

CREATING FINANCIAL PROPOSALS

WHAT BANKS, FINANCIERS AND VENTURE CAPITALIST LOOK FOR?

13TH & 14TH MARCH 2013

THE GARDENS HOTEL, MID VALLEY, KUALA LUMPUR



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In this 2 days programme, we will look at how to enhance the success rate of choosing and obtaining the appropriate source of funding by providing potential investors and financiers with a winning financial proposal.

FOCUSSING ON:

- Funding Requirements of An Organisation
- Sources of Financing
- Writing a Convincing and Sound Profile
- Projections and Forecasting
- Financial Statements and Ratios
- Risk Appetite



Under SBL Scheme

WHO SHOULD ATTEND

All Directors / General Managers / Senior Managers / Finance Managers / Accountants / Corporate Planners & Strategists / Departmental Managers / Decision Makers / Internal Auditors & those who wish to develop their understanding on creating financial proposals

Axsel Management International Sdn Bhd (879857-T)
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Objectives

Participants will learn the essential elements of creating financial proposals and more importantly, will be coached on effective skills to support a successful proposal submission.

The elements of producing a good financial proposal will be highlighted throughout the 2 day course.

Who should attend?

- All Directors
- General Managers
- Senior Managers
- Finance Managers
- Accountants
- Corporate Planners & Strategists
- Departmental Managers
- Decision Makers
- Internal Auditors

Funding is necessary for a business to grow. Ensuring adequate financing is available to finance on-going and new projects, as working capital, as expansion or repayment of debt is critical to the long-term stability of a company.

At times seeking a correct financial partner or financial assistance can be a high risk decision. Potential lenders and investors need to scrutinise business proposals and financial reports submitted before making a decision.

In these two days we will look at how to enhance the success rate of choosing and obtaining the appropriate source of funding by providing potential investors and financiers with a winning financial proposal.

COURSE CONTENT

FUNDING REQUIREMENTS OF AN ORGANISATION

- Capital Expenditure For Expansion
- Capital Expenditure For Replacement
- Working Capital Financing
- Repayment Of Debt
- Project Financing

POSSIBLE SOURCES OF FUNDS

- Government Grants
- Venture Capitalists
- Loans
- Private Investors
- Listing In The Stock Exchange

WRITING UP THE ORGANISATIONS PROFILE

- The Organisational Structure
- The People And Their Contribution
- The Individuals Profile, What To Include
- The Outstanding Features Of The Organisation
- The History And The Track Record Of The Organisation

PROJECTIONS

- Primary Considerations In Forecasting
- Sources Of Information Required In Forecasting
- Revenue Projection
- Cash Forecast
- Financial Statements Forecast
- Capital Expenditure Forecast

FINANCIAL STATEMENTS AND RATIOS

- The Balance Sheet
- The Income Statement
- The Cash Flow Statement
- Earnings Ratios
- Borrowing Ratios
- Liquidity Ratios
- Operational Ratios

WHAT INVESTORS AND BANKERS LOOK FOR?

- Business Sustainability
- Track Record And History Of The Organisation
- Repayment Capability
- Reason For Funding And The Banks Or Investors Risk Appetite Bankers Check List

TRAINER PROFILE

MR. T. SEELAN, C.A.(M), FCCA, FFA, ACIA

Mr. Seelan specialises in designing and setting up of accounting, internal control and operational systems as well as in performing operational audits. His clients include those in the hospitality, education, manufacturing and service-based industries.

His working experience includes years at several public accounting firms, a leading hotel in Langkawi and an established manufacturing organisation. He was also attached to a large tax firm for three years. He also acts as a consultant for a number of groups on financial issues.

Mr. Seelan is also actively involved in the development and implementation of financial and management training programs for various organizations. He has trained accountants and financial advisors in **Vietnam, Brunei, Rwanda and Uganda**. These programs have produced excellent feedback.

He has trained personnel from numerous companies and the public sector, including, Majlis Bandaraya Shah Alam, Permodalan Nasional Berhad, Institut Jantung Negara, Tradewind Hotel Group, Bintulu Development Authority, Ritz Carlton Hotel, Putrajaya IOI Resort, Majlis Perbadanan Sibul, Lembaga Urusan Tabung Haji, Tenaga Cable Industries, Yeo Hiap Seng, Kobe Precision, Eon Finance, International Islamic University, PetroliaM Nasional Bhd, Progressive Insurance Bhd, Subang Jaya Medical Centre, The MINT Hotel, KLIA Pan Pacific Hotel, Bank Rakyat, Toshiba Electronics, UDA Holdings Bhd, Komag USA, Bank Industri & Teknologi (M) Bhd, PPB Group and TH Plantations to name a few.

He is a Member of the Malaysian Institute of Accountants, Fellow member of the Chartered Association of Certified Accountants, the Institute of Financial Accountants and Member of the Institute of Commercial Accountants

THE COMPANY

Axsel Management International Sdn Bhd was incorporated for the purpose of conducting quality Human Capital Development programs in contribution towards Self Development and Nation Building.

Experienced trainers and educationists who have successfully taken up administrative and management roles in various reputable higher private education institutions for the past 20 years, provide the vision for the company while a young, dynamic and enthusiastic team executes the company's mission.

We are dedicated to develop high performance individuals and organizations to achieve higher growth while meeting the aspirations and challenges towards Self Development and ultimately Nation Building.

At Axsel, we are committed to enhance client's resources and potentials through innovative, strategic, research driven and value added consulting and training & development.

REGISTRATION FORM

PARTICIPANTS' DETAILS

FULL NAME AS PER I/C (Dato/Datin/Dr/Mr/Mrs/Ms):

DESIGNATION:

ORGANIZATION DETAILS

ORGANIZATION:

INDUSTRY:

ADDRESS:

EMAIL:

TEL:

FAX:

SIGNATURE & COMPANY STAMP

PAYMENT DETAILS

☐ PAYMENT BY CHEQUE

BANK & CHEQUE NO:

AMOUNT (RM):

☐ PAYMENT BY CREDIT CARD (tick whichever applicable)

☐ VISA

CARD EXPIRY DATE:

☐ MASTER

CARDHOLDER NAME:

CARD NO:

I AUTHORISE PAYMENT OF RM:

DATE:

SIGNATURE:

PROGRAMME REGISTERED FOR

CREATING FINANCIAL PROPOSALS

☐ 13 & 14 March 2013
The Gardens Hotel, Mid Valley, Kuala Lumpur.

FEE: RM 1250

REGISTRATION / ENQUIRY

Call: Fazli / Gopala

Tel: 03 – 7783 3333

Fax: 03 – 7781 3333

Email: info@axsel.com.my

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TERMS & CONDITIONS

COURSE FEE

Fee is payable to:

AXSEL Management International Sdn Bhd

Fee is inclusive of certificate of attendance issued, refreshment and lunch. To reduce its carbon footprint and in support for a more sustainable environment, participants will be provided with a compact disc pre-loaded with seminar materials in place of printed notes. Axsel reserves the right to vary or cancel the scheduled training date or venue.

Where this is exercised, the registrants will be duly informed and the registration fees will be refunded upon request of the participants. The speaker(s) identified may be subject to change without prior notice. Where this is exercised, there shall be no refund.

Upon signing the registration form, you are deemed to have read and accepted the terms and conditions.



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