

# Cash is King

## A Three Day Programme

### **Content:**

#### **Appreciation of the key financial statements - the Profit and Loss Account, the Balance Sheet and the Cash Flow Statement**

In this session the structure and contents of the Profit & Loss A/c and the Balance Sheet and the relevance of different items contained therein will be explained.

This session will lay the foundation for the participants to understand the concepts to be explained in the next session.

#### **Requisites of healthy businesses: Managing Profitability and Effective Cash Flow Management**

**i) Managing Profitability:** Since the objective of any business enterprise is to generate profits, in this session we will discuss the concept of profit. Generating profit is the collective responsibility of the entire organization.

This session will also cover the concept of EVA and how much profit is sufficient.

#### **ii) Cash Flow Management**

It is an established fact that most business failures are caused by financial mismanagement. It is imperative for an organization to survive and prosper that Good Finance Management is practised at all levels across the organization.

In this session we will discuss the importance of effective cash-flow management for long-term sustainability.

**Importance of Cash Management during times of uncertainty:** Since during times of recession Cash is King, this session will discuss the different ways of releasing cash and improving cash flows. Also the importance of cash flow management and matching in-flows to outflows as also the ways to reduce the cash-to-cash cycle will be discussed.

#### **33 Ways to Improve Cash Flow**

**Why it is necessary to make Cash Flow Statements and how to make them will be discussed in this session.**

#### **Cash Budgeting – Case Studies**

### **Financial Decision Making - Taking financially intelligent decisions with the help of Marginal Costing Principles**

The session helps participants to work out Break-even Points for their businesses/ projects, set targets for achieving sales, determine pricing policy, take marketing related decisions, understand the impact on profitability of decisions pertaining to credit given to customers, discounts offered etc.

### **Evaluation of Financial Performance – Using Leverage Analysis**

How fixed cost assets or funds can be used to magnify returns to owners is explained in this session. Also covered is the impact of borrowing on profitability, how to maximise profitability by using leverages to one's advantage and the use of leverage analysis to understand how safe/risky an organisation is.

### **Evaluation of Financial Performance – Using Ratio Analysis**

Ratio Analysis is also a powerful control tool and helps in inter- and intra-company analysis and also in ensuring that the organisation is performing within industry norms, and if not, the steps to be taken for it to do so.

We will also discuss Cash-Flow-related Ratios in this session.

### **Evaluation of Financial Performance - Using Funds Flow Analysis**

How to read Funds Flow Statements to get an insight into the happenings within an organisation, understand where the money has gone and whether it has been put to right use is the objective of this session. This will be done through a case study where the participants will be expected to evaluate the health of an organisation using a funds flow statement in a group discussion exercise. The participants will also get an opportunity to test the practical application of all the principles that they have learnt during the course of this programme.

### **Methodology**

The programme will be practice oriented and shall comprise lectures, group discussions, case studies, etc.

### **Programme Faculty: Dr Anil Lamba**

Bestselling author, financial literacy activist, and an international corporate trainer, Dr Anil Lamba is a practising Chartered Accountant and holds degrees in Commerce, Law and a Doctorate in Taxation.

Dr Lamba's training programmes are held internationally, with a client list exceeding 2000 large and medium-sized corporations spread across several countries including India, the USA, and in Europe, the Middle-East and the Far-East.

His latest books, 'Romancing the Balance Sheet', 'Flirting with Stocks', 'Eye on the Bottom Line' and 'Financial Affairs of the Common Man' are making waves.



### **Course material**

A soft copy of the course material will be provided to you, which can be photocopied and distributed amongst the participants.

### **Cancellation Policy**

Cancellation before:

- a. 30 days will attract a levy of 50% of the professional fees
- b. 15 days will attract a levy of 100% of the professional fees.

*Do feel free to contact Mr Praphulla Gaikwad, Manager – Projects, in case you may have any queries, on 020-26340316, 26348913 or mobile: +91-9922351352, or email us on [inquiry@lamconschool.com](mailto:inquiry@lamconschool.com). Please do visit us at [www.lamconschool.com](http://www.lamconschool.com).*