PwC Financial Management Masterclass for SMEs

- Raising debt finance
- Financing strategies and options for growth
- Unlocking cash

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Enterprise Singapore

SkillsFuture Singapore funding up to 90% is available.
Terms and conditions apply.

PwC Financial Management Masterclass for SMEs

Fourth Run:
20, 24, & 27 September 2021
(3 days)

Time:
8.45am – 5.30pm

Venue:
ESG Office
(230 Victoria St, #09-00, Bugis Junction Office Tower)

CPE Credits:
21 Hours

Course objectives

Increase the financial literacy and financial management capabilities of SME owners and SME business leaders

Provide assistance on how SME owners and SME business leaders can get their companies into a better financial standing

Raise the level of awareness of how SME owners and SME business leaders can access different forms of capital for their financing needs

Benefits of attending

The PwC Financial Management Masterclass for Singapore SME Business Owners and SME business leaders is designed by and developed by PwC and supported by Enterprise Singapore (ESG) to help Singapore SME business owners and business leaders understand and acquire effective Financial Management skills to help them strategize and grow their business.

This intensive workshop will help SME business owners build and sharpen their financial management capabilities. It will dive into key areas such as raising debt & equity financing and unlocking cash for the business in order build greater resilience for the business.

This programme will also feature a number of panel discussions and fireside chats with experienced practitioners from banking and financial institutions, as well as successful SME business owners and CFOs with SME experience.

Who should attend?

- SME CEOs, CFOs and COOs
- Heads of Finance e.g. Financial Controllers and Finance Managers
- SME Senior business leaders

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PwC Financial Management Masterclass for SMEs

PwC's Academy

Enterprise Singapore

About PwC's Academy

PwC's Academy is the specialised external training arm of PwC Singapore. Leveraging upon our core competencies and deep industry knowledge, we translate them into powerful, practical and relevant experiential learning solutions.

Over the past 20 years, our financial management workshops for non-finance staff has attracted over 12,000 participants.

This Financial Management Masterclass for Singapore SME's is supported by Enterprise Singapore (ESG).

About Enterprise Singapore

International Enterprise Singapore and SPRING came together on 1 April 2018 as a single agency to form Enterprise Singapore.

Enterprise Singapore is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise. We also support the growth of Singapore as a hub for global trading and startups. As the national standards and accreditation body, we continue to build trust in Singapore's products and services through quality and standards.

What past participants say:

“Experienced and engaging workshop leader”

“The workshop used practical games/ exercises to create interest and helped in understanding basic accounting knowledge”

“Excellent introduction for non-finance executives”

“Packed full of goodness”

“I never thought Finance could be so much fun!”

Day 1 (17 August)
“Raising Debt Financing”

- Introduction
- Financial Statements
- Business Analysis
- Lunch & Learn – Funding Insights from Banks / Lenders / Investors
- Funding through the lens of a Lender – Raising Debt Finance
- Fireside chat with CFOs

Day 2 (20 August)
“Investment and Fund Raising”

- Nailing the fundamental concepts of Finance – Part 1
- Funding through the lens of an Investor – Access to Equity Capital
- Lunch & Learn – Funding Insights from Banks / Lenders / Investors
- Investment & Fund Raising
- Fireside chat with Valuation and M&A experts

Day 3 (24 August)
“Unlocking Ca$h”

- Nailing the fundamental concepts of Finance – Part 2
- Unlocking Ca$h – Working Capital Management
- Lunch & Learn – Tax highlights
- Corporate Insolvency & Bankruptcy
- Cash Forecasting & Budgeting
- Cash vs Profit
- Warning Signals

Workshop agenda – a detailed view

Day 1: Understanding how lenders view your company – finance fundamentals for SMEs

	Session topic	Session outline
1	Why Financial Statements Matter and how to understand them	Who are the users? - Why financial statements matter? The components of financial statements: • Understanding the Balance Sheet • Understanding the Income Statement • Understanding the Cash Flow Statement
2	Business Analysis	• How to use financial statements for decision making • Know how to interpret financial statements and analyse business using 7-step approach • Be familiar with financial ratios - profitability; liquidity; solvency; leverage
3	**ESG special: Lunch & Learn**	Insights from Banks / Lenders / Investors – Session 1
4	Funding through the lens of a Lender - Raising Debt Finance	• How a Lender decides whether to grant or reject a loan request • Common reasons for loan rejections • Understanding the restructuring and refinancing of loans and its impact on companies
5	**PwC special: Fireside chat with CFOs**	Insights by Chief Financial Officers with SME experience

Workshop agenda - detailed

Day 2: Financing strategies for SMEs – through the lens of an Investor

	Session topic	Session outline
1	Nailing the Fundamental Concepts of Finance – Part 1	• Revenue Recognition • Impairment of receivables & property, plant & equipment • Going Concern • Profit Plus^{TM} Board Game
2	Through the lens of an Investor - Financing strategies and access to equity capital	• Raising Finance from Investors: • Overview of Sources of Financing • Investment filters and metrics • Financial projections and valuations
4	**ESG special: Lunch & Learn**	Insights from Banks / Lenders / Investors – Session 2
5	Investment and Fund Raising	• Financing with debt vs equity • Impact of debt on business and how to use debt effectively • Investment overview
6	**PwC special: Fireside chat with valuation and M&A experts**	The art and science of Valuation, and Mergers and Acquisitions (M&A)

Day 3: Unlocking Ca$h | Finance concepts | Warning signals

	Session topic	Session outline
1	Nailing the Fundamental Concepts of Finance – Part 2	• Accruals • What is a group? • More concepts – materiality; consistency • Goodwill • Intangible assets such as Intellectual Property • Research & Development
2	Working Capital Management - Unlocking Ca$h for your business	• Cash management • Receivables management • Payables management • Inventory management
3	**PwC special: Lunch & Learn**	Tax 101 highlights
4	Corporate Insolvency and Bankruptcy	• Overview – Why companies go into liquidation? • How to avoid moving into liquidation • What to do when facing potential insolvency?
5	Cash Forecasting and Budgeting	• Cash Flow Forecasting • Creating Budgets and Understanding Variances
6	Understanding the difference between cash flow and profit	• Understanding the difference between profit and cash flow • Understand why cash is king!
7	Warning Signals	• Uncover and appreciate what some of the clear warning signals are in financial statements

Subject experts and trainers

Anthony Moore
Programme Director and Chief Trainer

Anthony Moore has more than 20 years of experience advising clients on their financial and communications training strategy across a broad range of industries. To date, Tony has conducted training for more than 12,000 participants in finance and working capital management over a span of more than 20 years at PwC Singapore.

Tony is one of PwC's leading workshop facilitators for both Face to Face training and Virtual Learning and has designed and facilitated workshops successfully in Singapore, Malaysia, Hong Kong, China, Korea, Japan, Vietnam, Indonesia, India, Sri Lanka, Thailand, France, USA, South Africa, Azerbaijan, Dubai, United Kingdom, Australia and New Zealand.

Jennifer Tay
Trainer

Jennifer Tay is a Partner in PwC Singapore's Deals Advisory Service and its Capital Projects and Infrastructure ("CP&I") Practice that provides advice to both public and private sectors. She is the leader of the South East Asia Infrastructure team consisting of professional teams based throughout the region, and focuses on outbound investments from Chinese investors into the SEA region and also inbound investment from regional investors (including private sectors and multi-laterals) in China. Jennifer is fluent in both English and Mandarin.

Jennifer has considerable experience in professional services – particularly in large scale financial and PPP transactions, supporting both public and private sectors across the Asia regions. Jennifer's sectors expertise includes Power & Energy (In electricity generation/transmission/distribution and in gas pipelines), Transport (in Urban Rails, Toll Roads and Bridges, and Ports terminals), Water and Telecommunications/Fibre Network infrastructure.

Sim Hwee Hong
Trainer

Hwee Hong is a PwC Singapore Partner specialising in merger and acquisition advisory and has extensive cross border deals experience having spent 8 years in New York, 5 years in China and most recently, 2 years in Japan in our respective Deals teams. Hwee Hong is focused on guiding our clients' through the M&A transaction process, performing financial and operational due diligence reviews, carve-out advisory, business plan reviews, business valuation considerations, assistance with deal structuring, post-deal transitional issues and advising on purchase price adjustment and completion matters.

*Trainers' involvement in each workshop is subject to availability and PwC reserves the right to change the appointed trainers at its own discretion.

Subject experts and trainers

Sarah Wong
Trainer

Sarah is a Partner with the Mergers & Acquisition tax group of PwC Singapore. She has more than 16 years of professional tax experience and has also worked in the International Tax team at the New York office of PwC for 3 years.

Sarah services the International and M&A tax needs of strategic clients, stakeholders and private equity clients from Asia, Europe and America. She has extensive experience in providing tax advice on deal structuring, debt and equity financing structures, tax due diligence, review of financial model assumptions, integration of existing and acquired businesses and implementation of the structures for various types of acquisitions including management and leveraged buyouts.

Daryl Wang
Trainer

Daryl Wang is the Chief Financial Officer for PwC's Southeast Asia Consulting. He has more than 17 years of relevant finance practitioner experience both in industry as well as a consultant, within Asia, Australia and the UK.

Prior to joining PwC, he was Head of Finance Shared Services Delivery and Digital Finance for a Temasek subsidiary, where he spearheaded the organisation's digitalisation efforts for finance to drive business outcomes, efficiency and data, enabling clients with business insights for better decisions.

Kelvin Thor
Trainer

Kelvin Thor is a Senior Manager in PwC Singapore and has over 8 years of professional experience in the insolvency space. He has been involved in receiverships, voluntary and involuntary liquidations in various industries ranging from maritime, biotechnology and real estate.

Additionally, he was involved in conducting a position review relating to a state-backed investment holding company with significant interest in real property sector.

Kingston Ng
Trainer

Kingston is a Senior Manager with the Corporate Tax Advisory group of PwC Singapore. He has more than 9 years of professional tax experience in providing corporate and international tax advisory services to various companies on cross-border tax issues, managing tax controversy and handling tax compliance and reporting.

Kingston regularly advises clients on domestic and international tax issues in the areas of corporate restructuring, supply chain transformation, mergers and acquisitions, amalgamations, public listings, cash and liquidity management and cross border transactions.

*Trainers' involvement in each workshop is subject to availability and PwC reserves the right to change the appointed trainers at its own discretion.

Registration form - PwC Financial Management Masterclass for SMEs

SkillsFuture funding is available from 70% up to 90%*

Category	Singapore Citizens below 40 years old / Permanent Residents	Singapore Citizens aged 40 and above	Non-Singaporeans/PRs (Full course fee, no Skillsfuture funding available)
Self Sponsored	$321.00	$107.00	$1,070.00
SME Sponsored	$107.00	$107.00	$1,070.00
Non-SME Sponsored	$321.00	$321.00	$1,070.00

**All prices above are payable course fees including 7% GST. Only Singapore citizens and PRs are eligible for SkillsFuture funding.*

SMEs are defined in accordance with Enterprise Singapore's definition of having been registered and operating in Singapore, having a minimum 30% local shareholding and having group annual sales turnover of not more than S$100 million or group employment size of not more than 200 employees. Group tracing includes all corporate shareholder(s) holding more than 50% of total shareholding of the company and any subsequent corporate parents and all subsidiaries of the company.

Please register the following person/s for the workshop on:

Online registration here:

Run 4: 20 September, 24 September, & 27 September 2021 (3 days) starting at 8.45am to 5.30pm each day

Personal details

Name: Mr/Ms/Mdm .... Designation: ....

Company: .... UEN: ....

Address: ....

Email: .... Contact No.: ....

Contact Person

Name: Mr/Ms/Mdm .... Designation: ....

Company: .... Address: ....

....

Email: .... Contact No.: ....

Preferred payment mode

☐ Cheque ☐ Bank transfer ☐ Credit card (subject to administrative charges)

How did you know of this programme (you may choose more than 1):

☐ PwC's Academy email newsletter ☐ Referred by ....

☐ Others: ....

Registration and Payment

Registrations will only be confirmed upon receipt of payment and registration form. Please email the scanned copy of your registration form to sg_academy_mailbox@pwc.com and/or mail the registration form and cheque to **7 Straits View, Marina One, East Tower, Level 12, Singapore 018936 (Attn: PwC's Academy)**

For registration and enquiries, please email us at sg_academy_mailbox@pwc.com

Cancellation policy:
Full payment must be made prior to the seminar.
Registered participants will be liable for the full fee even in the event of non-attendance.
Upon receipt of registration, any request for cancellation or a replacement must be confirmed in writing at least **(7) working days** before the seminar and subject to PwC's Academy's approval.
10% administrative fee will be imposed for any cancellation or deferment received less than **(5) working days** before the seminar.
PwC's reserves the right to amend, postpone or cancel the seminar due to unforeseen circumstances.

Note:

- Fees includes 7% GST, refreshments, lunch and seminar kit.
- The seminar will be conducted at a dedicated training room at ESG's Bugis Junction Office.
- Certificate of Attendance will be awarded on successful completion of the workshop.
- Continuing Professional Education (CPE) credits will be awarded upon successful completion of the workshop.

Participants must have achieved at least 75% attendance and completed hands-on exercises in the course of the Workshop to apply for SkillsFuture Funding. Payable Course Fee can be offset using participant's SkillsFuture Credit. Employers may also obtain absentee payroll funding. Terms and conditions of SkillsFuture Singapore Agency applies.