

Cost Control And Management

Measuring And Pro-Actively Controlling Costs

17 - 18 January 2011, Karachi Marriott Hotel

9:00 am to 5:00 pm

TerraBiz

Training | Conferences | Exhibitions

Top 5 Learning Objectives

- 1 Control** and manage all the costs of your organisation
- 2 Understand** and fully analyse the actual and forecasted expenditure and the underlying business causes of costs using a variety of cost analysis techniques
- 3 Enhance** your cost control and cost management processes
- 4 Identify** different ways to calculate costs and how best to determine your company's profitability and plan for future investments and expansion
- 5 Supply** cost information for use in corporate decision making and predict cost behaviour by estimating costs

Who Should Attend?

This course is designed primarily for those executives within the finance function who need to strengthen their cost control and management capabilities. Those who are responsible for budgeting, financial planning, financial control, credit management, accounting as well as any finance professional who has an interest in controlling the cash flow for their organisation will certainly benefit.



For onsite customized programs by
Alan Fell
Please contact
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Feedback from the participants who attended Alan's training on HR Balanced Scorecard in May 2008.

Trainer's skills and presentation approach were effective.

Babar Hamid Chaudhry, GM (Human Resources), Pakistan State Oil

Alan Fell is very knowledgeable and experienced trainer. Overall a very good training workshop and time well spent.

Nafisa Dossa, Senior Manager HR & Policies, Aga Khan University

Very informative.

Farheen Zehra, OGII, National Bank of Pakistan

A valuable experience.

S. M. Farid Zafar, Head of Compensation & Performance Management, KESC Limited

A good orientation of Balance Scorecard.

Muhammad Anwar Gopalani, GM (O&PD), Sui Southern Gas Company Limited

For Registration

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Upcoming Programs Book your seat TODAY!

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Essentials of Physical Asset Management

Ali Zuashkiani, Director of Centre for Maintenance Optimization and Reliability Engineering, University of Toronto
23 January 2011, Karachi
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Behavioral Finance

Dr. Frank Ashe, Faculty Member Dept of Applied Finance, Macquarie University, Australia
January 2011, Karachi

Meet Your Expert Course Director

Alan Fell

Director

Alan Fell Consultancy Ltd., UK



Alan is a highly experienced UK-based international specialist in strategic performance management, having spent more than 30 years involved in a wide range of performance management disciplines – both in policy formulation and in practical application roles. He covers a breadth of closely related topics from strategic planning through to detailed budgeting and cost management.

For the last ten years he has operated as an independent management consultant and trainer specialising in a range of performance management programmes. Prior to that, he was a senior executive with a major UK bank.

The majority of his work is now undertaken internationally, especially in the Middle East/Gulf region, but also in the Far East, South Africa and Europe as well as in the UK.

Alan is a highly experienced trainer and course leader. Over the last five years he has led more than 250+ seminars, workshops in 15 years across Europe, Middle East, South Africa, South Asia and South East Asia. Alan has previously worked in Pakistan where his activities met with extremely positive feedback and recent client consulting programmes have included:

- UAE oil and gas company
- UK logistics organisations
- Egyptian telecommunications company
- Kuwait trading group
- European electronics/technology joint venture company
- Saudi Arabian industrial manufacturing conglomerate
- Scandinavian utility business
- Kuwait bank
- European division of a major US software company
- Qatar conglomerate
- UAE facilities management organisations

He has wide practical experience of budgeting and forecasting techniques and has a particular interest in the linkage of budgeting to other planning and performance measurement disciplines.

Note:

Bring a laptop with you to take away valuable examples



Course Introduction

Costs are the most controllable element of the financial performance of all businesses, whether in the public or private sector. And in today's more challenging economic environment, controlling costs has never been more important. As a consequence, the role of the cost controller has taken on more importance.

Controlling costs does not just mean across-the-board cutbacks that commonly do more damage than good. Properly and professionally controlling costs means having a clear competence in:

- Understanding cost management and cost control within the wider context of the overall business strategy
- First class multi-dimensional cost analysis in order to understand the causes of costs – not just the symptoms
- Managing the disciplines of cost control – ensuring the engagement and support of top management, supported by appropriate management behaviours and disciplines
- Ensuring that all costs are professionally controlled in ways that enhance the overall business

The learning process will include presentations, discussions and a wide range of hands-on spreadsheet exercises – delegates MUST bring a laptop and have a basic familiarity with Microsoft Excel.

Course Agenda

Necessary Business Management Disciplines

- Introduction to the course
- Managing a specific cost reduction/downsizing programme
- Communication of cost management strategy, targets and delivered performance
- Leadership and sponsorship for realising cost control targets without which little will be achieved
- Cost control within the context of overall business strategy
- The role and responsibilities of the modern cost controller management control, NOT just cost analysis
- Establishing sensible cost control targets – within a strategic context
 - Using a financial planning model
 - Linking cost control with the strategic balanced scorecard
- The role of budgeting in achieving meaningful cost control
 - Which budgetary techniques are relevant for the cost controller

- Managing and controlling costs
 - as part of a specific cost reduction/downsizing
 - on a regular on-going basis
- Using a financial planning model to project future costs, evaluate options

Cost Analysis

- Introduction – what we want to achieve from cost analysis
- Different cost analytical techniques: their benefits, downsides and business uses
 - Cost/volume/profit
 - Breakeven analysis
 - Product and customer relationship costing/profitability
 - Fixed/variable/mixed cost structures: achieving the optimum balance
- Understanding the impact of shifting the cost structure mix
 - Direct and indirect costs – and how to control each
 - Marginal costing and its practical application
 - Standard costing: its uses and limitations
 - Opportunity costs
 - Sunk costs
- Activity based costing (ABC) and its effective employment in cost control
 - An 80/20 pragmatic solution to simplified BC
 - Using Activity Value Analysis (AVA) as a proven technique to eliminate non-value activities and associates expenses

Capital And Project Costing And Control

- Cost of capital and how to optimise the debt/equity mix
- Evaluating and controlling capital investment
 - Option evaluation
 - Sensitivity analysis
 - The vital importance of an effective post-project audit discipline
- Building in lean-cost at the outset
- Project management / cost control disciplines
 - Evaluating and controlling projected future costs
 - Project monitoring
- Job costing – considering each job as a project
- The cost/quality challenge: achieving the right balance

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Registration Note:

Participation will be confirmed subject to receipt of payment.

Substitutions are welcome. Please notify us in writing at least two working days prior to the event. All cancellations must be sent in writing, and will carry a 15% cancellation fee, once a registration request is received and acknowledge by Terrabiz.

Workshop fees must be paid in Full. No refunds will be given if a written cancellation occurs within 10 working days prior to the workshop. Same applies for delegates who don't attend the workshop without cancellation. Workshop materials will still be couriered to them. However, if you have paid your workshop fee in full and you wish to attend any other workshop from Terrabiz within 6 months of the initial registration, you will only be invoiced for 15% of that workshop fee. Please note that you can transfer only once. In the event of unforeseen circumstance, Terrabiz reserves the right to cancel or postpone the event.

SAVE TIME AND MONEY WITH IN-HOUSE TRAINING

In-house training is an efficient and cost effective way to ensure that your employees are equipped with the knowledge and skills needed to make a real impact in your organisation.

Training can be arranged for anything from small groups to entire divisions and will take place at a time chosen by and convenient to you. For onsite customized programs by **Alan Fell** Please contact **Tanvir Hussain**

Email: tanvir.hussain@terrabilgroup.com

Phone: +92 21 3455 0431 | Cell: +92 321 232 2486

Workshop Investment:

Rs. 64,500/- Per Participant

*Early Bird Discount: (Before 31st Dec 2010)

Rs. 61,500/- Per Participant

*Every 4th Participant from the same organization will attend

FREE

Includes course ware, Terrabiz certificate, lunch, refreshments and business networking.

For Registration

Contact **Qazi Waqas Ahmed**

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Email: qazi.waqas@terrabilgroup.com

Send your cheque in favor of "Terrabiz" to **Murad Hassan**
Suite # 403, Shahwar Trade Center, Above Standard Chartered Bank,
Allama Iqbal Road branch, P.E.C.H.S., Block 2, Karachi, Pakistan.
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We are a business information firm, having managed and organized events of various calibers during the last 3 years of our operations. Among our more recent event are the Entrepreneurship 2010 – Changing the Mindset conference with MPF, 2nd Women in Business & Leadership Conference WIBCON 2010, in April 2010 which we managed for PSTD. ICAP in collaboration with Terrabiz organized a highly successful CFO Conference 'Rising CFO' in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, Terrabiz and OPEN jointly organized a conference on Corporate Innovation and Entrepreneurship'09, Karachi in November 2009. We also managed the MAP Conference in November 2009, Lahore with high appreciation from all over the country.

Terrabiz Human Capital Management Conferences which were held in Karachi and Lahore in April 09 and July 09 respectively, and the Compensation & Benefits Day in June '09 also received a very good feedback from the HR professionals in the country.

We also 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. Global Head of Mobile Marketing P&G was also one of the speakers. Terrabiz has also organized some events with Google Pakistan.

Terrabiz was responsible for producing a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities for its client the Central Depository Company.

As part of our operations, we also regularly 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, Nick Blasdale Introductory Management Skills, Advanced Presentation Skills and Media Relations by Simon Bucknall, 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, RBS, HSBC Bank, Allied Bank, NIB Bank, Mobilink, Ufone, Zong, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, GSK, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro Corp, Coca Cola Beverages, CDC, HUBCO, and Aga Khan University et al.

*Discounts are mutually exclusive

For further info visit:
terrabilgroup.com