



A 2-day intensive program on

# Effective Tools in *Managing Financial Performance Measurement for Profit Improvement*

28-29 May 2009 | JW Marriott Hotel, Kuala Lumpur

## INTRODUCTION

Effectively managing business performance may seem at times to be a daunting task. Nevertheless, it is a process that is critical to the success of your organisation. This course is specially designed to provide the essentials tools for you to measure your organisation's financial performance.

Participants will learn the features and limitation of various techniques in measurement to achieve corporate sustainability and success in the long term.

## METHODOLOGY

- Interactive Lectures
- Case Studies
- Practical Exercises
- Group Discussion
- Q&A session.

## FOCUSING ON

- Financial Information And Goal
- Techniques For Analysing Corporate Performance
- Application Of Financial Statement Analysis
- Financial Distress Prediction Model
- Du Pont Approach -Holistic Framework
- Cash Flow Analysis
- Variance Analysis
- Balance Scorecard
- Operational Performance Measure

## WHO SHOULD ATTEND

- Financial Controllers
- Finance Managers
- Corporate Financial Advisors
- Credit Officers
- General Manager With Profit Responsibility
- Branch And Divisional Manager
- CEO
- Owner Of SMEs
- Entrepreneurs
- Accountants
- Finance Analysts
- Financial Executives

visit us at [www.cmtevents.com](http://www.cmtevents.com)

Register Me    Send brochure    Send sponsorship details

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

### TO REGISTER

Online: [www.cmtevents.com](http://www.cmtevents.com)

Email: [adminkl@cmtsp.com.sg](mailto:adminkl@cmtsp.com.sg)

Fax: (603) 2162 6393

Tel: (603) 2162 7322

Post to: Lot 7.03, 7th Floor, North Block,  
The Ampwalk, 218 Jalan Ampang  
50450 Kuala Lumpur