

**Next runs:**

29 June to 1 July 2026

**Time:**

8:45am – 5:45pm

**CPE credits:**

22 hours

**Venue:**

PwC Singapore office, 7  
Straits View, Marina One  
East Tower, Level 12,  
Singapore 018936

# Financial Management Masterclass for SMEs

**Course objectives:**

1. To increase the financial literacy and financial management capabilities of SME owners and business leaders.
2. Provide assistance to help them improve their companies' financial standing.
3. Raise awareness of the different forms of capital they can access to meet their financing needs.

**Who should attend:**

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

## 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 (EnterpriseSG) 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 two panel discussions and fireside chats with experienced practitioners from valuations and M&A, as well as successful SME business owners and CFOs with SME experience.

### 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 16,000 participants.

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

### About Enterprise Singapore

Enterprise Singapore is the government agency championing enterprise development. The agency works with committed companies to build capabilities, innovate and internationalise.

It also supports the growth of Singapore as a hub for global trading and startups and builds trust in Singapore's products and services through quality and standards.

Visit [www.enterprisesg.gov.sg](http://www.enterprisesg.gov.sg) for more information.

# Workshop agenda – At a glance

Programme	Topics covered
<p><b>Day 1</b> 'Raising debt financing'</p>	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Understanding financial statements</li> <li>• Business analysis</li> <li>• Funding through the lens of a Lender – Raising debt finance</li> <li>• Fireside chat with CFOs and other C-suites</li> </ul>
<p><b>Day 2</b> 'Investment and fund raising'</p>	<ul style="list-style-type: none"> <li>• Nailing the fundamental concepts of Finance – Part 1</li> <li>• Funding through the lens of an investor – Access to Equity Capital</li> <li>• Investment and fund raising</li> <li>• Sustainability</li> <li>• Fireside chat with Valuation and M&amp;A experts</li> </ul>
<p><b>Day 3</b> 'Unlocking Ca\$h'</p>	<ul style="list-style-type: none"> <li>• Nailing the fundamental concepts of Finance – Part 2</li> <li>• Unlocking Ca\$h – Working Capital Management</li> <li>• Lunch and Learn – Tax highlights</li> <li>• Cash forecasting and budgeting</li> <li>• Understanding Cash flow vs. Profit</li> <li>• Warning signals</li> </ul>



## Workshop agenda – A detailed view

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

Session topic	Course details
Why financial statements matter and how to understand them	<ul style="list-style-type: none"> <li>Who are the users?</li> <li>Why financial statements matter?</li> <li>The components of financial statements:</li> <li>Understanding the Balance Sheet</li> <li>Understanding the Income Statement</li> <li>Understanding the Cash Flow Statement</li> </ul>
Business analysis	<ul style="list-style-type: none"> <li>How to use financial statements for decision making</li> <li>Know how to interpret financial statements and analyse a business using 7-step approach</li> <li>Be familiar with financial ratios, including:               <ul style="list-style-type: none"> <li>profitability; liquidity; solvency; leverage</li> </ul> </li> </ul>
Funding through the lens of a Lender – Raising debt finance	<ul style="list-style-type: none"> <li>How a Lender decides whether to grant or reject a loan request</li> <li>Common reasons for loan rejections</li> <li>Understanding the restructuring and refinancing of loans and its impact on companies</li> </ul>
<b>PwC special: Fireside chat with CFOs/ founders double hatting as CFOs</b>	<ul style="list-style-type: none"> <li>CFOs/ Founders double hatting as CFOs with SME experience will share insights on the importance of having a CFO, the role they play in the fund-raising process and answer any burning questions.</li> </ul>

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

Session topic	Course details
Nailing the fundamental concepts of Finance – Part 1	<ul style="list-style-type: none"> <li>Revenue recognition</li> <li>Impairment of receivables and property, plant and equipment</li> <li>Going concern</li> <li>Profit Plus™ Board Game</li> </ul>
Through the lens of an Investor – Financing strategies and access to equity capital	<ul style="list-style-type: none"> <li>Raising Finance from investors:</li> <li>Overview of sources of Financing</li> <li>Investment filters and metrics</li> <li>Financial projections and valuations</li> </ul>
Investment and Fund Raising	<ul style="list-style-type: none"> <li>Financing with debt vs equity</li> <li>Impact of debt on business and how to use debt effectively</li> <li>Investment overview</li> </ul>
Sustainability	<ul style="list-style-type: none"> <li>Understand what is sustainability and sustainability reporting</li> <li>Be aware of why practising sustainability is important</li> </ul>
<b>PwC special: Fireside chat with valuation and M&amp;A experts</b>	<ul style="list-style-type: none"> <li>The art and science of Valuation, and Mergers and Acquisitions (M&amp;A)</li> </ul>

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

<b>Session topic</b>	<b>Course details</b>
Nailing the Fundamental Concepts of Finance – Part 2	<ul style="list-style-type: none"><li>• Accruals</li><li>• What is a group?</li><li>• More concepts – materiality; consistency</li><li>• Goodwill</li><li>• Intangible assets such as Intellectual Property</li><li>• Research and Development</li></ul>
Working Capital Management – Unlocking Ca\$h for your business	<ul style="list-style-type: none"><li>• Cash management</li><li>• Working capital management (receivables, payables and inventory management)</li><li>• Free cash flow</li><li>• How to calculate the cost of holding excess working capital</li></ul>
Cash forecasting and budgeting	<ul style="list-style-type: none"><li>• Cash Flow forecasting</li><li>• Creating budgets and understanding variances</li></ul>
Understanding the difference between cash flow and profit	<ul style="list-style-type: none"><li>• Understanding the difference between profit and cash flow</li><li>• Understand why cash is king!</li></ul>

## 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 14,000 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, Qatar, Portugal, United Kingdom, Australia and New Zealand.

### **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.

### **Lim Chong Han** Trainer



Chong Han, an Associate Director in PwC Singapore, has more than 12 years of M&A experience across the deal continuum.

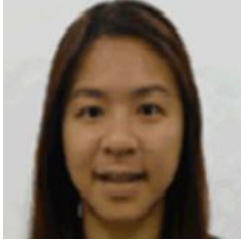
He spent over 9 years in professional services firms, where he advised on strategic planning and M&A issues relating to valuation, due diligence, transaction structuring, cross border considerations, negotiation and post-merger integration.

He also spent almost 3 years in a corporate role in a SGX-listed company, focusing on real estate investment specifically in the hospitality and purpose-built student accommodation sectors.

Chong Han has a Bachelor of Business (First Class Honours) degree from Nanyang Technological University (Singapore), majoring in Finance and second majoring in Accountancy. He is a CFA charterholder.

## Subject experts and trainers

### Peggy Lee Trainer



Peggy is an Associate Director within the PwC Singapore Deals Valuation, Accounting Advisory and Sale and Purchase Agreement (SPA) team in Singapore.

Peggy advises clients on complex accounting and valuation matters, such as those relating to business combinations, structuring of acquisition debt/equity instruments, purchase price allocation exercise, goodwill impairment test and application of IFRS.

Peggy provides advice to corporate clients on the financial aspects of SPA and the development of robust negotiation positions, in order to maximize the value extracted through the completion mechanism in the SPA and protecting clients against the erosion of value in the M&A process

### Anjana Murphy Trainer



Anjana is a Senior Manager in PwC Singapore's valuations advisory team. She has worked with various clients undertaking projects spanning M&A valuation, impairment testing, stock option valuations, litigation support and purchase price allocations (PPA). She has been with PwC for more than 10 years, and is currently on secondment to PwC Singapore from the London office.

Anjana graduated from University College London with a Bachelor of Science (first class) in Mathematics with Management Studies. She is also a chartered accountant certified with the Institute of Chartered Accountants in England and Wales. Anjana is a valuations specialist who has worked with multiple clients both in Singapore and abroad.

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

## What past participants say:

- "PwC's trainers are credible, experienced and possess commendable knowledge"  
– Business Development Manager of Boutique Fashion SME
- "Highly recommended for financial and non-financial managers"  
– Chief Operating Officer of Marine, Oil & Gas and Offshore industries Consultancy
- "It was an excellent way to understand the business items because it was visually presented" – Director of Automotive SME
- "Very interesting course. Trainers made a dry topic interesting and bearable. Enjoyed the 3 days' workshop"
- "Good exercise to try and understand companies based on financial statements/figures"
- "Card game gives a very simplified explanation on how we can separate the financial entries between balance and Income statements"

Average Overall Rating of trainers: **4.7/5.0**

Average Overall Rating for Masterclass: **4.7/5.0**

# Registration form:

## EnterpriseSG – PwC Financial Management Masterclass for SMEs

SkillsFuture funding is available from up to 90%, terms and conditions apply.

Applicant profile	Singapore Citizens aged between 21 to 39 years old / Permanent Residents aged 21 and above	Singapore Citizens aged 40 and above	Enhanced Training Support for SMEs (SME-sponsored Singapore Citizens and Permanent Residents)	Non-Singaporeans / Non- Permanent Residents
<b>Subsidy category and amount</b>	<b>Up to 70% of course fees</b>	<b>Up to 90% of course fees</b>	<b>Up to 90% of course fees</b>	<b>Full course fee, no SkillsFuture funding</b>
<b>Full course fee</b>	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00
<b>SkillsFuture funding</b>	\$910.00	\$1,170.00	\$1,170.00	N.A.
<b>Nett course fee</b>	\$390.00	\$130.00	\$130.00	\$1,300.00
<b>GST 9% (on Nett course fee)</b>	\$35.10	\$11.70	\$11.70	\$117.00
<b>Payable course fee (Including 9% GST)</b>	\$425.00	\$141.70	\$141.70	\$1,417.00

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

Online registration: [CLICK HERE](#)

☐ **29 June to 1 July 2026**

### 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: .....

Consent: By submitting the information above, I acknowledge that the personal data disclosed above is accurate and complete, and consent to the following: PwC Data Protection Policy: <https://www.pwc.com/sg/en/site-information/privacy.html>



### 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](mailto: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](mailto:sg_academy_mailbox@pwc.com)

### Cancellation policy:

Full payment must be made prior to the workshop.

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 workshop 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 workshop.

PwC's reserves the right to amend, postpone or cancel the workshop due to unforeseen circumstances.

### Note:

Payable course fees includes 9% GST, refreshments, and seminar kit.

The workshop will be conducted at a dedicated training room at Enterprise Singapore's / PwC Singapore's Office at Marina One or at a venue located near an MRT.

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.