



# FINANCE FOR NON-FINANCE PROFESSIONALS & ENTREPRENEURS

Many companies and business owners think that if you take care of business, everything else will take care of itself. Wrong! Financial discipline is one of the main causes of business failures. This workshop teaches you the key financial concepts and tools you need to know - from red flags to when to invest to how to talk to bankers.

**Early Bird Price: RM1,850**

**Normal Price: RM2,070**

(inclusive of SST & HRDC Admin Fee)



**7 - 8 AUGUST 2024**



**09:00AM - 05:00PM**



**CONCORDE HOTEL, KL**

Please collect your  
RM20 TNG eWallet  
reload pin at  
registration desk.

## Our Trainer

### Saw Ann Ping

A former investment banker, whose last corporate position was General Manager at Hong Leong Islamic Bank. She was involved in corporate banking, bond issuance, project advisory and corporate advisory. Prior to becoming a banker, she was a management consultant with Arthur Andersen

### Chan Leng Kei

A former investment banker, the trainer has taught many bankers and professionals in financial analysis and cash flow modeling. She was previously in Hong Leong Islamic Bank, RHB ISLAMIC Bank and CIMB

## Contact us

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# What You will learn?

## Finance and You

- Practical Usage of Finance for Personal Benefits
- For Companies

## Users of Financial Information

- Shareholders and directors
- Management
- Lenders
- Business Contacts
- Employees
- Government

## Key Components of Financial Statements and Financial Jargons

- Statement of Income (Profit & Loss)

## Key Components of Financial Statements and Financial Jargons

- Statements of Financial Position (Balance Sheets)

## Key Components of Financial Statements and Financial Jargons

- Statements of Cash Flow

## Relationship Between the Financial Statements

## Notes to the Financial Statements

## Group vs Company Financial Statements

## Financial Analysis (Practical Usage)

- Why analyse?
- Breakeven analysis
- Horizontal analysis
- Vertical analysis

## Financial Analysis

- Ratio analysis
- Red flags and the need to take action

## REGISTRATION

### PARTICIPANT'S DETAILS

Name:  
Contact No.:  
Email:

Name:  
Contact No.:  
Email:

## REGISTRATION

### COMPANY REPRESENTATIVE DETAILS

Name:  
Tel:  
Email:  
Company:  
Address:

## Notes:

1. For cancellation less than 14 days before or non-arrival on the training day, no refund will be given. Substitution is allowed.
2. Should the number of participants be too low to make the course a meaningful learning experience, Symphony reserves the right to postpone or cancel the training.
3. HRDC grant application shall be applied and approved before the training day. Maximum claim from HRDC is RM1,300 per day. The balance, if any, is to be topped up by client.