

Financial analysis workshop offered in Alberton

The Acadia Centre for Social & Business Entrepreneurship is offering a 2 day workshop on Financial Analysis. The workshop will take place Sept. 22-23 in Alberton.

The cost of this two day workshop is \$100 plus GST, for more information or to register call CBDC-West Prince Ventures at (902) 853-3636.

Finance is the language of business.

Financial Analysis is the ability to use that information to make solid informed business decisions. When used properly financial information is an invaluable tool, used to develop, manage, and grow successful businesses.

This program will help your business succeed. You will gain the ability to increase profitability and sustainability by making better informed decisions, based on your financial situation.

September 22 & 23
Alberton Business Centre
455 Main St. Alberton, PEI

Proper analysis and understanding of financial statements is crucial to the success of a business. Sound financial analysis takes the guesswork out of the management role and replaces it with opportunities for solid decision making.

In today's business climate, characterized by rapid change, business owners and managers seldom have the resources readily available to efficiently adapt to these changes. Faced with such challenges, small businesses with limited financial training often have difficulty staying in the black; let alone prospering. Often clients do not fully understand the power of their financial information and neglect to consult their financial statements when making business decisions. This lack of financial management and resulting poor liquidity is often the fundamental source of most difficulties faced by small business owners and managers. It is therefore essential that small business counsellors understand the importance and the implication of proper financial analysis to effectively assist their clients without jeopardizing the business and its customers.

Financial Analysis for Entrepreneurs and Business Development Professionals will provide participants with an understanding of the relevance and importance of the attributes that lead to both individual and organizational success. Participants will become proficient in calculating and understanding margins, and will recognize the value of margins and why they should never be compromised. With this newfound knowledge, partici-

pants will be able to assist clients in conducting vertical and horizontal analysis, performing industry average comparisons and recognizing the limitations of industry averages. Participants will become skilled in analyzing financial statements and quickly identifying common areas for improving business efficiencies.

The session will cover:

- Demystifying Financial Statements
- Horizontal & Vertical Analysis|
- Cash Flow Management
- Ratio Analysis
- Evaluating Business Market Value

Who Should Attend

Entrepreneurs and Business Development Professionals (counsellors, consultants, and advisors, who work with small business clients to develop, maintain, and expand their businesses).

Benefits of Attending

- Identify problem areas and appropriate approaches toward a solution
- Better analyze clients' financial statements
- Develop a thorough understanding of all aspects of financial analysis
- Calculate the market value of a business and determine strategies to enhance value over time

Participants will be engaged in an interactive learning environment and will be given the opportunity to apply the theory taught in the workshop through group case studies. All participants will receive a toolbox of resources and will develop skills with practical and immediate application for everyday use with their clients.

Training Schedule

- Understanding margins
- Conducting vertical and horizontal analysis and comparison to industry averages
- Differentiating and understanding income statements, balance sheets and cash flows
- Techniques to improve cash flow
- Understanding and managing working capital
- Recognizing factors that lead to negative ending cash balance and identifying options for improvement
- Calculating and Interpreting key financial ratios
- Ratio comparisons to industry averages
- Calculating the market value of a business

Case studies will be utilized throughout the training to allow participants the opportunity for practical application of the theory presented in the workshop.