

Business Financing in Action



Decide with Confidence

Many Managers tend to overlook the financial implications and impact of their decisions on the operations of the business, in particular decisions on capital investment expenditures and working capital management. They also often fail to appreciate that the right form or source of financing to meet the needs of the business is very important as it can affect not only its operating flexibility but also the bottom-line.

The Business Financing In Action course will provide Managers with a good understanding of the financing needs of a business and how the needs can be effectively met. This will in turn enable them to make decisions fully aware of their implications and impact on the business.

Topics covered

- Financial decisions – their importance / impact on the operations of a business
- Capital investment decisions and budgeting – operating leverage and risk
- Financial leverage and risk
- Financing needs of a business – importance of matching the need with the financing
- Financing fixed assets – sources / types of banking facilities – a comparison of
- Understanding working capital
 - Nature of
 - Need vs have
 - Cost of
 - Managing
- Financing working capital – sources / types of banking facilities
- Venture capital financing – nature of – pros and cons

Training methodology

Lectures, discussions and exercises

Trainer's Profile

Ee Kow Keang is a very experienced and much sought-after course leader. He has conducted many courses and given talks on banking and finance and specialised management subjects for various organisations and institutions. He was also, for many years, a part-time lecturer for two prestigious executive MBA programmes in Malaysia.

Besides his 25 years in banking, Ee also has wide business counselling experience. He has advised and assisted many businessmen in matters such as identifying and structuring their banking needs, evaluation of business potential and viability, organisational restructuring and business start-ups.

Ee is an Associate of the Chartered Institute of Bankers, London and Institute of Bankers, Malaysia. In addition, he holds a

MBA degree from the Cranfield Institute of Technology, England.

Pun Kai Loon is the Chief Operating Officer of a credit and business information portal designed that meets the strategic business information needs of businessmen and practicing professionals. He is also a Director of a planning and economics research consultancy firm.

Kai Loon's portfolio included venture capital and equity investments, credit analysis and risk rating. He also wrote for a local Chinese business magazine covering contemporary economic and industry issues. In the academic field, Kai Loon has taught economics and corporate finance for the degree programmes of the University of London and University of Southern Queensland

Goh Ai Yat has wide experience in banking and leasing. She is also a much sought-after trainer, in particular for courses on Marketing & Business Development, Selling Financial Services, Credit Evaluation, Industrial Hire Purchase and Equipment Leasing.

Besides training, Ai Yat is also actively involved in advising and helping businessmen in matters such as identifying and structuring their financing needs, preparation of feasibility reports, development of new markets and business tie-ups. She also assists those preparing their companies for listing on the Kuala Lumpur Stock Exchange.

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Date: 14 & 15 April 2009, 9am – 5pm
Venue: Grand Park Plaza Hotel, City Hall

Fee: [] S\$680 for D&B Subscriber [] S\$760 for Non-subscriber
(Includes materials, refreshments and lunch)

EARLY BIRD – Fax in your registration before 13 Mar to receive a 10% off regular fee
Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee

Fax the completed registration form to 6778 3853

Participant(s) Information

Name 1: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 2: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 3: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Company's Information

Name of Company: _____
Address: _____ **(Postal Code)** _____
Telephone: _____ **Fax:** _____
Liaison Officer: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Payment Information

[] D&B subscription units (Account no: _____)
[] * Cheque. *Please made payable to: **Dun & Bradstreet (Singapore) Pte Ltd***
[] * VISA [] Mastercard [] Amex
Card no: _____ **Expiry date:** _____
Signature: _____ *(*GST applies for cheque & credit card payment)*

Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 7 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company
4. D&B reserves the right to change venue due to unforeseen circumstances