

# Cash Management & Credit Control Strategies



## COURSE INTRODUCTION

The current global economic development can only indicate difficult times ahead for many businesses in the next few years. Staying alive needs financial strength, more so in 2009. Weak cash flow companies are fast degenerating into crisis situations. Falling revenues, poor debt collection and heavy operating expenses are biting into limited cash resources. It is even more worrisome when creditors and banks are reducing credit exposure.

Maybe it is time to look at the business and its customers with specific attention to managing cash flow. For now it is maximizing cash flow and prioritizing corporate survival strategies. Manage the business now, don't let it become a crisis.

## COURSE OBJECTIVES

This course aims to provide a framework for efficient cash management and business recovery under weak economic conditions. Upon completion, the participants would be able to undertake basic cash management procedures to strengthen business liquidity and cash flows. A platform for strategic thinking is made available for the participants to develop preventive action plans.

## COURSE CONTENTS

1. Overview of Corporate Cash flows
  - ❖ Funding of a business
  - ❖ Working capital and cash
  - ❖ Cash flow and liquidity
2. Managing a Cash flow Crisis
  - ❖ Causes of cash flow crisis
  - ❖ Preventing a cash flow crisis
  - ❖ Solving a cash flow crisis
3. Cash flow Management
  - ❖ Cash flow forecasting
  - ❖ Creating cash
  - ❖ Cash outflow control
4. Credit Management
  - ❖ Trade policy and impact
  - ❖ Control of credit and debt collection
  - ❖ Managing the collection process
5. Review and Conclusion

## SPEAKER – KENNY TAY

Mr. Kenny Tay CA (M) FCCA FCMA is the Managing Consultant of Finet Associates Sdn. Bhd. His special interests are in the areas of capital markets, business improvement, organizational change and consulting. He is a Fellow Member of ACCA and CIMA. He also holds Certificate in Company Law, Macquarie University, Australia and a Member of Australian Institute of Management. He conducts training on finance for non financial managers, credit and customer collection, cost control and productivity, financial Planning and budgeting, credit risk assessment (CCP), business costing risk management, project financing, developing financial skills and board room finance/ finance for directors. Among others, he has conducted training for Bank Negara Malaysia, PNB Investment Institute, Banks in Malaysia, Lembaga Tabung Angkatan Tentera (LTAT), Securities Commission, State Bank of Vietnam and Bank of Investment and Development, Vietnam.

## RM300

*(inclusive of seminar materials, certificate of attendance, refreshment and lunch)*

### PROGRAMME DETAILS

Date	:	26 March 2009, Thur 21 July 2009, Tue
Time	:	9.00am – 5.00pm
Venue	:	SURUHANJAYA SYARIKAT MALAYSIA Level 19, Putra Place 100 Jalan Putra Kuala Lumpur

# REGISTRATION FORM



**COURSE FEE**

**RM250**

**SEMINAR ON**

## *Cash Management and Credit Control Strategies*

Use one form for each participant. Please print or type details clearly. This form can be downloaded from SSM's website at [www.ssm.com.my](http://www.ssm.com.my). Kindly make copies if more forms are needed.

Yes, please register me for the above seminar on  **26 Mar 2009, Thur. Event Code: FIN/KL/030/09;** or  
 **21 Jul 2009, Tue. Event Code: FIN/KL/083/09**

### Participant and Payment Details

Name :	Office Tel. No. :
I/C No. :	Fax No. : Mobile No. :
License Secretary No. :	Email Address :
Professional Body Name & Membership No. :	<input type="checkbox"/> I/We enclose Cheque/Bank Draft/Money Order/Postal Order for amount of RM _____ (non-refundable and made payable to 'SURUHANJAYA SYARIKAT MALAYSIA' [Please indicate participant and company's name and event code on the reverse of the cheque].
Designation :	Fax your registration form and send your payment to:
Company :	<b>COMTRAC</b> (Companies Commission of Malaysia Training Academy) Level 11, Putra Place, 100 Jalan Putra 50622 Kuala Lumpur
Address :	Tel : 03-40479681 (Farah/Zila) / 9658 (June) / 6018 (Zalina) Fax : 03-40476052/6334 Email: <a href="mailto:comtrac@ssm.com.my">comtrac@ssm.com.my</a>

### **ABOUT THE ORGANISER**

COMTRAC (Companies Commission of Malaysia Training Academy) commenced operation in April 2007 to function as the education and training arm of Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia [SSM]). COMTRAC undertakes a crucial role in enhancing the skills and competencies of its employees and elevating and promoting ethical business and good corporate governance values to business and corporate community. Please visit [www.ssm.com.my](http://www.ssm.com.my) to find out more about COMTRAC and its training programmes.

### **TERMS AND CONDITIONS**

Registration is on a first-come-first-served-basis. All registrations MUST be accompanied with the full payment. Admittance will not be permitted unless payment or a letter of guarantee is received. There is no refund policy for cancellation. A substitute participant is welcome. However extra charges will be imposed where there is a difference in fee for the substitute. If a participant fails to attend a programme, the registration fee will not be refunded nor allocated to another programme. Postponement/replacement is allowed if SSM is notified within three (3) working days prior to the programme. All postponements/replacements must be made in writing and acknowledged by SSM. Any replacement of certificate due to errors in name or identification card number wrongly filled by participant/representative during registration or loss of certificate will be charged RM30.00 per-copy for administration cost. SSM retains the right to postpone the date/place and cancel program due to any unforeseen circumstances that may arise. In cases of cancellation, full refund will be returned to participants. Please advise us if you need an invoice otherwise the registration form serves as our official invoice.