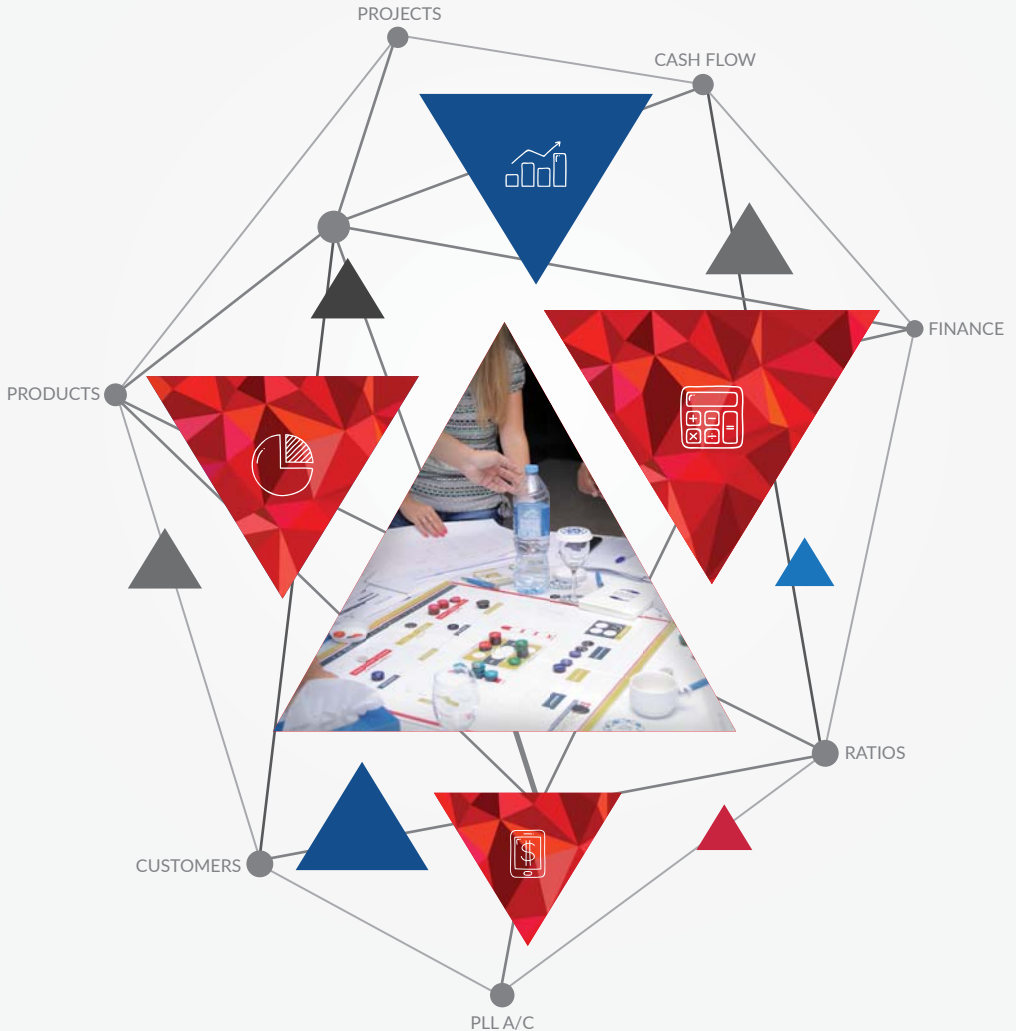


# **FINANCE FOR NON-FINANCE PROFESSIONALS**

**September 25 & 26, 2019 | Dusit Thani Hotel, Dubai | 9 am to 4 pm**



# Fintellect

Fintellect is a financial game based training designed to provide experiential learning through creating a real life business model. In a highly challenging business environment, participant competes with other others in teams through creating strategies, converting them into business plans, implementing them by managing key business functions like sales, procurement, inventories, cash flows, debtors, creditors while ensuring optimum profitability and achieving financial and non-financial KPIs.



•01

### *How it starts*

Participants divided into teams get a business entity to run with detailed information about its products, customers, business performance, costs, pricing structure, market share and growth, critical success factors (CSF) and KPIs along with last three years comparative financial statements.

•02

### *Business Review*

Teams review business performance, working capital, cash flows, receivables and collections, creditors, product mix, sales forecasts & projections, inventory management, debtors & creditors limits, management intentions, efficiency and strategy to run business.

•03

### *Creating Business Plan*

Once business model is understood, teams formulates business plan, re-set KPIs, revisit strategies and creates a 'What to Do' and 'What to Avoid' list.

•04

### *Set the Board*

Its time to set the board. All available business details are transferred to board from where all future business will be transacted.

•05

### *Game Rules*

Game comprises of twelve business cycles representing each month in a calendar year with preparation of financial reports and statements on quarterly, half yearly and yearly basis. A transaction once rejected cannot be taken back, cannot act retrospectively.

•06

### *How it Works*

Game toolkit comprises of Game board, participant manual, activity cards and currency coins.



### ***Finance & Accounting Knowledge***

Thorough understanding of business analysis, operational and tactical challenges, cost & pricing structures, customer & product profitability analysis and ability to read and understand financial statements.



### ***Business Acumen***

How to run business efficiently through synchronizing sales, purchases, cash flows, debtors, creditors. Managing challenges like increasing cost, shrinking margins, discount offers and creating strategies to boost sales.



### ***Performance Analysis***

Setting financial and non-financial targets, KPIs, Financial Thresholds, managing covenants and measures to achieve profitability targets.



### ***Financial Management***

Understanding project evaluation techniques, Time value of money concepts, capital structuring, cost of capital & EVA, sources and uses of funds, acquisition & divestments etc.



### ***Team Work***

Team coherence, consultation and collective decision making is the essence of game. Managing differences, storming & norming, leadership challenges and owning failures and mistakes creates an unforgettable journey of teamwork.

# COURSE OUTLINE



## ***The Rocket Science of Accounting***

- Accounting Fundamentals & Principles
- Double Entry Accounting, ledgers & Books
- Income Statement, Balance Sheet & Cash Flows
- Cash vs. Accrual Accounting, Business Dilemma



## ***Business Model Review***

- Know your Business – Analysis & Analytics
- Comparative Financial Statements & Business Reports
- Ratios – Liquidity, Profitability & Solvency
- Capital Structure, Debt, Equity & Covenants



## ***Formulate Business Plan***

- Budgeting, Forecasting & Financial Plan
- Working Capital Cycle Review
- Control the Mad King – Cash
- Reign Receivable, Credit Sales, Creditors & Expenses



## ***Business Cycle – Quarter 1***

- Learn Accruals & Prepayments
- Capex vs. Opex, Buy vs. Lease
- EOQ & Inventory Management
- Deal with Challenging Debtors
- Prepare Quarterly Financial Statements



## ***Business Cycle – Quarter 2***

- Business Performance Review
- Stretch Arms – Manage Sales & Procurement
- Review Debtors Performance & Recovery Strategy
- Strategize liquidity & Inventory Management
- Prepare Half Yearly Financial Statements



## ***Business Cycle – Quarter 3***

- Manage Competitors, Pricing & Cost
- Ensure Breakeven, Review Customer & Product Profitability
- Avoid slowdown, Stretch Working Capital Cycle
- Deal with Challenging Sales, Vendors & Regulatory Issues
- Prepare Quarterly Financial Statements



## ***Business Cycle – Quarter 4***

- Learn Project Appraisal Techniques – TVM Concept
- Diversify, Divest & Spin off
- Acquire Subsidiaries & Equity Interest
- Learn Economic Value Addition (EVA)
- Prepare Yearly Financial Statements

# FINTELLECT VARIATIONS



**FINTELLECT MANUFACTURING** Program designed for manufacturing businesses with a mix of cost accounting techniques like Activity Based Management, Inventory management, production management, cost controls & budgeting and finance concepts like cash flow management, pricing etc. along with a flavor of business acumen.

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01



**FINTELLECT TRADING** Primarily focus on understanding the relationship between business functions like sales, procurement, cash flow, debtors, creditors, profitability, forecasting & budgeting, achieving KPIs and preparation of financial statements.

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02



**FINTELLECT SERVICE SECTOR** Program focuses on understanding business challenges in service sector including product costing, labor hour costing, resource pooling, service pricing and profitability, cash flow management, managing debtors and creditors, expenses control and optimizing profitability.

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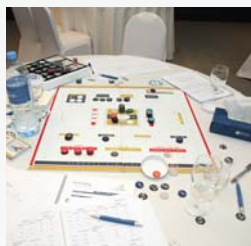
03



**PUBLIC SECTOR ENTITIES** Game focuses on business challenges faced by public sector entities including performance measurement process, KPIs, business acumen, increase in productivity and enhancing customer experience through innovation.

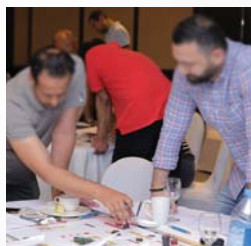
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04



Very exciting and engaging.  
Customization made it more real life  
experience for us, excellent work team  
Fintellec.

*General Manager, Arabian Ethicals*



## REGISTRATION DETAILS

**REGULAR FEE: USD 980 PER PARTICIPANT**

Includes courseware, Simfotix Certificate, lunch, refreshments and business networking.

Simfotix Cancellation Policy: For cancellations made in the 7 working days to the workshop, no refunds will be given. Cancellations must be confirmed by email. Substitutions may be made at any time.

For registration(s), send us your **Name, Designation, Organization, Mobile, E-Mail and Postal Address** to [register@simfotix.com](mailto:register@simfotix.com)

For further information please contact **Qazi Waqas Ahmed**  
Mobile: **+971 56 309 0819**, Email: [waqas@simfotix.com](mailto:waqas@simfotix.com)