

MANAGING BUSINESS CONTINUITY AND FINANCE DURING COVID -19



HRDF Claimable :
Subject to approval by PSMB

DATE : 28 & 29 MAY 2020 (THU/FRI)
TIME : 9.30 AM - 12.30 PM (28/05)
9.30 AM - 4.00 PM (29/05)
VENUE : VIRTUAL CLASSROOM

COURSE FEE
Normal Fee RM **350**

100% Money Back Guarantee (T&C Apply)
Course Fee inclusive of Certificate of Attendance & 6% Government Service Tax

COVID-19 directly affects business continuity as business operations reduce, supply chains dry up, and demand plunges. These risks may quickly lead to liquidity risks, pressure on covenants, re-financing requirements, and increasing third party risk.

It is therefore important that businesses are proactive in assessing their risk and vulnerability from both an operational and a financial standpoint. Persisting in this environment requires the business to act decisively to mitigate risks and plan for rapid and slow recovery scenarios and associated impacts on liquidity.

LEARNING OBJECTIVES

- Focus on areas to turnaround
- Re-forecast cash flows
- Right-size cost structure
- Take control of the crisis
- Reforecast liquidity
- Balance sheet resilience

Worried about Covid19?

Our virtual Classroom training lets you learn from home, just as you would in a classroom, using a webcam, microphone and virtual classroom software.

TRAINING METHODOLOGY

This course will be conducted online, with three sessions and interactive discussions to maximize learning.

WHO SHOULD ATTEND?

- Directors, Senior Manager
- Managers & Executive
- Supervisors & Clerks
- Human Resource / Finance personals
- Anyone who is involved in doing

COURSE CONTENTS

RE-POSITION

- Closely monitor and reduce cost
- Reassess product/service portfolio for short-term gains to strengthen the top-line
- Re-forecast cash flows and model downside scenarios
- Develop new growth strategies

STRENGTHEN POSITION

- Assess and manage third party credit and supplier risk
- Assess the ability of your own operations to meet demand and impact of lockdown

TURNAROUND

- Turnaround planning
- Optimize working capital
- Right-size cost structure
- Take control of the crisis
- Reforecast liquidity, secure financing and government aid

CASH FLOW

- Assess and manage stakeholders risk
- Reforecast your profits

SPEAKER PROFILE



SANTHANASAMY SUBBIAH

CA (M), CMA (UK), CGMA, MBA (UPM), AMIM

MR. SANTHANASAMY SUBBIAH who has more than 35 years of experience in the corporate world started his career with Ministry of Works. With the Ministry his main task is to appraise mega project on its viability that was funded by World Bank. He was also involved in Urban Transport Study in collaboration with the Japan International Cooperation Agency (JICA). He left government services and joined Sunway University as a senior lecturer.

In 1990's he joined the finance division of South East Asia Insurance and spear headed the budget team and prepared the first ever budget of the company. He joined Kris Pahlawan, a shipping company and headed their Finance, Administration and Human Resource Department. His main task was to list the company in the Kuala Lumpur Stock Exchange.

He later joined iCIMB, to Head the finance division of a wholly owned subsidiary of CIMB Bank that is involved in the Bank Back Office Outsourcing Operations. As a pioneer he developed the Standard Operating Procedures of the Bank Back Office Operations. He architect and designed the establishment of the Finance Division of iCIMB.

Later he served as a Group Financial Controller with Novabrite Lighting Sdn Bhd, a High Intensity Discharge Lamps manufacturer and later joined Mahmood Security as its Chief Financial Officer.

Then later he was appointed as a Dean in Binary University to spear-headed the Accounting, Finance and Taxation Faculty. He is a subject matter expert for both direct and indirect tax. He is also a tax examiner of the University and travels nationwide to lecture the latest updates on both direct and indirect tax. He has given more than 300 lectures on taxation throughout Malaysia.

Santhanasamy holds an MBA majoring in Finance from University Putra Malaysia. He is a member of the Chartered Accountant of Malaysia, Chartered Management Accountant of UK (CIMA), Chartered Global Management Accountant, MyGCAP and an Associate Member of the Malaysian Institute of Management. He is a Certified Trainer of HRDF.



COURSE FEE:

RM 350

DATE:

28 & 29 May 2020 (THU/FRI)

TIME:

9.30 AM - 12.30 PM (28/05)

9.30 AM - 12.30 PM

3.00 PM - 4.00 PM (29/05)

VENUE:

Virtual Classroom

Please make your cheque payable to:

Sun Advantage Resources

Account No:

562807546587

(Malayan Banking Berhad)

Please email or scan your bank-in slip to
ssanthanasamy@sunadvantageresources.com

Register your interest here and will
send the Online link via email:

<https://cutt.ly/hrdfmanaging>

Sun Advantage Resources (2929667-H)

No. 6, Jalan LP 6/4,

Taman Lestari Perdana,

43300, Seri Kembangan,

Selangor Darul Ehsan, Malaysia.

03 - 89538892

019 - 7304388 / 019 - 2336890

info@sunadvantageresources.com

