

# COST CONTROL & FINANCIAL PLANNING FOR NON-FINANCIAL MANAGERS

## OBJECTIVES

This course aims to give participants an understanding of the importance of cost management in business financial planning and how to take the business to the next level of growth. Participants will also learn the concept of total cash management and non-financial measures for continuous improvement. After attending this course, participants will better:

- Understand financial business planning and how it impacts on the total cash management of an organisation
- Appreciate the key benefits of financial planning for the overall growth and performance of the company
- Gain hands on experience in implementing a budgeting control system and setting business targets
- Learn the seven stages of business life cycle
- Manage customer profitability to build customer relationship
- Know how non-financial measures help improve costs and quality control

## WHO SHOULD ATTEND?

This programme is highly recommended to all business managers in Sales & Marketing, Purchasing, Finance and Accounting, Business Development and Risk Management who are responsible for decision making and financial impact in their operating areas.

## WORKSHOP OUTLINE

- Module 1: OVERVIEW OF FINANCIAL BUSINESS PLANNING**
- Module 2: COST MANAGEMENT & THE BUSINESS LIFE CYCLE**
- Module 3: FRAMEWORK FOR PLANNING**
- Module 4: CONCEPT OF TOTAL CASH MANAGEMENT**
- Module 5: INTEGRATING COST MANAGEMENT TO OPERATING PROCESSES**
- Module 6: MANAGING CUSTOMER PROFITABILITY**
- Module 7: MANAGEMENT CONTROL SYSTEMS**
- Module 8: PERFORMANCE MEASUREMENT**

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