

Financial Planning, Forecasting and Budgeting

11 - 12 May, 2015 | Karachi Marriott Hotel 14 - 15 May, 2015 | Pearl Continental Hotel, Lahore
Timing: 9:00 am to 5:00 pm



by **ZAID B. ZEESHAN** CPA, CISA, CGMA
- Former CFO, Engro Eximp Limited
- Former Head of Finance, Engro Foods Limited



Introduction

Today, the human mind is often absorbed in so much data that it has difficulty processing the multitude of facts and relationships simultaneously and sometimes forgets important elements. Thus, as plans become more and more intricate, they should be documented in writing and include qualitative narratives of goals, objectives, and means of accomplishing the objectives.

This course will allow the participant to explore and share with other participants new thoughts in the planning, control, and budgeting cycle, resulting in a renewed energy in returning to the workplace and implementing a more focused budgeting process, which communicates useful and timely information to management.

Course Methodology

The course will provide a framework for each topic covered, and then will make extensive use of exercises and case studies. The course will include:

- Live Group Instructions
- Detailed Practical Examples
- Use of Case Studies and Real World Examples
- Interactive Participation

All participants receive a comprehensive binder containing copies of the presentation slides, handouts and other course materials

Who Should Attend

- Managers in Finance Department
- Managers in Budget Department
- Accounting Managers
- Personnel in Planning roles

Why Attend

1. Contribute effectively to the budgeting and forecasting of future plans of your department as well as the organization
2. Learn the budget planning processes, preparation, review control and modern day tools for budgeting and variance analysis
3. Discover and leverage on the different types of budgeting techniques that can be used in organizations
4. Insights into defining the “uncertainties” that affect companies’ ability to produce accurate budgets, and quantify this with stress-testing, what-if and scenario analysis techniques
5. Understand how to build budgets for the “real world”, allowing for flexibility and future change

Course Outline

Day ONE

Session 1: Budgeting process and fundamentals

- Budgeting cycle
- Why go through this process?
- Strategic planning vs. operational planning
- Types of forecasting techniques
- Budgeting as a Control Framework

Best practices and useful tips for effective budgeting

Tea Break

Session 2: Types of Budgeting

- Short term vs. Long term
- Fixed budgets vs. Rolling budgets
- Incremental budgeting
- Zero based budgeting
- Kaizen budgets
- Master Budget

Tips for negotiating your team's budget

Lunch Break

Session 3: Budgets and Controls

- Variance Analysis
- Why do variances occur?
- How to analyze variances
- Fixed budgets – variance analysis
- Flexible Budgeting

Exercise: Prepare a Flexible Budget and do variance analysis

Tea Break

Session 4: Case Study – Budgeting and Business Performance Evaluation

This is a group activity based on a case study where participants will be provided information about the organization and they will use variance analysis from budget to determine actual business performance and suggest recommendations to the management

End of Day 1

Day TWO

Recap of Day 1 and Q&A

Session 1: Cash Budgeting

- Why do cash budgeting
- Cash is KING
- Revenues vs. Receipts
- Expenses vs. Expenditure

Case Study Exercise – Prepare Cash Budgets and determine financing needs

Tea Break

Session 2: Sensitivity Analysis

- Key uses of sensitivity analysis
- Types of sensitivity analysis
- How to present sensitivity analysis

Exercise – Conduct Sensitivity analysis and determine revised financing needs

Lunch Break

Session 3: Capital Budgeting and Analysis

- Why do this?
- Effective capital budgeting process
- Fundamentals of evaluation techniques

Capital Budgeting Evaluation Techniques

- Payback Period
- Discounted Cash Flows
- Net Present Value
- Internal Rate of Return
- Profitability Index

Tea Break

Session 4: Spreadsheet Demo

How to conduct capital budgeting evaluation tools using spreadsheet

End of Day 2

TESTIMONIALS

“An Experience man with background of finance as well as audit with impressive style of teaching”

Ghazanfer Yaseen - Vice President, Pak Qatar Takaful

“Mr. Zaid Zeeshan is an excellent trainer who has the passion to transfer his knowledge very adequately and precisely”

Muhammad Ali - Head of Internal Audit, Treet Corporation Limited

“Trainer was very well versed with the subject and communicated the entire concept successfully”

Muhammad Hashim Akhtar - Manager, Allied Bank Limited

“Well versed. Knowledgeable and cooperative. Excellent command on the subject”

Mukhtar A. Sajeel - Deputy Chief, OGDCL

“Good command over the subject. Pleasant personality”

Syed Nehal Ahmed Zaidi - Director, Hashwani Hotels Limited

Trainer's Profile

Zaid B. Zeeshan CPA, CISA, CGMA

Former CFO, Engro Eximp Ltd.
Former Head of Finance, Engro Foods Ltd.



Zaid is a Certified Public Accountant (CPA) as well as a Certified Information Systems Auditor (CISA) and a Chartered Global Management Accountant (CGMA), from the USA. He is also a certified Six Sigma Green Belt. He has over 14 years of experience in auditing, accounting, finance, taxation and inventory management as well as extensive experience in conducting focused in-house training courses in USA, UAE and Pakistan. He is currently the CEO of Inclusive Consulting, which is a management consulting company based in UAE. He uses his varied experience and knowledge base to adopt a very practical approach in conducting training courses, providing participants easy to use tools / tips.

He started his career in public accounting in USA where he spent more than 6 years specializing in auditing and accounting services to various high profile clients including governmental and not-for-profit entities. He was associated with Baker Tilly Virchow Krause and Deloitte & Touche in USA. He has also worked in Pakistan with Engro Corporation, one of the largest private sector conglomerate in Pakistan. He spent 8 years with them in various different roles being associated with the parent company as well as multiple business subsidiaries including fertilizer manufacturing, rice manufacturing, consumer goods and commodity trading. He served as Head of Finance for consumer goods subsidiary and CFO of their commodity trading and rice manufacturing companies.

Zaid is a member of American Institute of Certified Public Accountants (AICPA), Information Systems Audit and Control Association (ISACA) and Association of International Certified Professional Accountants.

Zaid's last workshop in Pakistan was held in February 2015.

REGISTRATION DETAILS

Regular Tuition Fee: Rs. 32,500 per participant

Group Discount: 10% Discount on
3 or more nominations from the same organization

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

Terrabiz 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@terrabilzgroup.com

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To bring **Zaid B. Zeeshan** for a customized in-house workshop for your organization, please contact us at info@terrabilzgroup.com