



# Operating a Small Business Effectively

Date: 13 & 14 April 2009

Endorsed by: BRUNEI DARUSSALAM INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS

**FTMS** Global  
Established since 1986

## Introduction:

In today's competitive business maintaining a healthy cash flow, lean costing and competitive pricing is crucial to the stability and growth of a business. This workshop is specifically designed to provide an environment of interaction using real case business scenario, identifying constraints and navigates your ways into a more secured financial & business footing.

## Training Objectives:

- Discussion on solution to real business problems
- How to manage & ensure a healthy cash flow for your business
- Understanding your role as owners or managers of a business
- How to effectively cost your product
- How to manage your competitors
- Managing your assets
- Choosing between purchase or lease
- Working capital management
- Criteria for extending credit
- Know the main financial statements
- Value add your business

## Who Should Attend:

- Entrepreneurs/ Financial Controllers
- Accounts / Finance Managers & Executives
- Administration Managers & Executives
- Payroll Managers & Executives
- Human Resource Managers & Executives
- Credit Managers/Executives
- Sales and Marketing Managers & Executives
- Corporate Planners

## Course Contents:

### Day 1

#### Session 1

- Writing & Translating your Business Plan into Key Performance Indicators

#### Session 2

- What banks look for?
- Arranging business finance, 6 Cs
- Your Criteria in extending credit to customers

#### Session 3

Alternative decisions on:

- Retain or replace equipment
- Eliminate an unprofitable segment
- Choose between purchase or lease
- Accept an order at a special price

#### Session 4

- Cash Flow Simulation
- Scenario Planning & Forecasting for your Cash Flow, Inventory, Account Receivable & Net Fixed Asset, Accounts Payable & Long Term Debts.

### Day 2

#### Session 5

- Costing & pricing of your products
- Know your break-even point in units & values

#### Session 6

- Case study on managing cost control

#### Session 7

- Analysing your main financial statements

#### Session 8

- The Production-Distribution Chain
- Manufacturer sells in bulk (hundreds) to
- Wholesaler who sells quantities (dozens) to
- Retailer who sells single pieces (one) to
- Consumer
- Each link along the chain marks up (increases) the price.

## Speaker's Profile

### Dr. Steven Liew

Dr. Steven has a Phd from Rushmore University in USA, MBA from NUS, Singapore and a Fellow of Chartered Cost and Management Accountant, (FCMA) UK. A dynamic and hands-on finance professional with over 20 years of experience.

Dr Steven is an accomplished speaker in subjects like Strategic Planning and Financial Management, Performance Measurement, Management Accounting and Decision Making. He's written a number of research articles and his maiden book released in 2005 is called, "Faces behind a Successful organization"

## Administrative Details

### COURSE FEE

*Member (BICPA)	B\$400	<b>Inclusive of course materials, two tea breaks &amp; lunch per day</b>
Non-member	B\$450	

Fee is made payable to **BICPA-FTMS Accountancy Academy Sdn Bhd**. Admittance will only be permitted upon receipt of full payment. Registration made by fax / Email must be followed immediately by payment. For Invoice issued settlement must be made within 30 days. Bank Details: HSBC Bank, A/C No. 001-212331-001

### CONTACT

**Zu / Wati:** Tel: 673-2233945 **Fax:** 673-2454946 **Email:** zida\_bicpa-ftms@brunet.bn

Address: No 3, 1<sup>st</sup> & 2<sup>nd</sup> Floor, Block A, Regent Square, Spg 150, Kiulap, BE1518, Brunei Darussalam

### PDP HOURS

All participants will be presented with a Certificate of Attendance upon successful completion of the programme. PDP hours will be printed in the Certificate.

### CANCELLATION

Please inform us in writing if you intend to cancel. An administrative charge of 20% of the registration fee will levied for cancellation received within 14 days prior to the date of the event. You can substitute an alternative delegate if you wish to avoid cancellation charges. Any difference in fee payment will be charged accordingly. Confirmed registrant who failed to attend and did not cancel his registration in writing is liable for the entire fee.

### DISCLAIMER

BICPA-FTMS reserves the right to change the facilitator, date and cancel the programme should circumstances beyond its control arises.

**14 PDP Units**

*Professional Development Programme*

## Registration Form

**YES!** (I am / We are) interested to attend the Two-Day seminar on **OPERATING A SMALL BUSINESS EFFECTIVELY**  
**13 & 14 April 2009, Monday & Tuesday, from 9.00am to 5.00pm,**  
**At The Rizqun International Hotel**

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name of Person-In -Charge \_\_\_\_\_

Co. Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**EARLY BIRD DISCOUNT**

**B\$50 REBATE "Register &  
Paid by 11 April '09"**