

May 4 - 5, 2006 ■ 9.00am-5.00pm daily ■ Holiday Villa Subang Jaya

A Two Day Seminar Workshop to let you get a grip on the numbers! Develop the solid background you need to hold your own in any financial discussion

Finance for Non-Financial Managers

Get a grip on the numbers!

Why you should attend

How many of these awkward situations have you already faced?

There you are talking to decision-makers and...

- You have a tough time answering questions about costs that affect your job. *Or...*
- It turns out that you have been having trouble keeping track of income and expenses - which happens to be part of your job. *Or...*
- You have overlooked key points in your company's financial statements. *Or...*
- You start debating with your financial executives - and their facts and figures leave you at a loss for words. *Or...*
- You submit your budget - and have a tough time justifying for it. *Or...*
- You suggest what you consider to be an excellent business idea - and discover it would actually be bad for business.

You should seriously consider this program if you have faced more than half of the situations above.

Hard on the nerves and hard on the career. Never again be embarrassed by the lack of financial knowledge. This seminar gives you the facts you need to avoid such embarrassing situations. Every minute of this seminar is business specific and practical. No questions go unanswered. And, you will find out how the answers apply to your company, your position, your market and your industry.

Powerful Benefits You Will Receive

At the conclusion of this seminar workshop, you will be able to:

Have a working knowledge of the techniques used by business professionals to assess performance for the future...

1. Open the door to the finance department – develop a better understanding of the function and more productive working relationship with finance professionals
2. Build up your financial confidence. Take the hunches out of your decision-making and reduce the unknowns
3. Sharpen your financial skills and competencies for business success. Back up your good ideas with solid financial plans and recognize the flaws in your ideas.
4. Understand the business dynamics of the numbers and dollars and take initiatives that optimize results in line with short and long-term goals

5. Assess your company's performance and vitality by analyzing its balance sheet and income statement
6. Analyze the competition's strengths and weaknesses through a comparative cost and profitability analysis, and an evaluation of liquidity, leverage and cash flow positions.

WHO SHOULD ATTEND?

Immediate benefit to all with profit responsibility

This workshop is primarily designed for all non-financial managers in general management, manufacturing, marketing, personnel, research and development and in other areas of commerce, industry, public services, education and government.

NOTE

- You are encouraged to bring your company's financial statements for discussion
- Please bring a standard calculator to use during the case study assignments

A Certificate of Participation will be awarded.

PROGRAM TOPICS

SPECIAL WORKSHOP FEATURES

Content of this workshop is based on the lifetime experience of the workshop leader
Nothing beats real life in-depth case studies related to your own unique business experience

WHY ACCOUNTING AND FINANCE IS IMPORTANT TO NON-FINANCIAL EXECUTIVE

- The need for information
- The users of information
- The contrast between management accounting and financial accounting

An Overview of Corporate Financial Statements and Reports

UNDERSTANDING OF HOW THE FINANCIAL ACCOUNTS ARE CONSTRUCTED

- Accounting Concepts
- Accounting Principles
- Accounting Methods/Procedures
- Accounting Policies

THE ACCOUNTING CONCEPT/CONVENTION IN THE PREPARATION OF FINANCIAL STATEMENTS

- Entity Concept
- Objectivity Concept
- Stable Monetary Concept
- Going Concern Concept
- Consistency Concept
- Accrual Concept
- Prudence
- Substance over form

- Materiality

THE VARIOUS CORPORATE FINANCIAL STATEMENTS & REPORTS

- The Chairman Statement
- Report By The Board Of Directors
- Auditor's Report

NOTES TO ACCOUNTS

- In The Balance Sheet
- In The Profit & Loss Accounts

INTERPRETATION OF FINANCIAL STATEMENTS AND PERFORMANCE REPORTS

- The Profit & Loss Account
- The Balance Sheet
- The Cash Flow Statement

THE APPLICATION OF ACCOUNTING RATIOS ANALYSIS TO THE KEY AREAS

- The computation and interpretation of profitability ratios
- The computation and interpretation of liquidity ratios
- The computation and interpretation of gearing/leverage ratios
- The computation and interpretation of investment/stock market performance ratios

A Case Study on Accounting Ratio Analysis And Interpretation On Published Financial Reports

BASIC ASPECTS OF FINANCE

- Investment
- Valuation
- Risk
- Markets
- Politics
- Globalisation

WHAT FINANCE IS ALL ABOUT

- Companies
- Governments
- Banks
- Intermediaries
- Investors

FACTORS AFFECTING INVESTMENT DECISIONS

- The Relationship Between Risk And Return
- Business Risks Versus Financial Risks
- Risk And Uncertainty

Management Game: The Effects of Risks and Returns On Investment

COMPANY'S OBJECTIVES AND MANAGERIAL BEHAVIOUR

- The Objective Of Maximisation Of Shareholder's Wealth
- The Social Goals Argument

- The Separation Of Ownership And Management & The Resultant Conflict Of Interest Between the Shareholder's Objective And Managerial Objective

THE THREE MAIN CAPITAL MARKETS

- The Foreign Exchange & Financial Futures Market
- The Stock Market as a Primary and Secondary Market
- The Money Market

FUTURE VALUE VERSUS PRESENT VALUE

- The Time Value Of Money
- Compound Interest
- Future Value
- Present Value
- Calculating The Net Present Value of an Investment

Assignment: A Simple Calculation On The Net Present Value Of An Investment

THE SPECIALIST

Lee Fok Chong RA(M), FCMA, MCIM

Mr Lee Fok Chong is a full time trainer and management consultant with more than 20 years of working experience in the areas of finance, accounting and administration. Mr Lee's specialty is in the field of *Cash Flow Management; Debt Recovery; Public Listing; Budgetary Planning and Control* and other financial and accounting areas.

Prior to starting his own consulting firm, Mr Lee held various senior positions such as Group Financial Controller, General Manager and Director of large organizations including a public listed group of companies.

In addition to that, he has 4 years of working experience in sales and marketing. This unique combination of his knowledge and experience in both finance and marketing is his competitive edge as he brings the practical aspects of finance, marketing and operations into his workshops.

Mr Lee has conducted training for various institutes including *The National Productivity Centre, The Malaysian Institute of Management and The Malaysian Institute of Accountants*.

He has also lectured in Finance and Accounting for a MBA program. Mr Lee is currently a visiting lecturer for a distance learning MBA program in The People's Republic of China. He has lectured in the cities of Tianjin and Guangzhou.

Mr Lee is a Fellow Member of The Chartered Institute of Management Accountants, UK; Member of The Malaysian Institute of Accountants and The Chartered Institute of Marketing, UK.

In-company Customised Learning Solutions

Need to develop entire teams?

It is our job to find the *very best practices, best ideas and best solutions* and make them available to meet your needs, whenever you need them. Our public programs can be developed in partnership with you to meet your organization's specific requirements. Other topics covered by Lee Fok Chong include:

- **Applied Corporate Finance**
- **Advanced Budgeting and Profit Planning Techniques**
- **Creative Accounting: Looking Beyond the Normal Financial Statements**
- **Effective Cash Flow Management Strategies**
- **Effective Credit Management and Debt Collection Techniques**
- **Finance & Accounting for Non-Financial Managers**
- **Strategic Financial Analysis, Planning & Control**
- **Reading and Interpreting Financial Statements**

Contents of these workshops are based on the lifetime experience of the workshop leader. Nothing beats **real life in-depth case studies** related to your own unique business

PROGRAM DETAILS

Finance for Non-Financial Manager
May 4 - 5, 2006 ■ 9.00am-5.00pm ■ Holiday Villa, Subang Jaya.

YOUR INVESTMENT

RM1480 per person. Rate includes program handouts, lunch and refreshments.

EARLY BIRD RATE

Take 10% off the fee – Pay before 31 March 2006

Team Attendance Highly Recommended

This is to facilitate successful implementation of the knowledge acquired from the program.

Group Incentive

10% off for 3 or more from the same company.

RESERVATIONS

Reservations can be made by telephone, fax or by e-mail. Registration is confirmed on receipt of registration form and payment cleared before program date. If unable to do so due to government policy or company procedure, please advise late payment in writing.

Secure your seats.

Register online at <http://www.rayma.com.my/fink/index.shtml>

CANCELLATION POLICY

Full refund for written notice received 2 weeks before program. No refunds after commencement of program. *Substitutions are allowed.*

RAYMA GUARANTEE

Full refund if we do not deliver what we promised. Just turn in your workbook at the end of the program.

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SECURE YOUR SEATS NOW!

Register online at <http://www.rayma.com.my/fink/index.shtml> or fax this form immediately at: +603 7804.4484 followed by payment.

REGISTRATION FORM

YES! Please register the following participants for the

Finance for Non-Financial Managers

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Name 1:			
Position:			
DL / Mobile:			
E-mail:			
Name 2:			
Position:			
DL / Mobile:			
E-mail:			
Name 3:			
Position:			
DL / Mobile:			
E-mail:			
Company:			
Address:			
Tel:		Fax:	
E-mail:			
Contact Person:			
Position:			
DL / Mobile:			
E-mail:			

PAYMENT METHOD *(Please tick)* **By Bank Transfer**

Remit payment at any Public Bank branch

- A/C Name: RAYMA Sdn Bhd
- A/C Number: 3081577110

Fax us the bank-in slip with this registration form at (03) 7804 4484

 By Cheque

Cheque # : _____ Amount : _____

made payable to RAYMA Sdn Bhd.

Fax this registration form then send with payment to RAYMA Sdn Bhd