

# CASH FLOW MANAGEMENT STRATEGIES

**KUALA LUMPUR 22 NOVEMBER 2019**

## INTRODUCTION

Cash flow management refers to the need to have cash come in – flow in – at the right times, so that it is available to flow out as needed. Everyone knows that if an organisation has more expenses than income, sooner or later it will find itself in trouble. However, even if income matches or exceeds expenses in a given year, the cash from the income may not arrive in time to pay the bills as they come due. A cash shortage can be very disruptive to your ability to carry out your mission.

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 22 November 2019

### 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**



Based on the merit of each applicant

### LEVEL

**COMPETENT**

CLAIM UP TO  
**8 CPD HOURS**



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## 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: Fast!

### 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](http://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](mailto:cpd.malaysia@cpaaustralia.com.au)

## 1 PARTICIPANT DETAILS

### PARTICIPANT 1

Attending as  Member  REP / Member staff  Non-member

Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms)

Position

Mobile

CPA Australia  
Member ID

Email\*

Special dietary  
requirements  
(if any)

### PARTICIPANT 2

Attending as  Member  REP / Member staff  Non-member

Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms)

Position

Mobile

CPA Australia  
Member ID

Email\*

Special dietary  
requirements  
(if any)

### PARTICIPANT 3

Attending as  Member  REP / Member staff  Non-member

Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms)

Position

Mobile

CPA Australia  
Member ID

Email\*

Special dietary  
requirements  
(if any)

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

Phone

Email

Company  
Billing Name

Business  
Registration  
no.

Billing Address

State

Postcode

Industry

## 3 WORKSHOP AND PAYMENT DETAILS

NO.	WORKSHOP TITLE	DATE	LOCATION	PRICE	QTY	FEE (RM)
1						
2						
3						
<b>TOTAL</b>						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](http://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

Terms and conditions: 1. CPA Australia Ltd (CPA Australia) reserves the right to alter the program/s or presenter/s without further notice, however the event/s is/are intended to run as advertised. 2. CPA Australia reserves the right to cancel the event/s due to insufficient numbers. Registrants will be notified and refunded in full should this occur. 3. Registrations for events are on a first-come-first-served basis. 4. Registrations for events must be accompanied by full payment. 5. Cancellations or transfers must be advised in writing and received by CPA Australia at least 5 working days prior to the event. Registrants will otherwise be liable for payment, including in the event of non-attendance. Transfers are subject to the applicable registration rate and additional payment may be required. 6. Credit transferred must be utilised within the same year from the date of transfer. 7. Registrants who travel to attend the events are required to obtain the workshop confirmation from CPA Australia before the travel arrangement (i.e. flight, bus, hotel etc.) are confirmed. For the full T&Cs, visit [cpaaustralia.com.au/utilities/terms/event-terms](http://cpaaustralia.com.au/utilities/terms/event-terms)

By signing where indicated below, I agree that I have read, understand and accept the Terms and Conditions above and the Privacy Statement which can be found at CPA Australia's Privacy Policy [cpaaustralia.com.au/utilities/privacy/privacy-policy](http://cpaaustralia.com.au/utilities/privacy/privacy-policy).

Signature

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