



Is your business stretched for cash frequently?

Effective Cashflow Management – SMEs' Key Success Factor

Course Objective: Cash flow is the lifeblood for new start-ups and on-going businesses. Inflows must match or exceed outflows. Once they are out of sync, it's trouble. It impacts the company's branding; it affects staffs' morale and arouses suppliers' suspicions. In the end, customers may get to hear of it. So when you need cash flow, do you look from within your business or from outside of your business?

Course Content: The course will assist you to look for cash flow from within your business: reducing unproductive assets; reviewing expenses; re-timing your receivables to improve on collection etc. Moving forward, the course will assist the business to ensure continuous cash flow with unique forecasting techniques.

What participants will receive:

This program is endorsed by IMCS' Examination Committee and qualifies for 6 hours of Continuing Professional Education (CPE) hours. A Certificate of Participation will be awarded upon successful completion.

Course Trainers' Profiles:

Muhamad Azam Abdul Jalil FCPA Australia, BBus (DP), PMC, MIMC, Panel of Business Excellence Consultants (SPRING Singapore); Managing Director, Action Advisory Services Pte Ltd

Since starting ACTION Advisory Services in 2006, Azam has been actively working with business owners and management across industries to help them develop and grow their businesses. He has wide-ranging experience in Business Planning and Financial Modeling, Enterprise Risk Management, Business Process Innovation, Balanced Scorecard, and IT Audit.

Prior to co-founding ACTION Advisory, Azam was an IT Auditor at a public accounting firm, headed the IT Audit function at Times Publishing; and the Enterprise Risk Management, IT Audit and Business Process Innovation functions at Singapore Press Holdings (SPH).

Joyce Yeo FCPA Singapore and Australia, CIA MMIS, Director and Principal Consultant, Action Advisory Services Pte Ltd

Her experiences were across diverse industries primarily multi-media publishing (newspaper, books, magazines, internet, TV broadcast), commercial printing, life and general insurance, marketing, distribution and retail in Singapore and in some major cities overseas. She headed the internal audit functions of Times Publishing for 10 years and SPH for 18 years before stepping down to pursue this business.

Whilst at SPH, she was instrumental in spearheading a number of corporate governance initiatives including business process innovation and enterprise risk management. She was the SVP Internal Audit at SPH.

Joyce's professionalism, tenacity and sincerity to help businesses with her knowledge, experience and practical understanding on business position her well to serve this market. Joyce has extensive experience in audit, accounting and management projects gathered from working in a public accounting firm and public listed companies.

Who should attend and benefit: This course is designed for business owners, management team of SMEs and aspiring entrepreneurs.

Course Dates: The ECFT Course is designed for one day with lectures and workshop exercises.

Course Fees: The course fee is S\$380. Fees include course materials and meals. ***Enjoy a 10% discount off your course fee for each non-IMC member recommended.***

IMC members are entitled to 20% discount. Completion of this programme qualifies you for 6 CMC's CPE hours.

Course Enquiry: For more information on the course, please contact Institute of Management Consultants at Tel: 63721728 or email enquiry@imcsingapore.com with your query.

The above course is an approved activity of the Institute of Management Consultants, Singapore (IMCS). Started in 1992, IMCS is Singapore's professional institute for awarding Certified Management Consultant (CMC) in Singapore which is recognized worldwide. Supported by SPRING Singapore, the Institute also awards Practicing Management Consultant (PMC) to local management consultants. Members of (IMCS) have a common goal in promoting consultancy as a necessary profession for the business community.

Registration

INSTITUTE OF MANAGEMENT CONSULTANTS SINGAPORE				
Effective Cash Flow Tools - SMEs' Key Success Factor			Date: 15 th September 2010 Time: 9am to 5pm Course Fee: \$380 per participant (includes course materials and meals)	
Attendee(s) Name	Highest Educational Qualification*	Designation/Company*	Contact No	Email address
1.				
2.				
3.				
Billing address				
Contact person				

* This information requested will assist in program planning to match participants' qualification and experience.

1. **Registration:** A place will be reserved for you once IMCS receives your registration and payment. Please make payment by cheque. All cheques should be made payable to "**IMC Consulting Group**" with the name(s) of the attendees and name of the course written on the back of the cheque.
2. **Group Discounts:** This can be considered. Please contact IMCS at email: enquiry@imcsingapore.com for more information.
3. **Customized Courses:** This can be arranged if there are sufficient participants from organizations or from similar industries.
4. **Withdrawals by attendees:** A full refund will be granted if notice of withdrawal is given 14 days before the commencement of the course. No refund will be granted if notice of withdrawal is given when the course commences, however, replacements are allowed within the same course.
5. **Cancellation:** IMCS reserves the right to change or cancel the course due to unforeseen circumstances and IMCS will grant refunds.
6. **Course Venue:** Subject to the size of enrolment for each course, the course venue will be notified in advance.
7. Upon completion of registration form, please either fax it back to: +65 6372 1727 or email it back to: enquiry@imcsingapore.com