



A 2-day intensive and practical program on

**24-25 MARCH 2010**

CROWNE PLAZA MUTIARA HOTEL  
KUALA LUMPUR

# FINANCIAL STRATEGIES

## For Managing Costs, Growing Revenues & Increasing Cash Flows

### INTRODUCTION

From economic downturn to business recovery, one thing is for certain - companies must relentlessly manage their finances, in good times and bad. Successful companies are moving to re-shape their business direction & assess financing requirements, undertake cost reductions, critically manage cash flow liquidity, drive-up revenues and generate a strong balance sheet to sustain future economic turmoil and to take advantage of the economic recovery.

**Is your organization's cost structure cost-effective, are your profit margins improving or slipping, can you manage cash flow better and what can your company do to improve asset management and financial performance? These are some of the financial issues addressed in this 2-day practical program.**

### OBJECTIVES

**This course is designed to help participants know how to evaluate business performance and viability, and learn practical tools, techniques & guidelines to take away and apply at their respective organizations to manage liquidity, control costs effectively and increase profitability.**

### TRAINING METHODOLOGY

Presentations, group discussions, video, individual and team exercises. In this program, we will also examine a number of case studies.

### FOCUSING ON

- The Recent Malaysian Business Environment
- Evaluate Your Financial Condition
- Strategize Your Response
- Manage Liquidity, The Key To Survival
- Adopt A Cost Management Culture
- Reduce Costs, Now & Forever
- Opportunities To Create Business Advantage
- Putting It All Together
  - Crafting your financial management roadmap
  - Driving financial management initiatives

### WHO SHOULD ATTEND

- CEOs/MDs/COOs/GMs
- SME Owners/Entrepreneurs
- Senior Managers/Managers
- Business & Operational Heads
- All Non-Finance Managers/Executives who have a critical need to implement financial improvement

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