

May 25 - 26, 2006 ■ 9.00am-5.00pm daily ■ Holiday Villa Subang Jaya

Get a grip on the numbers! Develop the solid background you need to hold your own in any financial discussion

APPLIED CORPORATE FINANCE

Get up to speed in a fraction of time! Acquire the latest tools and techniques of corporate finance to sharpen your business decisions

INTRODUCTION - Why you should attend

GET UP TO SPEED IN A FRACTION OF TIME!

Many important business decisions need to be analysed in financial terms. Whether the concern is the appraisal of a capital project or the valuation of a business for initial public offer, the tools of Applied Corporate Finance are required for understanding how to analyse and estimate cash flows, and to estimate the rate of return required.

This programme will show you how to apply the tools of corporate finance to a range of important business issues in a user friendly way. It is intended for both financial managers who would like to develop their skills further, and non-financial managers who would like to consolidate and develop insights gained from practical experience.

Take stock of wealth of experience and solid advice from Lee Fok Chong. His primary involvement has been in Applied Corporate Finance and the design of numerous executive finance related programmes.

YOU WILL LEARN HOW TO

- Create a creative accounting system
- Analyse financial statements and shareholder value
- Apply valuation techniques
- Estimate the potential for refinancing
- Identify the value of the various parts of the business

WHO SHOULD ATTEND?

Both financial and non-financial executives will benefit from this programme:

- Financial Decision-Makers
- Investment and Commercial Bankers
- Management Consultants
- Financial Analysts
- General Managers
- Credit Analysts
- Investment Analysts
- Accountants
- Marketing Managers
- Operations Managers
- Project Managers

TEAM ATTENDANCE HIGHLY RECOMMENDED

This is to facilitate successful implementation of the knowledge and skills acquired from the program.

A Certificate of Participation will be awarded.

PROGRAM CONTENTS

DAY 1

FINANCIAL ANALYSIS

- Review of main financial statements
 - balance sheet, profit and loss account, funds/cash flow statements
- Ratio analysis and the Du Pont approach
- Interpreting corporate report - Case study
- Creative accounting
- Models for predicting bankruptcy - Z scoring

COMPANY VALUATION METHODS

- Price-Earning (PE) multiples and other earning approaches
- Market to Book (MB) multiples
- Comparative company analysis
- Asset based valuations
- Shareholder/strategic value analysis

COMPANY VALUATION USING SHAREHOLDER/STRATEGIC VALUE ANALYSIS

- Understanding and calculating free cash flow
- Applying free cash flow analysis to valuation
- Business value, corporate value and shareholder value

DAY 2

PROJECT APPRAISAL

- Capital budgeting and project appraisal
- Tools of project appraisal
- Dealing with inflation, taxation, risk and uncertainty
- Capital Project proposals
 - Analysis, interpretation and evaluation
 - Case study

CORPORATE FINANCIAL OBJECTIVES AND THE COST OF CAPITAL

- Estimating the cost of capital - key requirements
- Understanding gearing/leverage and capital structure
- Estimating the cost of debt
- Estimating the cost of equity and the Capital Asset Pricing Model - Case study

THE SPECIALIST

Lee Fok Chong RA(M), FCMA, MCIM

Mr Lee Fok Chong is a full time trainer and management consultant with more than 20 years of working experience in the areas of finance, accounting and administration. Mr Lee's specialty is in the field of *Cash Flow Management; Debt Recovery; Public Listing; Budgetary Planning and Control* and other financial and accounting areas.

Prior to starting his own consulting firm, Mr Lee held various senior positions such as Group Financial Controller, General Manager and Director of large organizations including a public listed group of companies.

In addition to that, he has 4 years of working experience in sales and marketing. This unique combination of his knowledge and experience in both finance and marketing is his competitive edge as he brings the practical aspects of finance, marketing and operations into his workshops.

Mr Lee has conducted training for various institutes including *The National Productivity Centre, The Malaysian Institute of Management and The Malaysian Institute of Accountants*.

He has also lectured in Finance and Accounting for a MBA program. Mr Lee is currently a visiting lecturer for a distance learning MBA program in The People's Republic of China. He has lectured in the cities of Tianjin and Guangzhou.

Mr Lee is a Fellow Member of The Chartered Institute of Management Accountants, UK; Member of The Malaysian Institute of Accountants and The Chartered Institute of Marketing, UK.

RAYMA Seminars and Online Registration: rayma.com.my/knowledgebank/seminars.shtml

PROGRAM DETAILS

Applied Corporate Finance

May 25 - 26, 2006 ■ 9.00am-5.00pm ■ Holiday Villa, Subang Jaya.

YOUR INVESTMENT

RM1480 per person. Rate includes program handouts, lunch and refreshments.

EARLY BIRD RATE

Take 10% off the fee – Pay before 31 March 2006

Team Attendance Highly Recommended

This is to facilitate successful implementation of the knowledge acquired from the program.

Group Incentive

10% off for 3 or more from the same company.

RESERVATIONS

Reservations can be made by telephone, fax or by e-mail. Registration is confirmed on receipt of registration form and payment cleared before program date. If unable to do so due to government policy or company procedure, please advise late payment in writing.

Secure your seats.

Register online at <http://www.rayma.com.my/acf/index.shtml>

CANCELLATION POLICY

Full refund for written notice received 2 weeks before program. No refunds after commencement of program. *Substitutions are allowed.*

RAYMA GUARANTEE

Full refund if we do not deliver what we promised. Just turn in your workbook at the end of the program.

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SECURE YOUR SEATS NOW!

Register online at <http://www.rayma.com.my/acf/index.shtml> or fax this form immediately at: +603 7804.4484 followed by payment.

REGISTRATION FORM

YES! Please register the following participants for the

Applied Corporate Finance

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Name 1:		
Position:		
DL / Mobile:		
E-mail:		
Name 2:		
Position:		
DL / Mobile:		
E-mail:		
Name 3:		
Position:		
DL / Mobile:		
E-mail:		
Company:		
Address:		
Tel:		Fax: _____
E-mail:		
Contact Person:		
Position:		
DL / Mobile:		
E-mail:		

PAYMENT METHOD *(Please tick)* **By Bank Transfer**

Remit payment at any Public Bank branch

• A/C Name: RAYMA Sdn Bhd

• A/C Number: 3081577110

Fax us the bank-in slip with this registration form at (03) 7804 4484

 By Cheque

Cheque # : _____ Amount : _____

made payable to RAYMA Sdn Bhd.

Fax this registration form then send with payment to RAYMA Sdn Bhd