieve cost, quality, delivery, and flexibility targets. It ensures that resources and processes

align with the company's value proposition. CPIM learners must connect operations strategy to manufacturing types (MTS, MTO, ATO, ETO).

## **5. Marketing Strategy Alignment**

Marketing strategy defines how products are positioned and sold. Its forecasts and promotions influence demand planning and production. In CPIM, marketing and operations alignment ensures accurate demand management, inventory optimization, and high customer service performance.

## **6. Supply Chain Strategy**

Supply chain strategy determines how materials, information, and finances flow across the network. It aligns sourcing, production, and distribution with business goals. CPIM professionals must analyze how lean, agile, or hybrid supply chain strategies impact inventory and service levels.

## **7. Finance Strategy and Cost Control**

Finance strategy ensures the company has adequate resources to execute operations efficiently. It sets performance targets like ROI, cost per unit, or working capital levels. In CPIM, financial strategy connects to budgeting, cost management, and investment in capacity or technology.

## **8. Human Resource Strategy**

Human resource (HR) strategy ensures the workforce has the skills, motivation, and capacity needed for operational excellence. It covers hiring, training, and retention. For

CPIM, HR strategy supports continuous improvement, lean initiatives, and planning system implementation success.

## **9. Technology and IT Strategy**

Technology strategy guides investments in digital tools and systems. It supports efficiency, accuracy, and decision-making across planning and execution. CPIM professionals must understand how ERP, APS, and automation technologies improve supply chain and production effectiveness.

## **10. Product and Innovation Strategy**

This strategy defines how new products are developed and managed through their lifecycle. It influences demand patterns, capacity needs, and inventory levels. In CPIM, integration between innovation and planning ensures that supply chains are prepared for product launches and phaseouts.

## **11. Quality Strategy**

Quality strategy sets policies for ensuring products and services meet or exceed customer expectations. It includes TQM, Six Sigma, and ISO standards. For CPIM learners, quality strategy affects process design, supplier selection, and defect prevention throughout the value chain.

## **12. Capacity Strategy**

Capacity strategy defines how much output capability the organization maintains. It balances investment with flexibility to meet fluctuating demand. CPIM professionals must align capacity plans with demand forecasts, seasonal patterns, and growth strategies.

### **13. Inventory and Materials Strategy**

Inventory strategy determines how much stock to hold and where to locate it. It balances cost, service, and risk. In CPIM, understanding lot sizing, safety stock, and lead-time decisions is critical for executing functional strategies effectively.

### **14. Procurement and Sourcing Strategy**

Procurement strategy defines supplier relationships, sourcing locations, and contract terms. It impacts cost, quality, and reliability. CPIM candidates must understand how strategic sourcing aligns with production goals and mitigates supply chain risk.

### **15. Logistics and Distribution Strategy**

This strategy focuses on the movement, storage, and delivery of goods. It determines warehouse locations, transportation modes, and service levels. In CPIM, logistics strategy directly affects order fulfillment, lead times, and customer satisfaction.

### **16. Cross-Functional Coordination**

Functional and operational strategies must not operate in silos. Cross-functional coordination ensures consistency between departments. Tools like S&OP (Sales and Operations Planning) and integrated ERP systems support this synchronization, a key concept in CPIM.

### **17. Continuous Improvement (Kaizen)**

Continuous improvement ensures that functional and operational strategies evolve. It focuses on eliminating waste, improving quality, and increasing efficiency. In CPIM,

continuous improvement links to Lean, Six Sigma, and PDCA cycles for sustained performance gains.

### **18. Performance Measurement and KPIs**

Functional and operational strategies require measurable KPIs aligned with strategic goals. For example, operations might track throughput and efficiency, while supply chain measures service levels. CPIM learners must identify and use performance indicators that support strategic alignment.

### **19. Risk and Contingency Planning**

Functional areas must identify and mitigate risks—such as capacity shortfalls, supplier failures, or demand fluctuations. Contingency plans maintain stability under uncertainty. CPIM professionals must incorporate risk buffers into capacity and inventory planning.

### **20. Strategic Flexibility and Adaptability**

Functional and operational strategies must remain adaptable to changing markets and technologies. Flexibility allows the organization to realign capacity, supply, and marketing plans rapidly. In CPIM, flexibility ensures resilience and long-term competitiveness in global supply chains.

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# Micro-Learning Programs in Supply Chain Management & Procurement



Enhance your professional edge with Fhyzics Business Consultants' Micro-Learning Programs in Supply Chain Management and Procurement. Designed as focused, two-hour Executive Development Programs, these sessions deliver practical insights and tools to solve real-world business challenges. Conducted in small batches for personalized learning, participants gain a deeper understanding of key supply chain and procurement strategies that drive efficiency and profitability. Each participant receives a certificate of completion, adding value to their professional profile and career growth. Whether you aim to advance in your current role or explore new opportunities, this program equips you with the knowledge and confidence to excel.





# Micro-Learning Programs in Supply Chain Management



1. Fundamentals of Supply Chain Management
2. Supply Chain Planning and Optimization
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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