

Managing Your Cash Flow & Collection In Time of Business Uncertainty



for Managers and Executive who are responsible for financial planning and collections

25 & 26 August 2014 (9.00 am – 5.00 pm), Sunway Hotel Seberang Jaya

The signs of quiet desperation are everywhere. Many business owners are frustrated operating in little or no cash, dwindling sales and mounting bills. If that is the case, cash flow management and collections of the trade receivables, assume paramount importance. However, to say that you must collect your overdue accounts quickly now is easier said than done.

How would you raise your cash flow quickly? How do you persuade your customers to pay you quickly? What strategies should you adopt in collection? How would your “shield” your business from creditors?

Attend this program to get some tips on how to collect your trade receivables and manage your cash flow effectively

<i>Learning Objectives/Outcomes</i>	100% SBL claimable
<ul style="list-style-type: none"> ✓ To understand why “Cash is King” ✓ To manage cash flow and collection in “distress” conditions ✓ To manage collections effectively 	<p>Normal Fee: RM1,000 per participant</p> <p>Register by <i>11 Aug 2014</i>, or Group of 2 or 3 Participants: 10% Discount Group of 4 or 5: 15% Discount</p> <p><i>Certificate of participation will be awarded upon completion of the program</i></p>

Program Outline

- | | |
|--|---|
| <ul style="list-style-type: none"> • Situational audit – determining where you are: your strengths, weaknesses, opportunities and threats • Cash & Cash Flow Management <ul style="list-style-type: none"> ▪ The life blood of a business ▪ The more you sell the more your cash dwindles ▪ Profitability vs Liquidity • Planning Cash Flow – Short & Long Term <ul style="list-style-type: none"> ▪ Cash flow gap – how to determine it ▪ What the company needs vs What the company has ▪ 15 ways and more, to raise immediate cash | <ul style="list-style-type: none"> ▪ Managing in distress conditions – what to do? ▪ How to handle pressing creditors • Managing Receivable Effectively to Enhance Cash Flow <ul style="list-style-type: none"> ▪ The role of credit in business ▪ The impact / cost of extending credit ▪ Risks associated with extending credit ▪ Debt collection – whose responsibility is it? – what can be done about overdue debts ▪ How to shortening the collection cycle ▪ Collection options in recovering difficult accounts |
|--|---|

The Trainer

Mr Peter Fong Beet Hume is the Managing Director of a consultancy firm, specialising in providing advisory, training and support services to SMEs and their owners. 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 PSMB trainer.

Since 2003, Peter has worked closely with Credit Guarantee Corporation Malaysia Bhd, (subsidiary of Bank Negara Malaysia) in helping SMEs grow their business and improve business competitiveness. As the Official Appointed Consultant to CGC’s, Business Advisory Service Entity (BASE), Peter and his team of Consultants are actively assisting many SMEs prepare business plans / working papers for the purpose of guarantee cover / loan applications.

Peter is also actively involved in assisting SMI operators resolve their financial, credit and receivables management problems. He regularly helps businessmen on matters such as financial restructuring. He is currently conducting a nationwide seminar in assisting SME in managing in times of business uncertainty. Peter is a much sought after speaker for credit and receivable management courses. He actively conducts courses for Dun and Bradstreet, Federation of Manufacturers Malaysia, Institute of Certified Public Accountants Singapore, IBBM, Asia EduFin@nce (Indonesia) etc. He also gave in-house training to SMIs and multinational companies like Coates Brothers, Fuji Xerox, Intel, Hewlett Packard, Teradyne, etc.

For Registration Form, Contact Miss Ng or download from www.XcelLearn.com

Customised In-house training also available.

04 – 643 4016

cschong@xcellearn.com

XcelLearn Resources (PG 0165790-D) 6, Lorong Kampung Jawa, Bandar Bayan Baru, 11950 Penang
Tel: 604-643 4016 Fax: 604-640 1618 Mobile: 019-443 4016 Website: www.XcelLearn.com

“Excel in Learning for Superb People and Organisation Performance”

Reply To: **XcelLearn Resources**

6, Lorong Kampung Jawa, Bandar Bayan Baru, 11950 Penang

Tel: 604-643 4016 Fax: 604-640 1618 Mobile: 019-443 4016

Email: cschong@xcellearn.com Website: www.xcellearn.com



Managing Your Cash Flow & Collectings In Time of Business Uncertainty

25 & 26 August 2014 (9.00 am – 5.00 pm)

Sunway Hotel Seberang Jaya

REGISTRATION FORM

	Name of Participant(s)	I/C No	Designation	Vegetarian(✓)
1.				
2.				
3.				
4.				
5.				

Company Name _____

Company Address _____

Contact Person _____

Designation _____

Tel _____

Fax _____

Email _____

Nature of Business _____

Enclosed is the Cheque (No: _____) of RM _____, crossed and made payable to **XcelLearn Resources (Public Bank Bhd A/C No: 3-1348468-09)**.

Do you need us to assist you on the booking of hotel accommodation?

Yes

No

If yes, please specify:

Check-in Date _____

Check-Out Date _____

* The hotel accommodation is subject to availability. Please re-confirm with the coordinator before the training and make payment directly to the hotel on the training day.

Terms & Conditions

1. The above registration fee is 100% claimable under SBL scheme. Please apply to PSMB for approval before the commencement of the program.
2. The fee is inclusive of training materials and meals (2 Tea Breaks and 1 Lunch) at the hotel.
3. If notice of withdrawal is given in writing before the confirmation of your registration, no fee is charged. No cancellation is allowed once confirmation letter is forwarded to you. If the registered participant is unable to attend, a substitute is allowed. No refund if participant does not turn up or being substituted on the training day.
4. Cheque should be crossed & made payable to **XcelLearn Resources 1 WEEK BEFORE** training.
5. **XcelLearn Resources** has the right to change the dates, time, venue, trainer or cancel the training scheduled due to circumstances beyond its control.

“Excel in Learning for Superb People and Organisation Performance”