

CASH FLOW MANAGEMENT STRATEGIES

KUALA LUMPUR 20 NOVEMBER 2020

INTRODUCTION

To avoid disruptions of business or to take advantage of temporary cash surpluses, cash flow can and should be projected, monitored, and controlled.

This workshop provides an overview of the cash flow process and also how participants manage it by applying the right management tool.

LEARNING OUTCOMES

- Recognise the relationship between profits and cash flow.
- Analyse the cash management tools currently in place.
- Prepare and develop an analytical approach to cash inflow and outflow drivers in the business.
- Apply total cash management's effect on revenues and expenses.
- Measure and predict the collecting accounts receivable.
- Examine the cash flow effect.

WHO SHOULD ATTEND

Financial controllers, finance managers, accountants, those involved in monitoring or managing the company's cash flow, Analysts, risk managers, CMSRL holders and ERPs

PRESENTER

Ms Shuba Kumar

All our workshops are available via in-house training.

EARLY BIRD SPECIAL

Enjoy **10%** savings when you register online at least **one** month before the workshop date.

EVENT DETAILS

Friday 20 November 2020

TIME
9.00am – 5.00pm

VENUE
CPA Australia Seminar Room
Suite 10.01, Level 10
The Gardens South Tower
Mid Valley City
Lingkaran Syed Putra
59200 Kuala Lumpur

FEE (inclusive of 6% Service Tax, lunch and tea-breaks)
Member: RM349.80
REP/Member staff: RM455.80
Non-member: RM583.00

10 SIDC CPE-approved:
CPE Points



LEVEL
COMPETENT

CLAIM UP TO
8 CPD HOURS



CASH FLOW MANAGEMENT STRATEGIES

KEY TOPICS COVERED

The scope of cash flow management

- Key objectives and benefits
- Profits vs. cash flow
- The risks of overtrading
- Why profit does not equal cash – profit is opinion, cash is fact
- Working capital and the cash flow cycle

Cash flow drivers

- Inflow drivers
- Outflow drivers

Understanding total cash management

- Total cash management does increase earnings
- How operating decisions impact cash flow
- Day-to-day cash management
- Cash shortage and cash surplus
- Putting excess cash to work

Total cash management's effect on revenues and expenses

- Increase sales through total cash management
- Better expense control is the road to positive cash flow

Collecting accounts receivable

- Why companies do not pay their bills
- Difficult collections and risk

Squeezing inventories for cash savings

- The basics
- Inventory control techniques

Liquidity ratios, debt and equity ratios

- The current ratio
- Quick ratio
- Absolute liquidity ratio
- Debt vs. equity
- The cost of funding and the impact on cash flow

SPEAKER'S PROFILE

MS SHUBA KUMAR FCPA (Aust.)

Shuba Kumar is an independent consultant, providing services in management, training and development. She has 38 years' experience in various positions in the corporate world such as training consultant; regional financial controller and general manager of hotels; group internal auditor and group company secretary of a public listed company; and external auditor in Pricewaterhouse Melbourne.

She is a Fellow of CPA Australia and the Institute of Chartered Accountants in Australia and a Chartered Accountant of the Malaysian Institute of Accountants. She also has a Bachelor of Commerce degree from Melbourne University.

Shuba is an accomplished trainer and has conducted soft skill, technical workshops and financial training in many multinational organisations, banks and hotels. She has received excellent comments on her training courses and the methods she adopts. She has presented papers at many conferences in Malaysia and abroad.

REGISTRATION FORM

Save 10% on workshops when you register online at cpaaustralia.com.au/malaysiatraining. You can also return completed form to CPA Australia.

✉ CPA Australia (M) Sdn Bhd (291307-P), Suite 10.01, Level 10, The Gardens South Tower, Mid Valley City, Lingkaran Syed Putra, 59200 Kuala Lumpur

☎ +603 2267 3388 📠 +603 2287 3030 @ cpd.malaysia@cpaaustralia.com.au

1 PARTICIPANT DETAILS

PARTICIPANT 1	Attending as	<input type="checkbox"/> Member	<input type="checkbox"/> REP / Member staff	<input type="checkbox"/> Non-member
Full name as per I/C <small>(Dato' / Datin / Dr / Mr / Mrs / Ms)</small>	CPA Australia Member ID			
Position	Email*			
Mobile	Special dietary requirements (if any)			
PARTICIPANT 2	Attending as	<input type="checkbox"/> Member	<input type="checkbox"/> REP / Member staff	<input type="checkbox"/> Non-member
Full name as per I/C <small>(Dato' / Datin / Dr / Mr / Mrs / Ms)</small>	CPA Australia Member ID			
Position	Email*			
Mobile	Special dietary requirements (if any)			
PARTICIPANT 3	Attending as	<input type="checkbox"/> Member	<input type="checkbox"/> REP / Member staff	<input type="checkbox"/> Non-member
Full name as per I/C <small>(Dato' / Datin / Dr / Mr / Mrs / Ms)</small>	CPA Australia Member ID			
Position	Email*			
Mobile	Special dietary requirements (if any)			

REP refers to CPA Australia's Recognised Employer Partners. View our partners at cpaaustralia.com.au/rep

Member staff refers to staff from a CPA member's firm or organisation.

*Workshop confirmation will be sent to the stated email address.

2 CONTACT AND BILLING INFORMATION

Contact Person	Billing Address				
Phone					
Email					
Company Billing Name	State	Postcode			
Business Registration no.	Industry				

3 WORKSHOP AND PAYMENT DETAILS

NO.	WORKSHOP TITLE	DATE	LOCATION	PRICE	QTY	FEE (RM)
1						
2						
3						
TOTAL						RM

4 MAKE A PAYMENT

Do you want the electronic tax invoice/receipt to be under the company's name? Yes No

Payment method Credit card: Visit cpaaustralia.com.au/malaysiatraining to register and pay with your credit card with MYR.

Cheque: Make payable to 'CPA Australia (M) Sdn Bhd' Cheque number

Please indicate registrants full name, membership number and contact number on the back of the cheque.

For other methods of payment, call +603 2267 3388

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Signature / /