



Training Seminars & Conferences



An Intensive 5-Day Training Seminar On

Advanced Commercial Analysis

Aligning Corporate Strategy and Business Performance

04 - 08 Apr 2021, Dubai
10 - 14 Oct 2021, Dubai



 View Details

Advanced Commercial Analysis

Aligning Corporate Strategy and Business Performance

INTRODUCTION

Central to the success of any enterprise is the thorough analysis and understanding of the markets served and stakeholder expectations, the enterprise's commercial positioning in these markets and their financial performance.

In the light hereof, the demand for specialised commercial analysts or staff with a broad understanding of commercial analysis is growing.

Although the scope of commercial analysis will vary depending on the organisation, the main objective is to maximise profit and increase market share. Forecasts need to be underpinned by a solid understanding of current market conditions. Thus, there is a need to engage with stakeholders, to take into account competitors' performance and external regulatory developments and to define key performance indicators (both financial and non-financial) to monitor alignment with corporate strategy and performance within the business.

Commercial analysis can be broken down into five major components:

- Strategic planning refers to the identification of needs specific to the business
- Business model analysis involves researching business policies and approaches to customers and stakeholder
- Process design is related to the analysis of employees and workflow.
- System analysis refers to the analysis of technical systems that support the organisation strategy
- Financial Analysis is related to financial performance and positioning

This advanced EuroMaTech training course will provide an in depth overview of commercial analysis, specifically from a financial perspective. To optimize financial performance, one needs to do a detailed business and market analysis, to align expected financial output with departmental and organisational strategy. A key tool in this is the Balanced Scorecard with implementation and evaluation of key performance indicators. The underlying systems should support these strategic outputs and hence should be analysed in the light thereof.

With the systems in place, the focus is on budgeting and internal financial analysis and the subsequent evaluation of financial performance as part of continuous operational output. This performance is then measured against competitors and stakeholder expectations. Finally, the participant will conclude with a commercial analysis development plan, to be implemented in his department or organisation.

PROGRAMME OBJECTIVES

At the conclusion of this EuroMaTech training course all participants will gain a strong understanding of the practicalities; techniques and strategies of commercial analysis that will both enhance their effectiveness and contribution in their current role and their career opportunities based on the skills and insights acquired.

By attending the Advanced Commercial Analysis training course, participants whose background is not in the financial sector will gain an understanding of both the strategic and the technical aspects of commercial analysis for performance improvement.

Participants will also be able to:

- Understand market and stakeholder analysis (based on best practices)
- Align organisational and departmental strategy
- Define corporate culture and employee output measurements
- Use the Balanced Scorecard for analysis of organisational effectiveness
- Use Key Performance Indicators to analyse performance
- Align organisational systems with strategic outputs
- Understand budgeting and costing
- Understand working capital management
- Understand financial appraisal techniques
- Define and implement financial metrics for continuous analysis
- Align budgets with Balanced Scorecard and KPI's
- Understand financial statements and key financial ratios
- Draft a commercial analysis development plan for their department



WHO SHOULD ATTEND?

This EuroMaTech training course is designed for those that have experience in the financial or accounting department; accountants who want to improve their career opportunities or those who wish to broaden their scope of understanding of commercial analysis. It would specifically suit the following:

- Accounting Professionals
- Financial Managers
- Heads of Departments
- Both financial and non-financial professionals with operational experience

As it is an advanced programme, some accounting and operations background would be beneficial.

TRAINING METHODOLOGY

This EuroMaTech training course is delivered as a hierarchy of related but separate modules and proceeds in a systematic interactive manner using lectures, lessons learned, practical examples, video materials, case studies, software demonstrations, shared participant experiences and practice sessions and assessments. Participants will partake in group activities as well as individual exercises.

PROGRAMME SUMMARY

This comprehensive training course will enable each participant to appreciate and understand the basics and certain complexities associated with commercial analysis with topic terminology, concepts and applications.

The programme covers most critical aspects that one needs to know for commercial analysis. It will also cover the regulatory environment, practical implementation, risk assessment as well as integration with other divisions.

IN-HOUSE TRAINING

EuroMaTech is capable of conducting this training programme exclusively for your delegates. Please e-mail us on inhouse@euromatech.ae for further information and/or to receive a comprehensive proposal.

QUALITY CERTIFICATIONS & ACCREDITATIONS

EuroMaTech is proud to be associated with the following accreditation bodies:



The PMI® Registered Education Provider logo is a registered mark of the Project Management Institute, Inc.

PROGRAM OUTLINE

DAY 01

Business and Market Analysis

- Analysing product and service portfolio
- Analysing stakeholder expectations
- Delivering business value
- Aligning organisational and department strategy
- Understanding and analysis of organisation culture
- Organisation structuring
- Line, staff and functional responsibilities

DAY 02

Balanced Scorecard and KPI

- Organisational effectiveness and the Balanced Scorecard
- Strategic themes and perspectives
- Defining objectives and initiatives
- Defining Key Performance Indicators
- Lead and lag indicators
- Defining Critical Success Factors (CSF) from the balanced scorecard
- Using performance information to analyse performance and evaluate KPI's

DAY 03

Internal System and Financial Analysis

- Aligning organisational systems with strategic outputs
- Analysing control environment
- Understanding accounting principles and methods
- Management analysis versus financial analysis
- Cost management and financial performance
- Working capital management
- Cost allocation and apportionment
- The time value of money
- Understanding Appraisal Techniques – Net Present Value (NPV), Internal Rate of Return (IRR) and Payback period
- Strategic considerations in assessing capital projects

DAY 04

Evaluating Financial Performance

- Understanding cost structure and behaviour
- Costs as a relationship to outputs – cost/volume/price relationship
- Full Costing, Marginal Costing and Activity Based Costing
- The concept of contribution margin
- Break-even analysis for planning and control
- Benefit-cost analysis
- Budgetary control and variance analysis
- Defining and implementing financial metrics for continuous analysis
- Aligning budgets with Balanced Scorecard and KPI's

DAY 05

Financial and External Commercial Analysis

- Analysing business domain
- Overview of International Financial Reporting Standards (IFRS) and disclosures
- Balance Sheet Analysis
- Income Statement Analysis
- Cash Flow Statement
- Financial Ratio Analysis
- Development of Commercial Analysis plan for you department/organisation

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✓	Date	Venue	Fee(\$)
	04 - 08 Apr 2021	Dubai	US\$4,950
	10 - 14 Oct 2021	Dubai	US\$4,950

*This fee is inclusive of instruction materials, documentation, lunch, coffee/tea breaks & snack. All Fees are subject to 5% Value Added Tax (VAT).**

Your Details

Name (Mr/Ms):

Position: Organisation:

Address:

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City / Country:

Telephone / Fax:

Mode Of Payment

Please find enclosed a cheque made payable to EuroMaTech

Please invoice me

Please invoice my company as follows:

Contact Name:

Company Name:

Address:



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Documentation

High Quality material has been prepared by the Seminar Leader for distribution to delegates. In addition, a special note pad to facilitate note taking will be provided.

Certificates

A Certificate of Completion will be issued to those who attend & successfully complete the programme.

Schedule

Our Course timings commences at 08:30 and concludes at 14:00, followed by lunch on a daily basis.

Hotel Accommodation

EuroMaTech has negotiated special rates for a limited number of rooms in the hotel. Early registration will help to secure a room at the reduced rate.

Registration & Payment

Please complete the registration form on this page & return it to us indicating your preferred mode of payment. For Further Information, Contact Your Nearest EuroMaTech Office.

Cancellation Policy

Request for seminar cancellation must be made in writing & received at EuroMaTech three weeks prior to the seminar date. A U.S.\$250/- processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.

Disclaimer

EuroMaTech reserves the right to alter the content, location of the Seminar, or the identity of the speakers in case of events beyond our control.

***VAT Announcement:** The Government of UAE have introduced Value Added Tax (VAT) on goods and services from 01-January-2018. In compliance with the legislation issued by the UAE Government, we will be applying a 5% VAT on the fees for all our programs and services offered from January 2018 as applicable and stipulated in the FTA circulars.

Contact Us:

U.K. Office:

109 Mount Pleasant
Liverpool L3 5TF, United Kingdom
Telephone: +44 151 709 7100
Fax: +44 151 709 7181

Middle East Office:

P.O. Box 74693
Dubai, United Arab Emirates
Telephone: +971 4 4571 800
Fax: +971 4 4571 801

Email Address:

info@euromatech.ae

Website:

www.euromatech.com



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