

CASHFLOW MATTERS IN YOUR BUSINESS

COURSE INTRODUCTION

In a perfect world, businesses would have a cash inflow occurring each time there is cash outflow. However, in the **REAL WORLD**, it is not often the case. Instead, cash outflows and inflows occur at different times. More often than not, there is delay between cash inflows and cash outflows; hence sometimes leaving the business short of money when many payments have been made. As the customer is imperfect, and cash is the **LIFE-BLOOD** of a company, a strong base of other assets plays an important part in enabling the company to not just survive, but grow, thrive and sustain a healthy cash flow.



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COURSE OBJECTIVES

Businesses fail the day their cash reserves dry up. Hence, in times of downtrends and uncertainty, cash management has to be the priority concern of top management - one that stretches all the way to the CEO's desk. This course gives a broad overview towards obtaining greater visibility and control of cash flows across the business. It is critical that management understands the flow of cash through the enterprise, where it gets stuck, and why; and what can be done about it. Participants are encouraged to step-up, and identify their cash conversion cycle; creating the strategic changes in order to put the business back on track with healthy cash flow.

COURSE CONTENTS

- Top Level Policies:
Capital Structure, Financing Policy, Dividend Policy, Long-Term Asset and Liability Management, as well as **Credit Terms, Debt and Risk Management** for a healthy cash flow.
- Short Term Cash Flow Management:
Liquidity, Solvency and Efficiency Ratios to better manage **Working Capital**.
- Long Term Cash Flow Management:
Project Investments & Capital Budgeting using **DCF** (Discounted Cash Flow Techniques).

LEARNING OUTCOMES

By attending this course, participants will be able to:

- Get to Grips with **cash flow planning & budgeting** in sustaining and growing operations.
- Manage the company's **assets** and **liabilities** effectively to optimize cash flow
- Use **relevant ratios** for effective **working capital management**.
- Understand the business' **cash conversion cycle** to improve efficiencies.
- Reconcile **Profit** to **Cash** and analyse reasons for cash flow shortfalls.
- Discover the **Capital Budgeting** process and calculate the **WACC** (Weighted Average Cost of Capital).

WHO SHOULD ATTEND

This course is tailor-made for the middle-to-senior level decision-makers who want to attain a greater functional understanding of the treasurers' role; specifically, cash flow management. It is highly suitable for business owners, managers, executives and mid-career professionals who need to enhance their understanding and ability to manage cash flow and analyze published financial statements. Those with accounting qualifications may also attend this course for self-development and enhancement of their analytical skills.

Note: This course is preferable for those who are familiar with financial statements, as not much explanation will be made about the Profit & Loss Statements and its inherent intricacies.



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METHODOLOGY

The methodology for this course consists using a combination of interactive discourse and problem solving through case studies, quizzes, games, print and digital media. There will be group discussions, self-assessments, and presentations, where necessary, to test and reinforce knowledge. Participants will learn to apply the principles to scenarios and discuss dilemmas faced at their workplace.



ABOUT THE TRAINER

S. Yoga Thevan has 30 years of finance, management and training-facilitation experience. He works with teams to improve financial literacy, business acumen and strategic thinking.

- Actively trains directors and company secretaries on financial management and has designed and delivered Finance Programs for MIA and SME Corp to over 6,000 directors, business owners and managers in class sizes of 20-30 persons over a 10-year period.
- On behalf of CIMA and the Accountant General's Office Malaysia, he conducted awareness programs on accrual accounting at 9 Ministries of the Federal Government (2012-2013).
- He is a certified facilitator for Business Today Simulation International and GoVenture CEO.

ADMINISTRATIVE DETAILS



Online


Date	28 February 2024
Platform	Virtual platform
Time	9.00AM – 5.00PM
Training Methodology	As above.
Fee	RM500.00 Standard
	RM400.00 Licensed Secretary. Member of MAICSA, MIA, Malaysian Bar, MACS, MICPA, Sabah Law Society & Advocates Assoc. of Sarawak.
SSM CPE Points	8 Points



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HOW TO REGISTER?

STEP 1

Strictly via online registration at <https://e-comtrac.ssm.com.my> 

STEP 2

NEW USER (First Time Login)

- Click on **SIGN UP**
- Key in **REGISTRATION INFORMATION**
- Click on **REGISTER**
- Key in **USERNAME** and **PASSWORD**

EXISTING USER

- Key in USERNAME and PASSWORD
- Click on SIGN IN

STEP 3

- Select training
- Check on Available Seat
- Click on Add Participant
- Key in participant's information
- Click on Submit
- Check participant's details
- Click on Submit Payment

Note: Please submit your application within 15 minutes. Otherwise the system will automatically cancel your transaction and you will lose your seat(s). Please re-apply if you wish to proceed. Full payment shall be made at the point of registration.



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TERMS & CONDITIONS FOR REGISTRATION OF TRAINING PROGRAMMES UNDER COMTRAC

Payment Mode

- All training programmes registrations MUST be applied through e-COMTRAC. Upon submitting the registration application, participant is deemed to have read and accepted the terms and conditions herein.
- Payment by cash and cheque is not acceptable effective from January 2021.

Webinar Access Link

- A notification e-mail with the webinar access link will be sent at least 24 hours before the commencement of the webinar.
- The access link is unique for registered participants and should not be forwarded or shared with others.

Certificate of Attendance

- Participant will be issued a Certificate of Attendance upon full attendance of the programme and payment is received.
- A participant is allowed to attend **ONE** programme per day to be eligible for certificate of attendance. Request for refund will not be entertained if you have registered for more than one programme per day.
- SSM will charge an administrative fee of RM30.00 per copy for any replacement of certificate due to errors in name or identification card number wrongly filled by participant / representative during registration or loss of certificate, etc.

Cancellation / Absent

- No refund will be given to participant who failed to attend the programme.
- Replacing registered participant is not allowed.

Transfer

- Transfer of registration fee to another training programme is not allowed.

Human Resources Development Corporation

Suruhanjaya Syarikat Malaysia is registered as a training provider with HRD Corp under GOV1000117857. All trainings are claimable under SBL Scheme subject to HRD Corp approval. Participant's employer needs to apply for grant at least one day before the commencement of training.

Personal Data Protection Notice

Your personal data and other information provided in this application and including any additional information you may subsequently provide, may be used and processed by COMTRAC/SSM as a reference in future to communicate with you on our training programmes/events. In line with the Personal Data Protection Act 2010, we wish to obtain your agreement and consent for using your personal data. If you do not consent to the processing and disclosure of your personal data, you should send an e-mail to us at comtrac@ssm.com.my.

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Disclaimer

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All information contained in the brochure is correct and accurate at the time of publication.

COMPANIES COMMISSION OF MALAYSIA TRAINING ACADEMY & KNOWLEDGE MANAGEMENT DIVISION

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