

**24-25 MARCH 2010**  
CROWNE PLAZA MUTIARA HOTEL  
KUALA LUMPUR

*A 2-day intensive and practical program on*

# **FINANCIAL STRATEGIES**

For Managing Costs,  
Growing Revenues &  
Increasing Cash Flows

## **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

## 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.

## Day One Wednesday, 24<sup>th</sup> March 2010

- 9.00 **THE RECENT MALAYSIAN BUSINESS ENVIRONMENT**
- Recap on the recent business downturn
  - How the downturn affected the Malaysian business environment and its impact to-day
- 10.30 Morning Coffee
- 10.45 **EVALUATE YOUR FINANCIAL CONDITION**
- Determine the current & future business impact
  - Quantify the current & future financial impact
  - Diagnose the scenario your company is in
- 1.00 Lunch & Zohor
- 2.00 **STRATEGIZE YOUR RESPONSE**
- Identify your response level
  - Using the Financial Improvement Roadmap
  - Setting financial targets
  - Plan for quick-fixes & longer term action
- 3.30 Afternoon Tea
- 3.45 **MANAGE LIQUIDITY, THE KEY TO SURVIVAL**
- Understanding balance sheet dynamics
  - Analyzing changes in cash flow movements
  - Why Cash is King
  - Generating cash flow projections
  - Guidelines on managing cash flows
  - Know your cash conversion cycle
  - Measuring liquidity
  - Improving debtors
  - Reducing inventory
  - Managing creditors

- Cutting debt
- Rationalizing investments
- Are you in risk of being bankrupt?

5.00 End of Day 1

## Day Two Thursday, 25<sup>th</sup> March 2010

- 9.00 **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 organization
- 10.30 Morning Coffee
- 10.45 **REDUCE COSTS, NOW & FOREVER**
- Understanding costs
  - People & supplier costs
  - Strategic & non-strategic costs
  - Discretionary & non-discretionary costs
  - Using the cost matrix for cost management
  - Reducing supplier costs
  - Streamlining processes
  - Overhead cost effectiveness
  - Managing people
  - Paying people for performance
  - Planning the cost reduction exercise
- 1.00 Lunch & Zohor
- 2.00 **OPPORTUNITIES TO CREATE BUSINESS ADVANTAGE**
- Analyzing the Profit & Loss Account
  - Time to restructure your cost base
  - Revenue improvement opportunities
  - New business opportunities

3.30 Afternoon Tea

3.45 **PUTTING IT ALL TOGETHER**

- Crafting your financial management roadmap
- Driving financial management initiatives
- Implementation checklist
- Critical success factors
- Q&A session

5.00 End of Program

---

**LEARNING GAIN**

Upon completion of this 2-day program, you will be able to:

1. Understand causes and impact of the recent economic slowdown
2. Know how to analyze your organization's state of financial health and business viability
3. Have a firm understanding on how to identify key areas of financial concern ("Red Flags") and impact these have on liquidity & profits
4. Adopt a strong cost management mindset when facing difficult financial decisions
5. Apply the Financial Improvement Roadmap to take short and longer term corrective action to improve cash flows, costs and revenue
6. Be better prepared to take advantage of the economic and business recovery

---

**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



**PROGRAM FACILITATOR**

**VINCENT LOH, MMIM, CPT**

FCA (Fellow of Institute of Chartered Accountants, UK)

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 investments 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 up market 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 STRATEGIES FOR MANAGING COSTS, GROWING REVENUES & INCREASING CASH FLOWS

24-25 MARCH 2010 | CROWN PLAZA MUTIARA HOTEL, KUALA LUMPUR

BAYARAN POS JELAS  
POSTAGE PAID  
PEJABAT POS BESAR  
KUALA LUMPUR  
MALAYSIA  
NO. WP 0722

Please fax us the completed registration form

Name (Dr/Mr/Mrs/Ms)

Company Name

Designation

Address

City/Postcode

Country

Tel (Home)

(Office)

Mobile

Fax

Email

100278

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

If undeliverable, please return to:

46A-6, Mentari Business Park, Jalan PJS 8/2, Bandar Sunway 46150 Petaling Jaya Selangor, Malaysia

Update your details at [www.cmtevents.com](http://www.cmtevents.com)

Photocopy Registration Form to Preserve Brochure Copy, February 2010

CMT'S 2009 / 2010 KL EVENTS

### Fundamental Requirements Of Electrical Design Criteria

7-8 December 2009 | Kuala Lumpur

### Developing New Emerging Financial Leaders

14-15 December 2009 | Kuala Lumpur

### Improving Maintenance Performance With DMAIC Strategies

14-15 December 2009 | Kuala Lumpur

### Transcending The Role Of The Executive Assistant/ Personal Assistant

14-15 December 2009 | Kuala Lumpur

### Analysing Annual Reports & Financial Statements

16-17 December 2009 | Kuala Lumpur

### Malaysian Corporate Tax Planning Strategies 2010

18-19 January 2010 | Kuala Lumpur

### Corporate Financial Modeling & Analysis with Excel

18-19 January 2010 | Kuala Lumpur

## HOW TO REGISTER

ONLINE: [www.cmtevents.com](http://www.cmtevents.com)  
EMAIL: [adminkl@cmisp.com.sg](mailto:adminkl@cmisp.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 RM75 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

CMT, a global organizer HQ in Singapore, is dedicated to the provision of latest business and technology information through high profile conferences for varied industries. CMT forums encircle the globe from Asia Pacific to Middle East to New Europe/Russia and the Americas. Today in its 26 years of operation, CMT has forged relationship with leading market player in the industry to analyze the latest industry trends and provide timely information for your decision making.