

# Effective Business Finance for Non-Finance Managers

18<sup>th</sup> May 2009, Marriott Hotel, Karachi - Timing 9am to 5pm



## Workshop Leader

**Abdul Rahim Suriya**  
FCA, FCMA

Abdul Rahim Suriya is a fellow member of the Institute of Chartered Accountants of Pakistan (ICAP) and the Institute of Cost and Management Accountants of Pakistan (ICMAP). He has 24 years of post qualification experience in the field of Accounting, Auditing and Operational Management. He is a Council Member of the Institute of Chartered Accountants of Pakistan (ICAP) and member of International Accounting Education Standard Board (IAESB) and International Federation of Accountants (IFAC) for 2002 - 2008.

He is engaged in teaching and training assignments at IBA, NIPA and PICG.

Abdul Rahim has served a number of national and international reputed organizations including a pharmaceutical company for over 18 years in different positions including Executive Director. At present he is running his own firm under the name of A.R. Suriya & Co., Chartered Accountants.

Abdul Rahim has also authored a book "A Guide to Business Decision Making".

*I was deeply impressed by the quality of representation and found it extremely lucid, informative and educative.*

Sirajuddin Aziz  
President & CEO  
Bank Alfalah Limited

## Overview:

In the present competitive economic scenario, efficient management of scarce financial resources is the call of the day. Although entrepreneurs and executives do realize its importance, they may not be fully aware of the tools of managing business finance.

The idea is to teach participants how to talk to numbers and make numbers talk back to them. And when you learn the art, the numbers will tell you a story about the health of business which would otherwise be impossible to gauge.

The stakeholders of a business have to depend on financial statements to judge operating efficiency, financial condition and future prospects.

This course will also help participants to read, understand, analyze and take effective business decisions based on numbers reflected in financial statements.

By following the principles taught in this program, it will be possible for profit-making organizations to increase profits and for loss-making businesses to reduce losses.

In recessionary conditions only the organizations that manage their finances effectively will survive.

*The session will be conducted using jargon-free user-friendly language. Prior knowledge of accounts and finance is not necessary.*

## Guest CEO Presentation

A CEO of a leading organization would be a guest speaker with a presentation on

*"What financial skills are essential for a successful business manager"*

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## Course Outline:

- An overview of finance and accounting
- Understanding Profit & Loss Account, Balance Sheets and Annual Reports
- Managing profitability in recessionary times
- Cash Flow Statement
- Effective cash flow management - 'Cash is King'
- Leverage and Ratio Analysis
- Case Studies

## Who should attend:

This course is designed for non finance senior business managers responsible for marketing, sales, field operations and inventory management and for those who want to have a basic understanding of accounting for preparation of financial statements in their day-to-day business affairs.

Bring  
Abdul Rahim Suriya  
In-house.  
Please contact  
Arsalaan Haleem  
call at 0345-2666178  
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Terrabilz is a business information firm, having managed and organized over 20 events of various calibers during the last ten months of our operations. The events, from initiation to conclusion, are handled by a team of professionals, who have a combined experience of organizing over 250 national and international events.

Among most recent events is the 11th Convention of the Management Association of Pakistan which was held in December last year in Karachi. The MAP convention has become the benchmark against which all business conferences are measured.

In addition, Terrabilz organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Terrabilz is also organizing an HR Conference, titled, HR's Integral Role in Tough Times at Karachi scheduled to take place on 18th April. Following this is the Media, Entertainment and Marketing Festival.

For further details on Terrabilz and their upcoming events please visit: [www.terrabilzgroup.com](http://www.terrabilzgroup.com)

## Workshop Investment:

**Rs. 7,500/-** per participant

### Group Discount

Every 4<sup>th</sup> participant from the same organization is **FREE**

## Registration & Payment Options

- **E-mail or fax your nomination(s) to:**  
E-mail : [register@terrabilzgroup.com](mailto:register@terrabilzgroup.com)  
[terrabilzgroup@gmail.com](mailto:terrabilzgroup@gmail.com)  
Phone : 021- 4550431 Fax: 021-4557264
- Send your cheque in favour of  
"Terrabilz" to: Murad Hassan  
Suite # 403, Shahwar Trade Centre,  
Above Standard Chartered Bank, Allama Iqbal Road branch,  
P.E.C.H.S, Block 2, Karachi, Pakistan.  
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