



A 2-day program on

**21-22 October 2009**

CROWNE PLAZA MUTIARA HOTEL,  
KUALA LUMPUR

# PREPARING FINANCIAL PROPOSALS

- what banks, financiers and venture capitalist look for ?

## **WHY YOU CAN'T MISS THIS PROGRAM**

Funding is necessary for a business to grow. Ensuring adequate financing is available to finance on-going and new projects, as working capital, as expansion or repayment of debt is critical to the long-term stability of a company.

At times seeking a correct financial partner or financial assistance can be a high risk decision. Potential lenders and investors need to scrutinise business proposals and financial reports submitted before making a decision.

In these two days we will look at how to enhance the success rate of choosing and obtaining the appropriate source of funding by providing potential investors and financiers with a winning financial proposal.

## **FOCUSING ON**

- Funding Requirements of An Organisation
- Sources of Financing
- Writing a Convincing and Sound Profile
- Projections and Forecasting
- Financial Statements and Ratios
- Risk Appetite

## **WHO SHOULD ATTEND**

- Executive Directors
- Finance Directors
- Financial Controllers
- Finance Managers
- Accountants
- General Managers
- Business Development Managers
- Corporate Finance Advisors
- Financial Analysts
- Consultants

## **METHODOLOGY**

Interactive lectures, overview of multi-national profiles, group discussions, case studies, Q & A session

## **PROGRAM FACILITATOR**

**MR. T. SEELAN**, C.A. (M), FCCA, specialises in designing and setting up of accounting, internal control and operational systems as well as in performing operational audits. His clients include those in the hospitality, education, manufacturing and service-based industries.

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