

# Public Training/Workshop#

## STRATEGIC PLANNING & BUDGETING

(TRICKIEST TRICKS TO PREPARE YOUR BUSINESS PLAN)

"The Art Of Adventurous For Lifelong Learning"



### PROGRAM OVERVIEW :

Business requires many combinations of strategies, of which planning and budgeting play very importance role to estimate future needs and plan profits, spending and overall cash flow.

A budget can greatly enhance your chances of success by helping you identify programmatic objectives that are aligned with the mission and strategic plan, determine the financial resources needed and available to achieve program goals. A budget allows you to perceive problems before they occur and alter your plans to prevent those problems.

Without a proper road map there is no guarantee of reaching your desired destination. Similarly, in business, without a properly constructed Business Plan, Financial Budget and Cash Flow Forecast, there is no guarantee of attaining your financial goals. This hands-on and practical workshop is designed specifically to give you the necessary tools to assist you to prepare your business plan, set realistic budgets and cash flow forecasts, and determine your business' break even targets – all the necessary tools that will help you achieve your business' financial goals.

### PROGRAM OBJECTIVES :

Upon completion of this program, the participants should be able to:-

- ◆ Understand overviews of plans and planning process clearly
- ◆ Translate the planning into the budgeting concepts Explore
- ◆ Keys principle of successful budget process
- ◆ Analyze and control budget plan for your business
- ◆ Gain the experience of capital investment appraisal in practice

### METHODOLOGY :

- ◆ Experience based and participatory approaches
- ◆ Brainstorming,
- ◆ Group discussion with presentation,
- ◆ Group work,
- ◆ Sharing hand-on experience participants' problem raised during training workshop
- ◆ Simulation
- ◆ Role Play
- ◆ Case Studies

### Venue :

### Medium :

English

### Date :

Refer to our WEBSITE

### Duration :

2 Days (9am - 5pm)

### PROGRAM SCHEDULE :

|                   |                     |
|-------------------|---------------------|
| Registration      | : 8.30am            |
| Morning session   | : 9.00am - 10.30am  |
| Morning Tea       | : 10.30am - 10.45am |
| Lunch             | : 1.00pm - 2.00pm   |
| Afternoon session | : 2.00pm - 3.30pm   |
| Afternoon Tea     | : 3.30pm - 3.45pm   |
| End               | : 5.00pm            |

### WHO SHOULD ATTEND? :

- ◆ Chief Executive Officer (CEO)
- ◆ General Manager
- ◆ Branch Manager Level,
- ◆ Human Resources Managers
- ◆ Finance Manager
- ◆ Production Manager
- ◆ Supervisor
- ◆ Anyone who related with Planning & Budgeting



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# PROGRAM CONTENT

## 1. Overview of plans and planning

- ◆ Different types of plans and planning
- ◆ How important is it?
- ◆ Approaches to Planning Process

## 2. Preparing a Plan and Budget

- ◆ Structure, Contents and Approach
- ◆ Detail contents will be explained and the session will be an engaging session where participants actually do sessions to experience the thinking via discussions and presentations
- ◆ SWOT Analysis – Evaluation of Internal and External Environment
- ◆ Setting financial goals and objectives
- ◆ Implementing the business plan

## 3. The Basic Concepts of budget and budgeting

- ◆ Why is Budget Plan Needed?
- ◆ Budget Requirement
- ◆ Budget Limitations

## 4. Budget Preparation Process

- ◆ Budgeting Approaches
- ◆ Revenues Estimation
- ◆ Financial Cost Estimation
- ◆ Cash Flow Projection
- ◆ Budget implementation challenges

## 5. Budget reporting and controlling

- ◆ Annual Budget Evaluation (Budget Vs Actual)
- ◆ Managing critical business drivers

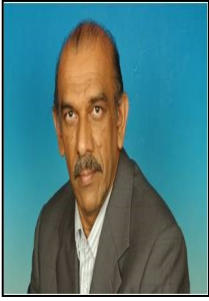
## 6. Cash Flow Forecasting – Case Study

- ◆ Business Implications



## COURSE LEADER

### **Richard Jacob - MBA [Cranfield, U.K.]**



Richard Jacob is a HRDF Approved trainer, an American Management Association (AMA) Global Faculty Member and has delivered training programs in Cairo, Dubai, Tokyo, Manila, Singapore, Jakarta, Lahore, Karachi, Shanghai, Beijing, Hong Kong, Saigon, Hanoi, Melbourne and Sydney. He has an MBA from Cranfield School of Management in the United Kingdom, a leading European Business School. He is an Accountant by training and was an Auditor in an international firm of Accountants for nine years. His strategic experience comes from being a Financial Manager, Company Secretary and Business Development Manager in a leading Swedish pharmaceutical company by the name of Astra Pharmaceutical.

Since 1995, Richard has consulted and trained some 13,500 General Managers and executives in several companies in Asia in his core business competencies which are in Marketing and Sales related skills, Leadership, Strategy and Change and Fundamentals of Finance. Richard has also designed and delivered a Business Essentials program for participants of the Philips China, Advanced Leadership Development Program (ALDP).

Richard's impressive client list includes Philips units in Asia delivering Marketing modules as part of their Global Faculty for Revolutionary Change in Marketing. He has also designed and developed Marketing Development Programs for 3M Malaysia, Maxis, Astro and Tractors Malaysia. In the area of Finance his clients include SIDC, Hilton International, Mearsk in Tokyo, Unilever Philippines and UNAXIS of Switzerland in Finance. In the areas of Leadership and Change and Strategic Management his clients include Nestle, Jobstreet, Maxis, Matsushita Asia, Comptel, Total Sports Asia, Braun Malaysia, Schering AG Malaysia, Tenaga Nasional, NIAM, Great Eastern, Hong Leong Group, Pfizer Malaysia, and Maybank. Richard is a competent global trainer and facilitator with powerful abilities to get participants to relate concepts to practice.

Richard has also lectured in his core competencies for degree and MBA franchise programs for the University of Northumbria, University of Tasmania and University of Sunderland. More recently he has gone back to lecture a Master's program for The University of York, St. John of UK teaching "Sustainable Business".

Richard also does competency assessments for marketing personnel and high potentials and has recently gone into coaching having completed all relevant modules of Erickson College's Solution Focused Coaching Certification Program in collaboration with ICF. Given his broad business experience Richard has moderated in several regional conferences in Astra Zeneca and in some Malaysian High Level group think sessions. Very recently, he moderated at the MAHB Risk Management Strategy Conference 2014.

### IN-HOUSE TRAINING

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## IN-HOUSE TRAINING

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# REGISTRATION FORM

## STRATEGIC PLANNING & BUDGETING

(TRICKIEST TRICKS TO PREPARE YOUR BUSINESS PLAN)

**DATE:** Refer to our WEBSITE. | **VENUE:**

PLEASE COMPLETE THIS FORM AND EMAIL / FAX TO US EMAIL :

**icare@asl-solutions.com ; shafi@asl-solutions.com**

FAX : +603-5548 0024 ; TEL: +603-5542 0023 (HuntingLine)

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### PARTICIPANT'S NAME :

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

Position: \_\_\_\_\_ Dept: \_\_\_\_\_

DL : \_\_\_\_\_ HP: \_\_\_\_\_

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

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

Position: \_\_\_\_\_ Dept: \_\_\_\_\_

DL : \_\_\_\_\_ HP: \_\_\_\_\_

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

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

Position: \_\_\_\_\_ Dept: \_\_\_\_\_

DL : \_\_\_\_\_ HP: \_\_\_\_\_

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

**Company Name:** \_\_\_\_\_

Address \_\_\_\_\_

City: \_\_\_\_\_ Postcode: \_\_\_\_\_

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

Authorization (Signatory must be authorized on behalf of the company )

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

Position: \_\_\_\_\_ Department : \_\_\_\_\_

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

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

This booking is invalid without a signature & company stamp.

### TERMS & CONDITIONS:

1. Workshop Fee is not inclusive of accommodation and transportation

2. Fees are inclusive of program materials and refreshments.

3. Payment Terms - Following completion and return of the registration form, full payment is required within Ten (10 ) working days upon the issuance of invoice or a letter of undertaking( LOU ) .Payment or LOU must be received prior to the conference/ training date. A receipt will be issued on payment. Due to limited conference/ training seats, we advise early registration to avoid disappointment.

#### 4. CLIENT'S CANCELLATION/SUBSTITUTION

Client's cancellation must be received in writing by MAIL or FAX two (2 ) weeks prior to the event in . All bookings carry a 50% cancellation liability should the notice given is less than two(2) weeks. and 100% cancellation liability 4-days prior to the event Non-payment or non- attendance does not constitute cancellation.

( However, complete set of documentation will be sent to you. Substitutions are welcomed at any time. All cancellations of registration must be made in writing )

5. If, for any unexpected circumstances or reasons that ASL Group decides to postpone this event, the client hereby indemnifies and holds ASL Group harmless from any cost incurred in by the client. The event fee's will be refunded,

ASL Group reserves the right to change the content without notice.

6. Copyright etc. - All Intellectual Property rights in all materials produced or distributed by ASL group in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is strictly prohibited.

7. Important note: In the event that if ASL Group permanently cancels the event for any reason whatsoever, (Including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the client shall receive a refund for the amount that the Client has paid to such permanently cancelled event.

8. All Payment should Be Made to :

**ASL Training & Consultancy Sdn Bhd.**

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