



A 2-day intensive and practical program on

# *Financial Management* During Difficult Times

Strategising Your Business Direction,  
Critically Managing Liquidity & Reducing Costs

22-23 July 2009 | JW Marriott Kuala Lumpur

## INTRODUCTION

With the uncertain economic downturn, most businesses are facing a drop in customer demand, increased competition among players, a tightening-up of banking facilities arising from the global credit squeeze, and inherent cost pressures. It becomes paramount that companies have effective cost control, critically manage their cash flow liquidity and generate a strong balance sheet if they are to sustain business viability in this turbulent period.

## COURSE OBJECTIVE:

On successful completion of this course, you will know how to apply the 6-step roadmap to:

1. Analysing your organisation's state of financial health & business viability.
2. Using tools & techniques to identify key areas of financial concern ("Red Flags") and knowing the impact these have on liquidity & profits.
3. Strategising response and taking corrective action in the short term and longer time frame to improve liquidity, costs and profit.

## FOCUSING ON:

- The Current Malaysian Business Environment
- Evaluate Your Financial Exposure
- Strategise Your Response
- Adopt A Cost Management Culture
- Manage Liquidity, The Key To Survival
- Critically Improve Your Working Capital
- Reduce Costs, Now & Forever
- Improve Profitability, Take Business Advantage

## WHO SHOULD ATTEND

General And Senior Managers, Heads Of Departments, Owners Of SMEs And All Non-Finance Managers/ Executives Who Have A Critical Need To Better Control Their Costs And Manage Their Cash Flows Much More Effectively.

## METHODOLOGY

Course Is Conducted In English With Course Notes, Lectures, Video, and Individual & Team Exercises. We Will Examine A Number Of Case Studies.

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### TO REGISTER

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