



Business success through people

Strategic Planning and Budgeting

4 & 5 August 2010

Midrand Conference Centre, Midrand,
Johannesburg, South Africa



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If you have found the annual budgeting process a chore, grind and headache, consider mastering the budgeting process from a non-accountant perspective. Some common questions are:

- What is corporate strategy?
- What are some of the methods of strategic planning?
- Why do we budget in the first place?
- What is the difference between a budget and a forecast?
- What are the different kinds of budgets that companies perform?
- How do we budget for costs when they all have different characteristics?
- What really is a variance and what does it indicate?
- Who should REALLY do the budgets?

This seminar answers all these questions. The next time you are involved in the budgeting process you will feel confidence in the complete understanding of the process.

OBJECTIVES

Participants will work through a number of case studies to reinforce the concepts covered.

YOUR PRESENTER

David Gordon

BCom, CTA, CFA (SA) Dip TrnT (dist)

David has been an international management trainer since January 1988, having facilitated in countries such as Kenya, Cameroon, Rwanda, Namibia, Botswana and South Africa. His training specialties include the subjects of corporate and student speed reading, mind mapping, skills for financial controllers, finance for non-accountants, business and technical writing, strategic planning and budgeting, sales management and leadership skills. He is a regular guest presenter of specialist management skills topics to business schools and colleges.

WHO WILL BENEFIT MOST

Managing Directors, Sales Directors, Marketing Directors, HR Managers
Operations Managers, Financial Controllers, Technical Directors/Managers

Conference Programme

Strategic Planning and Budgeting

DAY 1

- Corporate Strategy – why do it?
- A framework for effective strategy
- What is shifting in your environment?
- The Master Plan: Mission, Vision and Values
- Defining the planning horizon
- Financial Planning Model – a first look
- Starting at the end: what the owners of the business want.
- Internal growth rate without financing
- External financing and growth – gearing and leverage
- Capital Budgeting and the Time Value of Money:
 - Present value for single and multiple periods
 - Discounted cash flow valuation
 - Capital project analysis – payback and discounted payback methods
 - A project's internal rate of return
- Practical case study

DAY 2

- The Master Budget
- Sales Budget
- Production Budget
- Direct Materials Budget
- Direct Labour Budget
- Manufacturing Overhead Budget
- Cost of Goods Sold Budget
- Selling Expenses Budget
- Administrative Expenses Budget
- Capital Expenditure Budget
- Budgeted Income Statement
- Budgeted Balance Sheet
- Cash Budget
 - Operating cycle & cash cycle
 - Short-term borrowing
 - Determining target cash balances

- Where and how to obtain budget information
- Zero Base Budgeting
- Flexible Budgeting
- Preparing the budget
- Do your own critical analysis
- Budget variances
- Effects of over- and under-budgeting
- Surviving review sessions
- Practical case study

CONFERENCE FEE:

Strategic Planning and Budgeting

ZAR 4 500.00 excl VAT

SETA ACCREDITATION: Decision No: 819/02/12/04

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To register Click Here

http://www.cittraining.co.za/1this_reg_form.html

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