

Fax your reply to **04 899 8069 (Mary Au)**

WORKSHOP DETAILS

Effective Cash Flow Management

Date : 18 & 19 October 2010
Time : 9.00am – 5.00pm
Venue : Traders Hotel, Penang

FEE**

Early Bird (by 20 September 2010)

CCH Subscriber/	
CCH Executive Events Corporate Member	RM1,600
Non-Subscriber	RM1,800

Regular Fee

CCH Subscriber/	
CCH Executive Events Corporate Member	RM1,800
Non-Subscriber	RM2,000

** Fee includes workshop materials, certificate of attendance, lunch and refreshments

In-house corporate training programme is also available!
For more details, please email mau@cch.com.my

REGISTRATION INFORMATION

Mary Au 012.418.2616
Email mau@cch.com.my
Website www.cch.com.my
Address COMMERCE CLEARING HOUSE (M) SDN BHD
Suite 9.3, 9th Floor, Menara Weld,
No. 76, Jalan Raja Chulan,
50200 Kuala Lumpur, Malaysia.

Registration and Payment

Reservations may be made by telephone/telex/email but will only be confirmed upon receipt of the relevant registration form(s) and payment.

Payment By Cheque: All cheques should be crossed, marked A/C payee only and made payable to "Commerce Clearing House (M) Sdn Bhd" with the title of the programme(s) indicated clearly on the back of the cheques.

Cancellation and Substitution Policy

A substitute delegate is welcome at any time at no extra charge if the registered participant is unable to attend. Full payment will be charged if cancellation is made after 5 October 2010. This also applies to no show on the day of event. All notices of cancellation or replacements must be made in writing and acknowledged by CCH via email or fax.

Programme Changes

CCH reserves the right to amend or cancel the event due to unforeseen circumstances.

HRDF Claims

This workshop is HRDF-SBL claimable, subject to the approval of HRDF.

Important Notice

Pursuant to the provisions of the DIRECT SALES ACT 1993, the registration form herein shall only be used by body corporate. Since Commerce Clearing House (M) Sdn Bhd is unable to accept any individuals who are not body corporate, individual applicants who wish to attend are requested to register themselves at Suite 9.3, 9th Floor, Menara Weld, 76 Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia or call us for registration procedure.

SPONSORSHIP OPPORTUNITIES

CCH Asia has designed an attractive range of advertising & sponsorship packages to match your marketing objectives. The packages available offer advertisers and sponsors extensive visibility and ensure direct access to your target market. It is also an excellent platform to promote your organisation to influential players and key decision-makers in the industry. Please call **603-2052 4603** for more details.

THE ORGANISER

CCH Executive Events is the seminar and conference arm that offers timely business critical information, insights and analysis conducted by industry practitioners and academics to provide participants a well-balanced blend of theoretical fundamentals and practical applications. We are backed by over 100 years of multi-national publisher background in a wide array of professional topics especially Taxation, Accounting, Auditing, Corporate Law, Company Secretarial Practice, Business Law, and Employment Law & Human Resources.

REGISTRATION DETAILS

Please register me for the workshop

18 & 19 October 2010, Penang (1810MHRE) DM

PAYMENT OPTIONS

I enclose a cheque made payable to "Commerce Clearing House (M) Sdn Bhd"

Please debit my

Visa Master Card Expiry Date _____

Card Number _____

Card Holder's Name _____

Card Holder's Signature _____

DELEGATE'S DETAILS

Company _____

Delegate 1 (Mr/Ms) _____

Job Title _____

Email _____

Delegate 2 (Mr/Ms) _____

Job Title _____

Email _____

Address _____

_____ Postal Code _____

Tel _____ Fax _____

Contact Person _____

Email _____

Company size 1-19 20-49 50-99 100-299
 300-499 more than 500

Industry _____

Authorised Signature & Company Stamp _____

ENROLMENT STATUS

CCH Executive Events Corporate Member

CCH Subscriber

Non-Subscriber



Effective Cash Flow Management

Improving budgetary control and maintaining positive cash flow

18 & 19 October 2010 ■ 9.00am – 5.00pm ■ Traders Hotel, Penang



One of the reasons businesses go under is because they run out of cash. Cash planning powers all business operations. It is therefore important to know where cash is generated and where it is going to get a clear picture of your company's cash position at any point in time.

CCH Executive Events presents a workshop to help you understand the concepts of cash budgeting and cash flow management. Learn about simple investment appraisals and efficiency ratios to better manage collections, payments and inventory. Discover how to improve the flow of working capital within your company. This workshop also covers how to implement budgetary control more effectively so that you will be in a better position to recognise and handle potential cash shortfalls, thus keeping your business operations running smoothly.

Benefits of Attending

At the end of the course, participants will be able to

- prepare their own company's/department's cash budgets.
- practice budgetary control in their own companies/departments.
- appreciate the difference between profitability and liquidity and the importance of cash flow.
- understand working capital management and investment appraisals.
- understand , interpret and prepare cash flow statements.

Who Should Attend

- This programme is specially tailored for non-financial managers and executives, and will be conducted using a practical approach to ensure easy understanding and a full appreciation of the various aspects of cash management.
- For finance professionals, this course would serve as an update to their knowledge on this area.

Programme Outline

- **Reconciling profit and cash**
 - Cash flow versus profits
 - How some companies have healthy profits but bad cash flow
- **Purpose of budgeting**
 - Budgeting as a control mechanism
- **Preparing a cash budget**
 - Exclusion of items that do not affect cash flow
 - Planning and developing an annual budget
 - Forecasting and projecting future activities
- **The benefits of budgetary control for the individual departments and for the company**
- **Variance analysis as a tool for specific identification of achievements and shortcomings**
- **Managing working capital and capital expenditure**
 - Debt recovery, receivables, payables, inventory turnover
- **Financial ratios and cash management**
 - Financial ratios that are relevant to cash flow management
 - Liquidity, gearing/leverage and working capital
- **Investment appraisal techniques**
 - Factors that need to be considered in an investment appraisal
 - Types of investment appraisal ; Payback Period, Accounting Rate of Return (ARR), Internal Rate of Return (IRR), Net Present Value (NPV) & Profitability Index
 - Analysing relevant cost and benefits of an investment project
- **Understanding and interpreting cash flow statements**
 - Analysing business performance using cash flow statements
 - Assessing the performance and financial position of an entity
- **Preparing cash flow statements**

Workshop Leader

YUNG CHUEN SENG has 35 years of working experience in auditing, financial accounting, treasury functions, administration, general management, lecturing and corporate training. He started his career in a big four audit firm as an articled student and graduated as an accountant. Thereafter, he assumed positions of Accountant, Finance and Administration Manager, General Manager and Executive Director in various business sectors, including financial, retailing, distribution, healthcare and multi-level marketing.

He is a member of the Malaysian Institute of Certified Public Accountants and Malaysian Institute of Accountants and is also a Certified Professional Trainer accredited by the International Professional Managers Association, UK. Among the programmes he has developed and trained on are on areas covering auditing, budgeting, practical accounting skills, finance for non-finance personnel, supervisory and management skills, teambuilding cum leadership workshops and communication skills.

He is an experienced and enthusiastic trainer and has trained for various accounting associations, training and event organisers, multi-national and local companies. He has also lectured on the subject of auditing for ACCA students for several established and renowned colleges on a part-time basis. Yung also sits on the board of a public listed company (A.C.E.) as independent non-executive director.

CCH INFORMATION SOLUTIONS

