



A 2-day intensive and practical program on

# *Financial Management* During Difficult Times

22-23 July 2009  
JW Marriott Kuala Lumpur

Strategising Your Business Direction, Critically Managing Liquidity  
& Reducing Costs

**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

## 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.

## Day 1 - Wednesday, 22<sup>nd</sup> July 2009

- 9.00 **THE CURRENT MALAYSIAN BUSINESS ENVIRONMENT**
- Introduction To The Global Financial Crisis
  - From Financial Crisis To Economic Downturn
  - How The Downturn Has Affected The Malaysian Business Environment
- 10.30 Morning Coffee
- 10.45 **EVALUATE YOUR FINANCIAL EXPOSURE**
- Identify The Business Scenario Your Company Is In
  - Determine The Business Impact
  - Quantify The Financial Impact
- 1.00 Lunch & Zohor
- 2.00 **STRATEGISE YOUR RESPONSE**
- The Financial Recovery Approach
  - Business Improvement Methodology
  - Analysing Overhead Cost Effectiveness
  - Some Tools & Techniques
  - Critical Success Factors
- 3.30 Afternoon Tea

## 3.45 **ADOPT A COST MANAGEMENT CULTURE**

- Understanding Cost Leadership
  - What Is A Cost Management Mindset?
  - Superb Cost Management Principles
  - Enforcing the cost management culture across the business
- 5.00 End of Day 1

## Day 2 - Thursday, 23<sup>rd</sup> July 2009

- 9.00 **MANAGE LIQUIDITY, THE KEY TO SURVIVAL**
- Common Causes Of Business Failure
  - Analysing Your Liquidity Risk
  - Why Cash Is King
  - Preparing Cash Flow Forecasts
  - Reducing Debt But Maintain Sources Of Finance
- 10.30 Morning Coffee
- 10.45 **CRITICALLY IMPROVE YOUR WORKING CAPITAL**
- Understanding The Cash Conversion Cycle
  - Measuring Working Capital Efficiency
  - Managing Inventory
  - Managing Debtors
  - Managing Creditors

1.00 Lunch & Zohor

2.00 **REDUCE COSTS, NOW & FOREVER**

- Protect Your Strategic Costs, Reduce Non-Strategic Costs
- Minimising Your People Costs
- Some Cost Reduction Tools & Techniques
- Short-Term Cost Savings
- Long-Term Cost Savings

3.30 Afternoon Tea

3.45 **IMPROVE PROFITABILITY, TAKE BUSINESS ADVANTAGE**

- Margins Or Volume?
- Creating Business Advantage
- Let Customers Do The Work
- Turn Cost Into Revenue And Profit
- Going For Acquisitions

5.00 End of Program

**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.



**PROGRAM FACILITATOR**

**VINCENT LOH**, Fellow of the Institute of Chartered Accountants in England & Wales (FCA), and Certified Professional Trainer (CPT-MIM).

He started his career with the audit profession in London, qualifying as a Chartered Accountant with Farrow Middleton (and was made a fellow in 1980) before joining the PA Consulting Group, based initially in Singapore and later in London. He was responsible for PA's financial, HR and administrative management of the Asian and later UK group whilst gaining experience as a management consultant. He was subsequently promoted in 1989 as commercial director of PA Technology based in Cambridge, England handling commercial negotiations and intellectual properties, in addition to managing the laboratory comprising state-of-the-art technology and staffed by scientists, engineers and technicians.

In 1994 he was headhunted to the position of Chief Financial Officer of FACB Berhad, a KLSE-listed public conglomerate based in KL. As part of his role, he was seconded along with other senior executives to head up the massive USD1.2 billion investment in Cambodia involving banking, education, trading and a casino business.

In early 1996 he was again headhunted to be General Manager, Corporate Services for Royal Selangor Group, the world's largest manufacturer and retailer of pewter and upmarket giftware with subsidiaries worldwide. In recognition of his leadership skills and improvements made to operational & HR management, he was subsequently promoted to Group General Manager with bottom-line responsibilities. During his tenure, the group was restructured and achieved its best ever-sales growth and profitability.

Capitalizing on his experience, he decided to leave and form his own business and management consultancy (Consult Alliance) at the end of 2001. Operating from Kuala Lumpur and Hong Kong, his clients range from training organizations to MNCs and public companies, located in Kuala Lumpur, Hong Kong, Singapore, Indonesia and the Philippines. Some of his clients include Pfizer Asia, Maxis Communications, Siemens Malaysia, Felda Holdings, Tenaga Nasional Berhad, Saujana Group, Lam Soon, PT Forta Group (Indonesia), Teamasia (Philippines), APAC (HK), Coutts Bank (Singapore), etc. He also runs various public seminars on financial and strategic topics in HK and Manila.

# FINANCIAL MANAGEMENT DURING DIFFICULT TIMES

22-23 JULY 2009 | KUALA LUMPUR

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CMT'S 2009 KL EVENTS

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14-15 May 2009 | Kuala Lumpur

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18-19 May 2009 | Kuala Lumpur

## Property Development In Environmentally Sensitive Area

18-19 May 2009 | Kuala Lumpur

## Predictive Maintenance & Trouble Shooting-Pumps & Compressors

20-21 May 2009 | Kuala Lumpur

## Spreadsheet Modelling Using Excel VBA

25-26 May 2009 | Kuala Lumpur

## Accounting & Tax Treatment For Fixed Assets

25-26 May 2009 | Kuala Lumpur

## Protocol Management

25-26 May 2009 | Kuala Lumpur

## Business Data Management With Pivot Table

27 May 2009 | Kuala Lumpur

## Measuring & Maximizing Your Human Resource Asset For Profit Improvement & Business Growth

27-28 May 2009 | Kuala Lumpur

## Building & Common Property(Maintenance & Management) Act 2007

28 May 2009 | Kuala Lumpur

## Effective Tools In Managing Financial Performance Measurement For Profit Improvement

28-29 May 2009 | Kuala Lumpur

## Advanced Excel Spreadsheet Skills

15-16 June 2009 | Kuala Lumpur

## Pengagihan Dan Pemasangan Sistem Bekalan Elektrik

24-25 Jun 2009 | Petaling Jaya

## Re-Structuring Corporate Cash Flow And Treasury Management In Challenging Times

24-25 June 2009 | Kuala Lumpur

## Strategic Cost Management For Pricing Decision & Profit Maximisation

22-23 June 2009 | Kuala Lumpur

## HOW TO REGISTER

ONLINE: [www.cmtevents.com](http://www.cmtevents.com)  
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POST TO: Lot 7.03, 7th Floor, North Block,  
The Ampwalk, 218 Jalan Ampang,  
50450 Kuala Lumpur

## FEES

The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

1 Person	Group fee for 3 or more* (from the same company)
RM1795	RM1595 (MIN SAVINGS OF RM600)

\* Terms and conditions apply.

**Cancellations, Refunds & Transfers:** A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

## PAYMENT

### By Telegraphic Transfer

ACCOUNT NAME: **Centre for Management Technology Sdn Bhd**

A/C No: **3 - 0903390 - 12**

BANK: **Public Bank Berhad**

BRANCH: **Grd Floor, Menara Public Bank  
Jalan Ampang**

swift code: **PBBEMYKL**

TT must include additional RM10 for Beneficiary's Bank charges. **Delegates must bear all bank charges and local taxes (if applicable). Fees must be NETT of ALL charges.**

CHEQUES: Crossed & payable to  
**"Centre for Management Technology Sdn Bhd"**

## CERTIFICATE OF COMPLETION

A Certificate of Completion will be awarded upon successful completion of each course. This serves as evidence of your personal and professional commitment to your career.

## COURSE TIMING

Registration: 8.30 am, Course Begins: 9.00 am,  
Morning Coffee: 10.30 am,  
Lunch: 1.00 pm to 2.00 pm,  
Tea Break: 3:30 pm, Course Ends: 5.00 pm

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