



Understanding Business Through Finance



Seminar Description:

During Apples & Oranges, participants are challenged to monitor and control a business to improve its financial performance. Working in teams, they compare the effects of management decisions in seemingly unrelated areas from production planning to customer service initiatives, thus comparing apples and oranges. This will help them understand how and where costs and profits are generated, and how these impact the overall efficiency and profitability of the operation. While doing so, they also learn the key aspects of business finance.

Seminar Elements:

- Groups of 3-4 participants running a model organization
- 3 years simulation
- Key elements of the simulation:
 - Reducing waste in time and materials
 - Controlling costs
 - Using people where they create the most value
 - Introducing business improvement measures
 - Improving profitability

Simulation Performance Measures:

- Profit and Loss
- Cash Flow
- Inventory Management
- ROI / ROE / ROA
- Liquidity

Key Learning Points:

- How to interpret key financial statements (Balance Sheet, Profit & Loss, Cash Flow)
- See how performance improvements in various areas reflect on the company financials
- Learn how to make the best out of available resources
- Realize how every individual can contribute to the profitability of the company
- Understand how to continuously identify and quantify improvements to business operations

Who Should Attend?

- Individuals interested in finance for non financial people
- Newly promoted supervisors and managers seeking proper business understanding
- All employees who need to understand the key aspects of business finance
- Groups or departments who need to create impact through business improvements

Logistical Information:

- Seminar Duration: 1 full day (9 AM–5 PM)
- Number of participants: 16 – 40 persons

Fore information and booking contact Quest:

Tel: +202 419-6335 / 6 - Fax: +202 419-6337
Email: info@quest.com.eg