

Transforming and Redesign Business Process in the Real Estate Industry



In today's highly complex and volatile real estate environment, it is essential that every part of a company is fully aligned with the organization's competitive strategy, and able to adjust quickly with changing market conditions. With land prices rising and exchange rate fluctuation, it becomes critical to look at the global market before investing and developing in any piece of property. Supply chain process reengineering (SPR) is one way to achieve and sustain this alignment, and SPR can provide practitioners a roadmap to the planning and implementation of these projects.

SPR is not a reorganizing or restructuring; it is a fundamental redesign of supply chain processes that spans multiple functions, from land owners to building owners. Such comprehensive exercises must be thoroughly planned from initialization to implementation. "Designing new processes is more of an art than a science," states Dr. Tan in his latest book, and in the Supply Chain Process Redesign chapter, he shows how practitioners can challenge accepted assumptions about what customers want. Eleven redesign principles for transforming supply chain processes help teams to focus on areas that may be in need of a rethink with the help of enabling technologies that will support these initiatives. Examples and case studies from the real estate industry will be used in the training to illustrate how SPR can effectively redesign the supply chain processes across multiple functions including government agencies, banks and related industries.

Who Should Attend

- Project Directors & Managers
- Senior Managers and Executives
- Process Improvement Managers
- Programme Managers
- Professionals who wish to redesign and enhance their work processes from planning to implementation stages

With the skills acquired, you will

- understand the methodology of supply chain re-engineering
- learn how to facilitate idea generation
- develop the use of information technologies to support new processes
- learn how to manage change in a re-engineering initiative

Instructor

Dr. Albert Tan is an Associate Director working at The Logistics Institute - Asia Pacific, National University of Singapore. He held an appointment as Director formerly in a government agency with the capability of upgrading the IT competency of the manufacturing and logistics industries. This involved planning and evaluating e-government projects for the industries. He has also provided numerous ERP consulting for both discrete and process environment in Asia to streamline their supply chain while working for an IT vendor. He has taught in the University of Wollongong, Dubai and in the Institute of Systems Science (ISS), NUS and is currently an adjunct professor at the Singapore Institute of Management.



He has published a book "Business Process Reengineering in Asia" in English and Vietnamese and his latest book is on Supply Chain Process Reengineering". He has also published widely in some of the local magazines to share some of the best practices in e-government and supply chain management.



Date : 28 & 29 August 2014

Time : 8:30am – 5:00pm

Venue : REDAS Conference Room
190 Clemenceau Avenue
#07-01 Singapore Shopping Centre
Singapore 239924

Introductory Fees :

~~\$1,284~~ (incl. GST) REDAS Members / Organizations

\$1,070 sending 2 or more delegates

~~\$1,669.20~~ (incl. GST) Non-Members

\$1.391

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Course Outline

- ✓ Process Mapping – Each key process is mapped to understand how each activity within the process is connected to one another and their relationship or dependency.
- ✓ Process Analysis – The key processes are analyzed in detail in order to understand their limitations and performance. Opportunities for improvement are identified.
- ✓ Process Selection – In any typical reengineering project, there will be a number of processes that can be considered for redesign.
- ✓ Process Redesign – A new design for the selected process is derived based on opportunities for improvement identified in Process Analysis. Major concerns about feasibility and acceptability are taken into consideration.
- ✓ Detailed Process Design – The ability of the new process design to meet its performance targets and to yield its expected benefits is verified by aligning jobs, measurements and technology to the new process.
- ✓ Process Implementation – A detailed plan is developed for moving the organization from its present state to that envisioned in the new process design.

CONTACT PERSON PARTICULARS

| | | | |
|----------------|--|--------|--|
| Company Name: | | Tel: | |
| Name: | | Fax: | |
| Designation: | | Email: | |
| Company Stamp: | | | |

PARTICIPANT PARTICULARS

| | Participant 1 | Participant 2 | Participant 3 |
|---|---------------|---------------|---------------|
| Name | | | |
| Designation | | | |
| Email | | | |
| Contact No. | | | |
| Prior Real Estate Training / Qualification | Yes / No | Yes / No | Yes / No |

PAYMENT DETAILS

REDAS Members / Organizations sending 2 or more delegates \$1,070

Non-Members \$1,391

No. of Participant (s)

\$1,070 **X** =

*Closing date: 22 August 2014

*All fees inclusive of 7% GST, breakfasts, networking lunches and course materials.
*No refunds or cancellation after the issuance of Confirmation Letter and "no shows".

Enclosed Crossed Cheque No.

Cheque should be made payable to: REDAS
190 Clemenceau Avenue
#07-01 Singapore Shopping Centre
Singapore 239924

Transforming and Redesign Business Process in the Real Estate Industry

Day 1 - 28 August 2014 (Thursday)

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|--------------------------|---|
| 8:30am – 9:00am | Registration & Breakfast* Time to connect and share with your industry peers! |
| 9:00am – 10:30am | Introduction to Process Management |
| 10:30am – 10:45am | Break (<i>Beverages will be provided</i>) |
| 10:45am – 12:00pm | Introduction to Supply Chain Process Reengineering |
| 12:00pm – 1:00pm | Networking Lunch* |
| 1:00pm – 3:00pm | Visioning and Process Selection |
| 3:00pm – 3:15pm | Break (<i>Beverages will be provided</i>) |
| 3:15pm – 5:00pm | Process Analysis |

Day 2 - 29 August 2014 (Friday)

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|-------------------------|--|
| 8:45am – 9:15am | Ready, Set, Breakfast!* |
| 9:15am – 12:00pm | Workshop on Process Redesign |
| 12:00pm – 1:00pm | Networking Lunch* |
| 1:00pm – 3:00pm | Workshop – Presentation by Students |
| 3:00pm – 3:15pm | Break (<i>Beverages will be provided</i>) |
| 3:15pm – 4:00pm | Implementation Planning |
| 4:00pm – 5:00pm | Case Studies of Past Reengineering Projects |
| 5:00pm | Presentation of Certificate |

**Note: Breakfasts and networking lunches are provided on both days.*