

**SBL Claimable**



# Dun & Bradstreet (D&B) Malaysia Sdn Bhd

**Decide with Confidence**

## D&B Public Training Program

# FINANCIAL WISDOM IN INTERPRETING KPIS



**Date** : 21-22 June 2010, 9:00am – 5:00pm  
**Venue** : JW Marriott Hotel, Kuala Lumpur  
**Fee** : RM1,288 per person

### EXPECTED OUTCOME:

*At the end of the course, attendees should be able to:*

- *understand the importance of linking financial fundamentals to overall corporate objectives*
- *communicate effectively with bosses on all financial matters*
- *interpret KPIS & charts through technology to help identify strengths & weaknesses*
- *present & interpret KPIS, Financials & Charts to help in decision making*
- *forecast Trend generated from the KPIS*

### Would You Want to Know...

- *what is the difference between profit & cash?*
- *how to read between the lines in the Financial Statement?*
- *how to calculate the relevant ratios for analysis?*
- *what is depreciation?*
- *how to analyse the performance of a company?*
- *what is gearing ratio?*
- *why it is important to control working capital?*



**Business**

EDUCATION SERVICES

Dun & Bradstreet, a Global network and world leading provider of commercial credit. Apart from Business Education Services (BES) which provides Training and Seminar specializing in Credit Management Program, D&B offers an integrated set of business information which includes Credit Risk Management Services, Business Marketing Services, Receivables Management Services and Market Intelligent Services. Reduce your credit risks with the global information in D&B reports to make more informed decisions on your potential business transactions.

## COURSE CONTENT

### OVERVIEW

- Why Should I Bother?
- Relationship of Past and Future
- Introducing Basic Vocabulary
- Understand the Relationship of..
  - Corporate Objective vs Business Unit vs Company Financials
- Activities vs RM: How are they Linked?
- Overview of Accounting Flow
- Understand Profit & Loss accounts
- Understand Balance Sheet Statement
- Relationship of Profit & Loss and Balance Sheet statement and its basic transactions

### EVALUATING PERFORMANCE WITH FINANCIAL RATIOS & KPIs

- Challenge 1
- What is Ratio?
- Type of Ratio & KPIs
- Unit of Measurement
- Case Study 1

### PROFITABILITY RATIO

- Cash vs Profit
- What is Depreciation?
- Other Core Accounting Concepts:
  - Accruals, Prepayments, Provision for Doubtful Debts
- Understand Profitability Ratios:
  - Return on Capital Employed
  - Gross Profit Margin, OPEX Ratio, Net Profit Margin
  - Fixed Assets Utilisation Ratios
- Working Capital Ratios:
  - Debtors Collection Period, Creditors Payment Period, Stock Turnover Period

### LIQUIDITY RATIOS

- The importance of Cash Flow Management
- Liquidity Cycle
- What is Working Capital?
- Inventory Management
- Credit Management
- Capital Expenditure Management
- What is Capital Expenditure and Revenue Expenditure
- Understand Liquidity Ratios:
  - Acid Test Ratio, Current Ratio

### GEARING RATIO

- Various Borrowing & Financing
- Its implications
- Understand Gearing Ratios:
  - Gearing
  - Trend analysis and comparison with industry average
  - Limitations of the use financial ratios and window dressing
- Evaluating the ratios
- Challenge 1 Revisit

### CASE STUDY: INTERPRETING KPIs & CHARTS

- Case Study: The Power of Ratios
- Interpreting ratio..
  - Individually
  - Trend
- Abnormality
- Base
- Combinations

## Profile Trainers



Bryan has effectively helped organizations improve performance through training and consultancy work in the areas of Finance and also for Finance for Non Finance.

He creates strong desire to learn among the participants. People who attended his training find it easy to understand and grasp the financial and data analysis concepts during his training. He advocates practical, fund and smart learning throughout his training.

He incorporates various useful techniques and providing simple guidelines in how to leverage on technology to manage and calculate financials and analyse data effectively. Incorporating technology into data and financial analysis have made the preparation easier.

Managers can now spend more time analyzing, interpreting and performing what-if analysis which allow them to make better decisions. He has extensive management and financial experience, while he was a Corporate General Manager of a Trading House, he successfully converted a family run business into a Company with young graduates and qualified professionals managing over 10 different agencies, with 280 million for sales and distribution via Dealers, Wholesalers and Hypermarkets. Currently, he is still actively providing consultancy work to his clients.



## Course Fee

The investment includes lunch, refreshments and training material. Certificate of Attendance will be presented upon completion of course

Early Bird Discount: 5% discount entitlement for registration before 21<sup>st</sup> May 2010

Group Discount: A group discount of 5% for 2 or more participants registered at the same time from the same organization

Fee (per pax)	Discounted Fee	No. of Pax (s)	Total Fees (RM)
RM1288			

## Payment details

Invoice will be sent out upon confirmation of course. Payment required before commencement of course.

Payment Method (please select one):

Cheque – please make payable to: Dun & Bradstreet (D&B) Malaysia Sdn Bhd

Bank: \_\_\_\_\_ Cheque No: \_\_\_\_\_

Unit Deduction

Subscriber No: \_\_\_\_\_ No. of Units: \_\_\_\_\_

## Registration Terms & Conditions

Registration forms must be completed and submitted before the commencement of the course

**Substitution** of participant(s) is allowed provided D&B is notified in writing with the name and designation of the new participant prior to the commencement of the programme.

**Cancellation** of registration by participant is subject to the followings :  
Seven (7) working days and above prior to commencement, 10% of course fee will be charged as administration fee.  
Less than seven (7) working days prior to the commencement, 50% of course fee will be charged.  
Within (1) day or no notification is received by the commencement date, the full course fee will be charged.

### Non-Attendance

If participant fails to attend a programme, a full course fee will be charged

### Change of programme date, training facilitator or venue

D&B reserves the right to make alternative arrangements to the above without prior notice to participants. However, every effort will be made to inform the participant of the changes.

### Additional Expenses

D&B shall not be responsible for any additional expenses incurred by any participant(s) in the course of attending the programme.

I, the undersigned, have read and understood the Registration Policy and accept the terms contained therein.

Name of Authorized person : \_\_\_\_\_

Designation : \_\_\_\_\_ Signature : \_\_\_\_\_

Company Stamp :