

# Using Financial Statements to Uncover the Credit Worthiness of a Customer

By Peter Fong



Decide with Confidence

Financial statements can be very informative. At the same time, they can be quite meaningless and even misleading, depending on whether one is able to read them beyond the figures shown.

The financial statements can uncover a customer's creditworthiness. Analysing financial statements is part science, part art and part intuition. You need to know what the figures are (science), what the numbers means (art) and whether or not the data is reliable (intuition). You need to read between the lines.

Especially in times of business uncertainty, this evaluation process must be carefully done. It is worth a pound of collection letters.

## Course Content

### Highlights

- Know and appreciate the risks organizations are exposed to in credit extension
- Learn to evaluate the financial performance and health of a business by analyzing its financial statements to uncover the customer's creditworthiness

### You will learn :

- The credit risk - Can the customer pay? - Will the customer pay?
- The financial statements - a very important piece of information to understand
- What to uncover before reading the numbers
- The Audited Report - what does it contain and what to look at
- Dissecting the company to uncover its performance and health
- Is the company doing well?
- Is the company (financially) healthy or sick?
- Using Bank Statements to uncover the performance of the business
- Are you overextending credit to your customers? - ways to mitigate risks

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## The Trainer



**MR PETER FONG**

Peter is the Managing Director of SBF-Integrated Business Centre Sdn Bhd (IBC). Prior to this, he was the Assistant General Manager in a local Trading Company and has also held many positions with foreign and local financial institutions.

Peter has wide experience in credit control management. As Credit Manager and Loan Supervision Manager in the financial services industry, he was responsible for the developing strategies, implementing collection systems and plans for the attainment of the overall credit performance of the companies.

Peter is currently very actively involved in assisting SMI operators resolve their credit and financial problems. He regularly conducts courses for the SBF Group, Dun & Bradstreet, Federation of Manufactures Malaysia, Institute of Certified Public Accountants Singapore AsiaEduFinance (Indonesia) etc.

He also conduct training for SMIs and multinational companies like Intel, Hewlett Packard, Teradyne, Halliburton Asia Energy Sdn Bhd and local financial institutions including quasi-government institutions. Peter is an Associate of the Chartered Institute of Bankers, London and an Associate Member of the Malaysian Institute of Management. He is the approved trainer by the Pembangunan Sumber Manusia Berhad (PSMB)

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**Date** 22&23 March 2011 **Duration:** 2- day  
**Venue** Pacific Regency Hotel, Kuala Lumpur  
**Fee:** [ ] RM 1288 for D&B Subscriber [ ] RM 1488 for Non-subscriber  
(Include material, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 21 Jan 2011 to receive a 10% off usual fee**  
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