

A 2-day program on

# PREPARING *FINANCIAL* *PROPOSALS*

- what banks, financiers and venture capitalist look for -

**19-20 MAY 2010**

GRAND MILLENNIUM HOTEL  
KUALA LUMPUR

## ***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

### **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.

### **DAY 1 Wednesday, 19th May 2010**

#### **9:00 FUNDING REQUIREMENTS OF AN ORGANISATION**

- Capital Expenditure For Expansion
- Capital Expenditure For Replacement
- Working Capital Financing
- Repayment Of Debt
- Project Financing

10:30 Morning Coffee

#### **10:45 POSSIBLE SOURCES OF FUNDS**

- Government Grants
- Venture Capitalists
- Loans
- Private Investors
- Listing In The Stock Exchange

1:00 Lunch

### **2:00 WRITING UP THE ORGANISATIONS PROFILE**

- The Organisational Structure
- The People And Their Contribution
- The Individuals Profile, What To Include
- The Outstanding Features Of The Organisation
- The History And The Track Record Of The Organisation

5:00 Afternoon Tea & End of Day One

### **DAY 2 Thursday, 20th May 2010**

#### **9:00 PROJECTIONS**

- Primary Considerations In Forecasting
- Sources Of Information Required In Forecasting
- Revenue Projection
- Cash Forecast
- Financial Statements Forecast
- Capital Expenditure Forecast

10:30 Morning Coffee

#### **10:45 FINANCIAL STATEMENTS AND RATIOS**

- The Balance Sheet
- The Income Statement
- The Cash Flow Statement
- Earnings Ratios
- Borrowing Ratios
- Liquidity Ratios
- Operational Ratios

1:00 Lunch

2:00 **WHAT INVESTORS AND BANKERS LOOK FOR?**

- Business Sustainability
- Track Record And History Of The Organisation
- Repayment Capability
- Reason For Funding And The Banks Or Investors Risk Appetite Bankers Check List

5:00 Afternoon Tea & End of Program

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**AFTER ATTENDING THIS PROGRAM, YOU WILL BE BETTER ABLE TO ...**

- Identify appropriate financing needs of your organisation
- Be able to identify the appropriate source of financing to approach
- Have a clearer understanding of what financiers and venture capitalist are concerned about
- Provide crucial and appropriate information as required by your financier
- Present the relevant information in an effective and impressive manner to improve the chances of success

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**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.

His working experience includes years at several public accounting firms, a leading hotel in Langkawi and an established manufacturing organisation. He was also attached to a large tax firm for three years. He also acts as a consultant for a number of groups on financial issues.

Mr. Seelan is also actively involved in the development and implementation of financial and management training programs for various organizations. He has trained accountance and financial advisors in Vietnam, Brunei and Uganda. These programs have produced excellent feedback.

He has trained personnel from numerous companies and the public sector, including, Majlis Bandaraya Shah Alam, Permodalan Nasional Berhad, Institut Jantung Negara, Tradewind Hotel Group, Bintulu Development Authority, Ritz Carlton Hotel, Putrajaya IOI Resort, Majlis Perbadanan Sibu, Lembaga Urusan Tabung Haji, Tenaga Cable Industries, Yeo Hiap Seng, Kobe Precision, EON Finance, International Islamic University, Petroliam Nasional Bhd, Progressive Insurance Bhd, Subang Jaya Medical Centre, The MINT Hotel, KLIA Pan Pacific Hotel, Bank Rakyat, Toshiba Electronics, UDA Holdings Bhd, Komag USA, Bank Industri & Teknologi (M) Bhd, PPB Group and TH Plantations to name a few.

He is a Member of the Malaysian Institute of Accountants, Fellow member of the Chartered Association of Certified Accountants and the Institute of Business Administration.

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**WHO SHOULD ATTEND**

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

## PREPARING FINANCIAL PROPOSALS

19-20 MAY 2010 | KUALA LUMPUR

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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

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## HOW TO REGISTER

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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*<br>(from the same company) |
|----------|--|
| RM1795   | RM1595<br>(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

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## 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