

One-Day Workshop

Understanding Accounting & Financial Statements (For Non-Finance Managers & Entrepreneurs)

Limited
Seat !!

Date : 14 March 2008 (Friday), 9am to 5pm

Venue : Gurney Hotel, Penang

Workshop Objective:

Accounting is the language of business. Financial Statements is the report card of the business. Each decision made and each action taken by directors and managers will have either direct or indirect, short term or long term effect on the company's financial position and performance. On the other hand, accounting information is also used for management and business decision such as investment, divestment, expansion, performance reward, promotion, pricing of products etc. Forecasting and budgeting will enable a company to plan for its future funding equipment, resources allocation and exit plan.

The importance of accounting and financial knowledge of non-finance managers to the success of the company and manager personally can not be over emphasized. This workshop is specifically designed to provide basic knowledge of accounting and financial skills to non-finance managers. Upon completion of the workshop, the participants will be able to:

- ✓ Understand the basic accounting and its relationship to business
- ✓ Read and understand financial statements
- ✓ Understand common accounting and financial jargons and terminologies
- ✓ Understand how his/her department's performance may affect the company's financial performance
- ✓ Have some skills on how to analyze financial information and make decision with financial effect in mind
- ✓ Communicate more effectively with the finance department of the company

Who May Benefit:

- Entrepreneurs, directors, GMs and business managers
- Divisional and departmental managers and executives- HR, Operation, Production, Sales, Marketing, Public Relation etc
- Professionals – Engineers, lawyers, company secretaries etc
- Any one who wants to learn about company financial aspect

Workshop Outline

1. Introduction to Basic Accounting
 - Accounting & business
 - Accounting principles
 - Book keeping
 - Entity concept
2. Financial Reporting Framework in Malaysia
 - Laws & Directors' responsibilities
 - Accounting standards, rules and policies
 - Audit Requirements
3. Understanding Financial Statements
 - Balance Sheet – the financial position
 - Income Statement – the performance reporting
 - Cash Flow Statement – importance of cash to business
 - Annual Report
4. Analyzing financial using key ratios
5. Income tax and company
6. Company budget & financial planning – what is it?
7. Some key questions and concepts
 - What is sale?
 - Gross profit margin & mark-up
 - Expense vs. investment
 - Debt recoverability
 - Liability & accrual
 - Loans
 - Effect of company expansion such as additional staffs
 - Others
8. Company & business valuation – evaluating from financial statements

(Workshop starts at 9am and ends at 5pm.
Registration starts at 8.15am.)

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PROFILE OF SPEAKER

Goh Kean Hoe has more than 15 years of practical experience in the areas of accounting, financial reporting, auditing, taxation, financial management, corporate secretarial services and consulting. After obtaining his Bachelor of Accounting from the University of Malaya, he was offered to join a then Big 6 firm where he worked for about 6 years before he left as an audit manager. He joined a local group of companies as its financial controller for about 2 years before he started his own practice in 2001. He is currently the Managing Proprietor of his own practice, K H Goh & Co, a niche Chartered Accountant firm that provides services in auditing, accounting, taxation, outsourcing and consulting. His past and present clients include PLCs, MNCs, SMEs, and entrepreneurs. He has exposure to international assignments in countries like China, Hong Kong, USA, Singapore and Cambodia. His industry experience includes manufacturing, trading & retail, property development & construction, service and IT, banking & finance, plantation, food & restaurants, transportation and logistics, professional services (legal, engineering and medical), infrastructure & concessionaires and others.

Goh Kean Hoe is a member of Malaysian Institute of Accountants (MIA), Malaysian Institute of Certified Public Accountants (MICPA) and Malaysian Institute of Taxation (MIT). He is also a Certified Financial Planner under FPAM. He sits in a few working groups and task forces of both MIA and MICPA. He is currently the Honorary Treasurer of Malaysian Economic Association (MEA) and the Secretary of the Yayasan MEA. He is resourceful and has great interest in technical research and writing on accounting related topics. His articles were published in local accounting journals and the Edge Business Weekly. He has also conducted tutorial for accounting undergraduates on part time basis and was a guest lecturer for MBA students in the University of Malaya. He is a graduate of Money & You programme whose past graduates include world famous personal development figures like Anthony Robin and Robert Kiyosaki. He is a Certified Master Class Trainer having completed the Master Class Train The Trainer course conducted by Dr Billy Kueek.

REGISTRATION FORM

4 Ways to Register

www.globalacc.com.my

Call : **7880 3028** (Ms Bu/Chew)

Fax : 7880 3009

Email : gkh2001@tm.net.my

Mail: **Globalacc Research & Training S/B**

J-1-19 Jalan PJU 1/43, Aman Suria

Damansara, 47301 Petaling Jaya

C O U R S E F E E	Types	Normal Rate	Early Bird**
	Public/Normal	RM610	RM535
	Members of FPLC	RM550	RM475
	Member of MEF	RM550	RM475
	Group /Bulk Purchase	8% discount on 3 rd seat onward	
<i>Seminar fee inclusive of seminar materials, welcome drink, 2 tea breaks with snacks and one lunch.</i>			
** Early Bird rate apply to registration received 7 days before event date			

Payment Details

Total Amount : RM _____

Cheque No : _____

- All cheques are payable to ' Federation of Public Listed Companies Bhd '
- Full payment is required to guarantee entry to the seminar room. You can bank in to MBB 514196317933 & fax bank in slip to us
- Cancellation is not allowed but replacement is welcome with prior notice
- Organiser reserves the right to amend or cancel the events

Organization Details

Company/

Firm Name : _____

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Delegate Details

1. Name : _____

Designation : _____

Member No : _____

2. Name : _____

Designation : _____

Member No : _____

3. Name : _____

Designation : _____

Member No : _____