

26-27 October 2009

GRAND MILLENNIUM HOTEL
KUALA LUMPUR

A 2-day intensive and practical program on

Financial Analysis **for NON-FINANCE MANAGERS**

Tools & Techniques for Decision Making

FOCUSING ON

PART 1

- **INTERPRETING FINANCIAL STATEMENTS**
 - WHAT THE NUMBERS REALLY MEAN

PART 2

- **MEASURING BUSINESS PERFORMANCE**
 - ASSESSING THE COMPANY'S FINANCIAL HEALTH

PART 3

- **HOW TO PREPARE CASH FLOW PROJECTIONS**
 - THE ART OF CASH FLOW PLANNING

PART 4

- **APPRAISING CAPITAL INVESTMENT**
 - EVALUATING PROJECT FINANCIAL VIABILITY

COURSE OBJECTIVE

The aim of this 2-day course is to provide participants with those critical financial management skills & competencies that a truly all-rounded professional manager must possess, in his or her career progression or business management.

Day 1 Monday, 26 October 2009

TIME	COURSE CONTENT	LEARNING GAIN
9.00	INTERPRETING FINANCIAL STATEMENTS - WHAT THE NUMBERS REALLY MEAN <ul style="list-style-type: none"> Critical Fundamental Accounting Concepts Management Versus Financial Accounting Income Statements - Levels Of Profitability Review Of A Local Public Listed Company's 2005 Income Statement The Balance Sheet - Your Assets & Liabilities Review Of A Local Public Listed Company's 2005 Balance Sheet Cash Flow Statement - A Reconciliation Review Of A Local Public Listed Company's 2005 Cash Flow Statements 	At the end of this course, participants should be able to: <ol style="list-style-type: none"> Read the financial statements and know what key financial figures to focus on. Understand the financial impact and implications for the business. Undertake similar study of competitor's 2005 financial results.
10.30	Morning Coffee	
10.45	INTERPRETING FINANCIAL STATEMENTS - WHAT THE NUMBERS REALLY MEAN (.cont)	
12.00	MEASURING BUSINESS PERFORMANCE – ASSESSING THE COMPANY'S FINANCIAL HEALTH <ul style="list-style-type: none"> The Levers Of Financial Performance Using Common-Sizing Using Ratio Analysis Using Trend Analysis Evaluating A Local Public Listed Company's Performance: <ul style="list-style-type: none"> Measuring Profitability Measuring Costs Measuring Growth Evaluating A Local Public Listed Company's Asset Management <ul style="list-style-type: none"> Measuring Return On Investment Measuring Asset Efficiency Measuring Gearing Measuring Liquidity Market Performance Indicators From KPIs To Balanced Scorecards 	<ol style="list-style-type: none"> Identify key financial performance indicators (FPIs) involving ratio techniques, growth trends & other financial techniques. Evaluate the local public listed company's business performance and asset management, from a corporate perspective. Consider what options the local public listed company has to improve business performance. Undertake comparison competitor's 2005 financial results and evaluate how it compares with the local public listed company's performance.
1.00	Lunch & Zohor	
2.00	MEASURING BUSINESS PERFORMANCE (CONT.)	
3.30	Afternoon Tea	
3.45	MEASURING BUSINESS PERFORMANCE (CONT.)	
5.00	End of Day 1	

Day 2 Tuesday, 27 October 2009

TIME	COURSE CONTENT	LEARNING GAIN
9.00	HOW TO PREPARE CASH FLOW PROJECTIONS - THE ART OF CASH FLOW PLANNING <ul style="list-style-type: none"> The Difference Between Accounting & Cash Flows The Cash Flow Cycle The 2 Ways To Prepare Cash Flows The Inflow/Outflow Method The Source & Application Method Step 1 – Prepare Financial Projections Step 2 – Convert Into Cash Flows Step 3 – Summarise Net Cash Flows Preparing Cash Flow Budgets 	At the end of this course, participants should be able to: <ol style="list-style-type: none"> Understand the fundamental difference between accounting numbers and cash flow. Know the cash flow implications for business and why businesses fail. Learn the various methods to prepare cash flow and when to use them. Prepare cash flow forecasts using a case study. Group discussion on how to improve cash flow performance.
10.30	Morning Coffee	
10.45	HOW TO PREPARE CASH FLOW PROJECTIONS - THE ART OF CASH FLOW PLANNING (.cont)	
1.00	Lunch & Zohor	
2.00	APPRAISING CAPITAL INVESTMENT - EVALUATING PROJECT FINANCIAL VIABILITY <ul style="list-style-type: none"> Types Of Capital Investments The Time Value Of Money The Discounting Concept The Cost Of Capital Using Cash Flows For Appraisals Discounted Cash Flows (DCF) Net Present Values (NPV) Break-Even Analysis (B/E) Internal Rate Of Return (IRR) Using Excel Spreadsheet Formulae Using DCF/NPV To Value Companies 	<ol style="list-style-type: none"> Understand why short-term financial techniques are not suitable for long-term investments. Learn the concepts of time cost of money, discounting and what rates to apply. Evaluate capital investments using a variety of appraisal techniques. Learn how to use computer software to undertake such evaluations.
3.30	Afternoon Tea	
3.45	APPRAISING CAPITAL INVESTMENT - EVALUATING PROJECT FINANCIAL VIABILITY (.cont)	
4.45	Conclusions & Feedback	
5.00	End Of Course	

AFTER ATTENDING THIS PROGRAM, YOU WILL RETURN TO YOUR JOB...

- Reading And Interpreting Any Financial Statements Confidently.**
- Identifying And Analysing Key Financial Performance Indicators.**
- Applying Financial Tools & Techniques To Measure & Evaluate Business Performance Including Those Of Competitors.**
- Knowing The Different Techniques For Preparing Cash Flow Projections.**
- Understanding The Time Cost Of Money & Discounting Techniques.**
- Evaluating Whether A Capital Project Or Investment Is Financially Viable.**
- Having Greater Insight Into Why It Is Important To Improve Business & Operational Performance, The Key Areas Where You Can Make A Contribution And Crucial Approaches To Help You Achieve This.**

WHO SHOULD ATTEND

Non-Finance Managers, Business Or Divisional Heads, Potential Managers, Entrepreneurs And Those From Any Industry Who Need A Good Grasp Of Fundamental Financial Analysis & Decision-Making.

METHODOLOGY

The Contents Have Been Designed On A Mix Of Classroom Financial Know-How And Application Of Learning Gains To A Local Public-Listed Company And Other Case Studies By The Participants As Individual Exercises And Team Assignments During The Workshops.



PROGRAM FACILITATOR

VINCENT LOH 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 ANALYSIS FOR NON-FINANCE MANAGERS

26-27 OCTOBER 2009 | KUALA LUMPUR

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PEJABAT POS BESAR
KUALA LUMPUR
MALAYSIA
NO. WP 0722

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Update your details at www.cmtevents.com

Please fax us the completed registration form

Name (Dr/Mr/Mrs/Ms)

Company Name

Designation

Address

City/Postcode

Country

Tel (Home)

(Office)

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CMT'S 2009 KL EVENTS

Leveraging Supply Chain Management

6-7 August 2009, JW Marriott Kuala Lumpur

Strategic Business Planning In Uncertain Times

13-14 August 2009, Grand Millennium Hotel, Kuala Lumpur

Financial Modelling & Forecasting Using Excel

17-18 August 2009, JW Marriott Hotel, Kuala Lumpur

Maximizing Corporate Tax Deductions

17-18 August 2009, Grand Millennium Hotel, Kuala Lumpur

Refinery Equipments Maintenance & Troubleshooting Of Stationary Equipments

17-18 August 2009, Grand Millennium Hotel, Kuala Lumpur

An Overview Of Strata Titles Act 1985, Management Of High Rise Buildings And Land Development Approvals

19-20 August 2009, JW Marriott Hotel, Kuala Lumpur

Detection, Elimination & Prevention Of Procurement Fraud

19-20 August 2009, Grand Millennium Hotel, Kuala Lumpur

Oil & Gas Pipeline Systems - Operations, Maintenance, Failure Prevention & Integrity Management

19-20 August 2009, Grand Millennium Hotel, Kuala Lumpur

Understanding The Risks Factor In Strategic Sourcing

19-20 August 2009, JW Marriott Hotel, Kuala Lumpur

HOW TO REGISTER

ONLINE: www.cmtevents.com
EMAIL: 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

FEES

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

1 Person	Group fee per person for 3 or more* (from the same company)
RM1995	RM1595 (MIN SAVINGS OF RM1200)

* 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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