

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

Analysis Of Financial Statements For Non-financial Executives

Overview

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

To extract information efficiently for economic decision from financial statements is both art and science. Therefore, the users should know the accounting concepts and to learn the technique to read and analyze the financial statements.

There can not be any standardized analysis and evaluation technique for all stakeholders. A shareholder's eyes are on profitability, dividend yield and capital gains whereas financial assistance provider would seek security, interest coverage and liquidity. The perception of one user may be entirely different from others because of varied nature and need of analysis.

The analysis and use of financial statements is not restricted to credit analysts and financial experts. Business Managers responsible for marketing, sales and inventory management can also benefit from analysis of financial statements and utilize this for their day-to-day business operating decisions.

Course Benefits

It will help non finance senior executives to learn the language of accountants as well as to communicate with them more effectively.

The course will help variety of users to understand and analyze financial statements with help of live examples of listed companies' financial statements.

Who Should Attend:

This comprehensive course is beneficial for senior managers and business executives responsible for:

- Marketing and sales function,
- Assessment of credit worthiness of debtors and creditors,
- Inventory control and plant management,
- Equity investment activities at capital market, and
- For all these who want to get basic knowledge of financial statements and its analysis.

28-29 September 2009

Marriott Hotel, Karachi

9:00 am till 5:30 pm

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".

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Course Contents

- An overview of Financial Statements.
- How to read and understand Financial Statements with key accounting concepts
- Techniques for Analysis
 - Ratio Analysis
 - Vertical Analysis
 - Horizontal Analysis
 - Common Size Statement
- Legal requirements to provide analysis in the annual report
- Analysis of Cash Flow Statement;
- Other factors effecting analysis of financial statements
- Analysis of Financial Statements for business executives involved marketing, inventory and production management executives.
- Case studies to apply these in real life.



We are a business information firm, having managed and organized over 20 events of various caliber during the last ten months of our operations. Our events, from initiation to conclusion, are handled by our team of professionals, who have a combined experience of organizing over 250 national and international events.

Among our more recent events was the Human Capital Management Conference in April, and the Women in Leadership & Business Conference (WIBCON '09) in collaboration with Pakistan Society for Training & Development. We will be organizing a similar event to that of HCM, in Lahore on July 22nd, this year. Before that, we will be hosting the Compensation & Benefits Day on 29th June.

As part of our operations, we also facilitate international trainers to conduct public workshops in Pakistan. A few of them were 'Six thinking hats' with Dr. Sunil Gupta, Life Time Master Trainer of Edward de Bono Tools, HR Balanced Scorecard with Alan Fell; Employer Branding with Dr. Olga Kampaxi, and many others.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, Standard Chartered Bank, Citibank, RBS, HSBC, Saudi Pak Bank, Allied Bank, NIB Bank, Mobilink, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, Pfizer, GSK, PharmEvo, Macter Pharma, Johnson & Johnson, Sight Savers, Syngenta, Engro, Coca Cola Beverages, Central Depository Company, HUB Power Station, KESC, OGDCL and the Aga Khan University, amongst many others.

Workshop Investment:

Rs. **14,500/-** per participant

Group Discount

Every 4th participant from the same organization is **FREE**

Registration & Payment Options

- **E-mail or fax your nomination(s) to:**
E-mail : register@terrabilgroup.com
terrabilgroup@gmail.com
Phone : 021- 4550431 Fax: 021-4557264
- Send your cheque in favour of
"Terrabil" to: Murad Hassan
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