



**UPM**  
UNIVERSITI PUTRA MALAYSIA  
BERILMU BERBAKTI

# INSPEM WEEKLY SEMINAR

41/2018

## Date & Time

30<sup>th</sup> November 2018, Friday @ 3.15 pm

## Venue

Al-Farabi Seminar Room, Second Floor,  
INSPEM

## Presenter

Dr. S. Sarifah Radiah Bt. Shariff

## Lecturer

Faculty of Computer & Mathematical Sciences  
UiTM Shah Alam



## Topic

**Supply Chain and Logistics Modelling: A Simheuristics  
Approach**

## Abstract

Supply Chain Management (SCM) is concerned with managing the entire process of raw materials supply, manufacture, packaging and distribution to the end customer. Essentially, SCM includes every decision made about the products or services a company has to take in order to fulfill their customers. In ensuring sound and good decision are made, making use modeling techniques is important to companies who are deciding upon their existing or new logistics processes within its supply chain network. This study explores the models in three (3) levels of SCM decision-making: competitive strategy, tactical plans and operational routines. Specific examples are discussed and various modeling techniques specifically a sim heuristics approach that allow companies to look at a comparison of the functioning, cost efficiency, and customer service efficiency of the various logistics networks are proposed.