



### PROGRAM OVERVIEW

- Financial Analysis Fundamentals, a key to making sound financial and business decisions
- Advanced business analysis reflects how your numbers are impacting your growth and success
- Ideal for business owners who want to learn the fundamentals of successfully managing the financial growth of their business.
- Includes essential steps required for every business to budget for one-time and ongoing costs (fixed and variable).
- Includes practical planning tools for revenue building and cash flow.

**Type of Training:** Financial budgeting and analysis for business success

**Pre-requisite:** BE101 Bookkeeping Essentials

**Program Length:** 23 weeks

### INSTRUCTIONAL DELIVERY METHOD(S)

- Lectures
- Demonstration of best practices
- Action-driven assignments
- Experiential learning through tools and procedures

### STUDENT GROUPING

Individual, 1:1 instructional training, in person or via long distance learning

### START DATE

Open for enrollment

### TRAINING INCLUDES

- 23 one-on-one instructional learning sessions of 1 hour each
- Instructional E-manual with templates
- Live video conference for tutoring, for long distance learning
- Access to financial analysis tools and processes

### PROGRAM OUTLINE

- This educational, financial analysis fundamentals course will provide business owners with the essential tools required to enhance financial acumen. It will enable participants to gain the knowledge to apply budgeting and financial analysis techniques to make better decisions.

### DEFINED INSTRUCTIONAL OBJECTIVES

- Identify current financial position from company financial statements
- Develop financial management objectives and key performance measurement criteria
- Understand financial break-even point, expenses to sales ratios, gross and net profit ratios
- Identify gaps in revenue and cash flow projections
- Develop an action plan to correct gaps in cost and revenue projections
- Develop customized tool to track revenue and cash flow forecasts
- Identify gaps in cost budgeting (fixed and variable, one-time and ongoing)



- Develop customized business tools to budget and monitor costs
- Create an annual business budget with monthly actual and variance comparison reports
- Implement budget processes with current bookkeeping activities

### MEASURABLE LEARNING OUTCOMES

- Understanding the baseline of your business and applying the relevant corrections to boost your profitability
- Systematic improvement of your business numbers based on a proven methodology
- Implementation of tools and processes learned

### ASSESSMENT METHOD(S)

- Assessment will be conducted after each module to evaluate student's ability to apply the knowledge.
- Weekly assignments to reinforce the application of concepts learned
- Reviews of the business number analysis

### COURSE COMPONENTS

#### **MODULE 1: Current Financial Position**

Define your financial position

Identify your challenges and constraints.

Financial analysis: calculate the cost of doing business

Are you getting fair value for your business expenses?

Opportunities for revenue improvement: current profitability ratio, competitive analysis, industry checkpoint, leveraging resources to get results

#### **MODULE 2: Setting Your Profit Goals**

What are your financial goals?

Describe your desired financial position

Identify specific steps to move to your desired financial position

Develop an action plan to increase your business bottom line

#### **MODULE 3: Evaluating Your Financial Progress**

Measure your progress based on your current business context

Define your Key Performance Indicators

Develop a plan to regularly monitor and adjust KPIs as required

Analyze your business's current gross profit margin; compare it to the industry standard

Use other financial ratios to evaluate your progress

#### **MODULE 4: Improving Your Cash Flow**

Identify your current cash flow position

Create strategies to manage and improve your cash flow

Plan your cash flow for the coming year utilizing a cash flow template



### **MODULE 5: Budgeting / Cost Planning**

Identify costs to be budgeted and eliminate gaps (fixed and variable, one-time and ongoing)  
Incorporate company data in a customized cost budgeting template  
Develop strategy for reviewing budget variances monthly

### **MODULE 6: Financial Projections**

Review and plan financial projections based on strategic business goals  
Develop and review monthly revenue and cash flow projections  
Review financial ratios, costs, and profitability  
Monitor and correct as needed

### **Module 7: Your Value to your Business**

Understanding the keys to successfully planning and managing your company finances  
Identifying criteria and related measures for successful business performance  
Tracking, measuring and monitoring your KPIs monthly  
Managing your clients, employees, government, suppliers, and potential prospects  
Maintaining full compliance to government regulations, milestones/deadlines  
Utilizing software automation, technology, competent resources effectively

### **TRAINING COURSE TUITION**

<b>Tuition Fees</b>	<b>GST</b>	<b>TOTAL COSTS</b>
\$1725	\$86.25	\$1811.25

### **PAYMENT OPTIONS:**

**ONE TIME PAYMENT OF \$1,811.25**