



MSA Consultants Pte Ltd

## Topic

# MANAGING YOUR BUSINESS CASH FLOW (CASH, A LIFE LINE OF A BUSINESS!)

### Course Synopsis

With the objective of having a **healthy liquidity/cash flow**, a company's management needs to develop a proper strategy on effective cash flow management so that it could be closely adhered to and thus avoiding cash-strapped situations.

Many entrepreneurs start a business with passion but having little or no idea on how much working capital is needed for the initial period. Cash flow projections were not prepared and consequently, the business fails due to insufficient funds. This 4hr-course is designed as an emphasis to budding entrepreneurs and start-ups that cash is king when it comes to the financial management of any business. The course highlights the **key components of effective cash flow management, importance of cash flow planning and other related critical issues.**

The participants will also be familiarized with some simple but useful exercises on the working capital and quick asset ratios and desirable operating cycles before the Q&A sessions.

### Course Objective

As cash is a life line of a business, it is therefore critical to equip the management/staff of a company/firm with the relevant knowledge of having and adhering to proper and effective cash flow management techniques. These include planning, monitoring and close adherence to relevant desirable aspects of operating cycle, key performance indicators (KPIs) and internal controls.

### Course Methodology

Short but compact lectures based on actual experiences with practical exercises.

### Course Keypoints

1. Introduction to Cash Flow Management
2. Key components of Effective Cash Flow Management
3. Business tips to Cash Flow Planning
4. Managing Credit Risk.
5. How to get the banks to lend
6. Q&A on practical problems faced by participants

### Other Course Details

Date	:	(Client's preference)
Venue	:	The MSA Group's Office 8A Jalan Pisang Singapore 199075
Time/Duration	:	(Morning/Afternoon)/4hrs
Fee	:	S\$350 (for 2pax)
Trainer	:	Mr Mubarak Salim Abdat (MBA, FCPA)

(Training materials and light refreshment will be provided)

### What our past participant says:

The information delivered during the course was critically important and it had certainly met my needs. I would personally urge young entrepreneurs like me to attend such course to obtain invaluable information on the importance of cash flow/financial management so as to achieve a healthy liquidity thus contributing to a smooth business operation.

**Jahan De Silva Din Abdullah**  
Director, NetArc Pte Ltd

### Course Registration Contract:

Tel	:	62962776
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### About the Trainer

Mubarak Salim Abdat is a Practising Fellow Certified Public Accountant of Singapore and formerly a Certified Practising Accountant of Australia. He is the Sole-Practitioner of Mubarak Salim & Co, a Public Accounting firm and also the Principal Consultant of MSA Consultants Pte Ltd. He has over 20 years experience in auditing, accounting, taxation, liquidation, corporate secretarial and consulting for SMEs. He is also a director of two other private limited companies dealing with retailing of lady fashion apparels. Mubarak is/was an active member of various non-profit organizations where he has served as a Treasurer/Committee Member. He played a significant role in their cash flow/financial management in addition to the accounting function. He obtained his degree in Accountancy in Australia and Master of Business Administration from UK.