

FINANCIAL STATEMENT ANALYSIS

Practical Application of Financial Analysis



January 23-24, 2023



10:00 am - 04:00 pm (UAE)



Workshop Overview

Management has now become an integral part of operation in a wide range of organizations. Financial analysis, planning and control provides an understanding of the various aspects in an organization from calculative aspect to other related practices in organization.

This course will provide you with the necessary analytical framework and a wide array of practical tools to help you understand and exploit information in financial statements. You will be shown how to examine the many valuable and relevant pieces that make up a financial statement.





About SIMFOTIX

SIMFOTIX is a trusted name in the executive education industry that offers cutting-edge corporate training programs. SIMFOTIX focuses on creating value for both learners and businesses through its varied program offerings. We, at Simfotix, hold unique expertise in developing our programs based on the design-learning concept that focuses on the key challenges of a learner and organization. Engagement, relevance, and effectiveness are the hallmarks of our learning solutions. So far, SIMFOTIX training programs are attended by over 5000 participants from over 1000 organizations operating MENAT region. Our clients regard their training experience with us inspiring and transformative.

On the e-learning front as well, SIMFOTIX offers courses that result in serious learning but in fun way, we adopt efficient gamification approach that is aligned with clear learning goals that L&D teams want to see as the achieved objectives. We also understand the ever-shifting corporate world challenges and even in online programs, we carry our legacy of quality, relevance, and impact that's why our programs are conducted by learned faculty comprised of global thought-leaders and top industry practitioners.

We also provide bespoke training solutions that are tailored and delivered in a way that it surpasses your expectations.

01	02	03	04
			
SOFT SKILLS COURSES	IT RELATED COURSES	BANKING & FINANCE	GAMIFICATION COURSES



Course Objective

- Apply the framework of financial statements analysis
- Use ratio and financial analysis
- Appraise the process of company evaluation and analysis
- Analyze real-life financial statements from companies
- The impact of financial analysis in ensuring adequate, effective and timely decision making.
- Learn, how to break down complex information into key simple messages while using financial analysis to build the big picture

Course Outline

Financial reporting standards

- Importance of reporting standards in security analysis and valuation
- The standards setting bodies
- International Financial Reporting Standards (IFRS) versus Generally Accepted Accounting Principles (GAAP)

Describe the four financial statements and how they are prepared.

- Income Statement
- Retained Earnings Statement
- Balance Sheet (Financial Position)
- Statement of Cash Flows
- Interrelationships of Statements
- Other Elements of an Annual Report

Identity the sections of a classified balance sheet

- Current Assets
- Long-Term Investments
- Property, Plant, and Equipment



Course Outline: (Continued)

- Intangible Assets
- Current Liabilities
- Long-Term Liabilities
- Stockholders' Equity

How to account for current liabilities.

- What Is a Current Liability?
- Notes Payable
- Current Maturities of Long-Term Debt

Analyze a company's performance using ratio analysis.

- Vertical analysis : balance sheet and income statement approaches
- Horizontal, trend analysis and growth
- Liquidity analysis:
 - Current, quick, and cash ratios, defensive interval and cash conversion cycle
- Asset management and activity ratios:
 - Total and fixed assets turnover
- Solvency analysis:
 - Debt, equity, and times interest earned ratios
- Profitability analysis:
 - Profit margin, gross margin, return on assets, return on equity
- Market and valuation:
 - Price earnings and earnings-per-share ratios
- DuPont analysis: the three-step and five-step models
- Discuss the Limitation of ratio analysis



Course Director



Aly Rehan Khan

Experiential Learning Expert

ABOUT

A highly profound and Expert facilitator and corporate trainer with 20+ years of experience in designing programs, content development, facilitating organizational development workshops in finance, design thinking, BPR, Project Management etc.

Expert in design learning using gamification, simulation and high degree of customization.

Conducting Corporate training using self designed techniques like board games, jigsaw puzzles, Wall boards, Story Boards, Behavioral Assessments etc.

Recent Engagements As Trainer & Consultant

- **Saudi Aramco** – KSA: Conducted Sukuk Bonds and four month “Finance for Non- Finance Professionals” program for Saudi Aramco employees to prepare them for structural changes emerging on account of IPO.
- **HSBC Middle East** Customer Journey Mapping’ Simulation for “Emirati Development Program” and conducted online program with team simultaneously from UK, USA & UAE.
- **Al-Ahsa Hospital- KSA:** Served as VAT Implementation Consultant for AL-Ahsa Hospital at Hofuf KSA.
- **SRACO – KSA:** Served as Lead VAT Implementation project consultant for SRACO Group Companies, one of the leading engineering and manpower supply company in KSA.
- **Al-Othman Holding Company – KSA:** Conducted two sessions on “VAT Implementation Roadmap & Challenges” for 14 group companies. Further, as consultant implemented VAT on all group companies including Takween Advanced Industries, sister concern of Al-Othman Group.
- **Emirates NBD:** Finance for Bankers training by Simulating the Board game for the banking staff.
- **DU Telecomm** : Using Design Thinking, conducted Board Game Process Mapping for the Finance Professionals and Business Acumen.
- **Ghobash Group:** Training for all 6 industry sectors of Ghobash group for the Finance EVA-Implementation through Board Game Approach.
- **Etjar Investments:** Worked as VAT Implementation Consultant with Etjar Investments, a subsidiary of Mashreq Bank along with other group companies including Massar Investment.



Course Director

- **Carrefour:** Conducted two days VAT Implementation Workshop for Carrefour KSA team of Financial Controllers and Regional Managers at Riyadh KSA.
- **Arab Center for Engineering Studies:** Conducted In-House training program on VAT Implementation Road and served as VAT implementation consultant for group companies.
- **Abu Dhabi Airport Company:** Three Session of Three Days Workshop on “International Financial Reporting Standards (IFRS) for Abu Dhabi Airport Company (ADAC).
- **International Bank for Reconstructions & Development (IBRD):** Conducted Five Days Training Program on “Fraud Detection, Investigation & Management” for Government of Afghanistan under World Bank Donors Capacity Building Program in Cairo, Egypt.
- **Oman Oil Refineries:** Two days workshop on “Commercial Contracts Management” for Oman Oil Refineries and Petroleum Industries Company (ORPIC) Muscat Oman.
- **Oman Shipping:** Two days workshop on “Payable Management” for Oman Shipping, Muscat Oman.
- **Al Fakher Group:** Conducted In-House Program on “Value Added Tax & Capacity Planning” for top packaging company in UAE.
- Conducted training sessions for team of **Du tech** on Financial Analysis.
- Conducted In-house training on International Financial Reporting Standards (IFRS) for **International Cricket Council (ICC)** finance team – November 2015.
- Conducted CMA Program for **RAK Free Trade Zone Authority RAKFTZ** on behalf of Morgan International.
- Conducted 10 Days training on “World Bank Procurement Guidelines” for **Government of Ethiopia** under IBRD borrower’s capacity building program.
- Conducted Supply Chain Management (SCM) for **Gulf Extrusion**.
- Conducted In-house training on “Process Value Management” for **Dubai Trade**.
- Conducted Procurement training for **Oman General Insurance**, UAE team.
- Written a Comprehensive Training Manual on “Real Estate Financing in Gulf Region” for **ADCB**.
- Conducted In-House Training program for **Mubadla Group Company** on “Contract Administration & Management”.
- Conducted Training for Delegates of **Habtoor Leighton Group** on “PMP Exam Based Training”
- Conducted open workshop Lean Management Training from platform of **Foster Consulting**
- Conducted “Procurement & Purchasing Training” for delegates of Saudi Aramco in Dubai.
- Conducted Training “PMP Exam Based Training” for staff of **Emartech**.
- Conducted In-House Training on “Real Estate Financing” at **Mashreq Bank, Dubai**.
- Conducted Training Program on Chartered Institute of Management Accountants CIMA Exam Based Training for executives of **Emirates Airline**.
- Conducted Training on “Strategic Management” for delegates of **Dubai Port (DP)**.
- Conducted exam based training on Project Management for delegates of **Murdoch University**.
- Conducted in-house ‘Finance for Non Finance Professionals’ training program for delegates of **British American Tobacco, UAE**.

Our Affiliations

غرفة دبي
DUBAI CHAMBER



HCI
Human
Capital
Institute

ISO
9001:2015

KHDA
هيئة المعرفة
والتنمية البشرية
KNOWLEDGE & HUMAN
DEVELOPMENT AUTHORITY





Client Testimonials

It was more interactive , more concentrating on the practical side rather than theory. Good Trainer | Professional and having good communications. Trainer's attention to details is great | Well Managed the Training Session | Was very resourceful | Very Good, Clear and Direct instruction and focus | New knowledge . The content was extremely informative and useful. | Interactive and informative. Smart, Collaborator and can deliver the information clearly the presenter is very well educated easy to explain the subject. **Emirates Post Group Participants**

Excellent trainer from SIMFOTIX. | I learned a lot spend very good and it helped me. | Really professional trainer and her sessions was clear and easy and fun. | She explained everything in a easy and beautiful way. | She have good ways to conveying the information to us and we don't feeling bored . **Mubadala Group , MDC BMS**

Simfotix Trainer bear a Persuasive approach in training and the company is professional in the arrangement of training till end to make it a memorable experience. The In-house session and the follow-up session is excellent approach. **The Executive Council of Dubai**

Informative, engaging | New tools to be used for the growth for our organization | brainstorming and Good knowledge of the subject. **Sharjah Airport Authority**

The detailed Explanation & Excellent trainer by SIMFOTIX. Powerful clear course & excellent instructor. Provided the necessary information perfectly. Overall, best training & course. **Etihad Water & Electricity**

Targeted learning should be at the top of your L&D agenda. Thank you Simfotix for being an agile partner in our learning Journey. **Roche Middle East.**

Excellent courses delivered by SIMFOTIX to our team. Easy to understand trainer and well managed. I liked its interactive nature, and Mr Ahmed's examples of common phrases. **DEWA**

My team was positive and happy with the deliverables of MS Excel Training, and they think this session increased their knowledge and efficiency. **"Ministry of Human resources & Emiratization"**

Simfotix In-House training on MS Excel is well organized and our team learned lot of new things. We consider this as a value addition and meeting our objectives. **Road & Transport Authority Dubai RTA.**

A combination of learning and sharing through activities and self presentations. Learning Art of Public Speaking with Simfotix Training is truly a good experience. **Abu Dhabi Terminals**



Client Testimonials

InHouse session was best from SIMFOTIX. The trainer is excellent, and has a good knowledge on his craft. **DP World**

Excellent Training conducted by Simfotix Professional Development. The whole day was full of fun and learning. **Department of Economic Development, Dubai**

Since last two years My Company is working with Simfotix, and every time it is great learning experience. MS Excel is one of the most recommended Program with distinctive methodology and valuable deliverables. **ADNEC "Abu Dhabi National Exhibition Centre"**

The in-house training met the desired objectives for improvement in the Finance function. Group work throughout the two days and team presentation on various analytics put thing in the focus learning direction. Good output Simfotix. **Team Imdad Group.**

Easy way of transferring knowledge makes the learning more digestible. Great work Simfotix for the in-house session. **Emirates NBD Bank**

Simulation Board Game training is one of the great training course and materials. Super helpful for connectivity and engagement among our departments to upscale productivity. Thank you! **Ghobash Group**

Our team attended MS Excel Training with Simfotix and it was never so much learning before in this course. All skill levels on the course fully catered for with a very patient approach, it's worth attending. **DU Telecomm**

Inhouse Training with Simfotix Training for Credit Transformation Program goes with a Wonderful learning experience of our Credit Risk Team. Looking forward to engage them in other upcoming training. **Finance House Abu Dhabi**

Thank you Simfotix for a comprehensive and value training to our Saudi Arabia Finance Team. Case Study and exercises were the key element of this workshop. As Learning & Development we are satisfied to work with them in future. GM Learning & Development , **MAF Carrefour International.**

The Power Bi session was engaging and informative. Overall program outcome is what we agreed and delivered to our functional departments. We would like to do more programs with Simfotix. **Mashreq Bank**

Reference to the specific people in respective companies can be furnished on request.



Some of Our Valued Clients

ROCHE Middle East	Etisalat	DU Telecomm EITC	Abu Dhabi National Exhibition Council
Mubadala Group (Business Management Services)	King Abdullah University of Science and Technology , KSA	Emirates NBD Bank	Department of Culture and Tourism Abu Dhabi
Maersk	Dar Al Riyadh KSA	Fama Holdings Group KSA	The Executive Council of Dubai
Al Hilal Bank	MAF Retail (Carrefour)	Abu Dhabi Terminals	Department of Economic Development Dubai
Federal Electricity & Water Authority FEWA	Ghobash Group UAE	Saudi Airline	Ministry of Human Resources and Emiratization
Sharjah Islamic Bank	Abu Dhabi Finance (Mubadala Company)	Al Tayer Group	Dubai Electricity & Water Authority DEWA
Mashreq Bank	Arab Bank UAE	Abu Dhabi Ports	Averda Saudi Company
Abunayyan Holding KSA	Zain KSA	SAVOLA FOODS, SUGAR-KSA	Binzagr Company
Imdaad Group	Wartsila Power KSA	Abdul Aziz Al Majid	Chedid Re KSA
AbuDhabi Customs	ACWA Power	HSBC Bank	DP World
Saudi Telecom Company	SS Lootah International Investment Group	DHL Express	Securities and Commodities Authority (SCA)
HSBC	Emirates Group	Aster Group	United Al Saqr Group
Al Batha Group	Global Foods UAE	AXA Insurance	Coca-Cola
Commercial Bank of Dubai	Emirates Islamic Bank	Dubai Financial Services Authority	Schlumberger
Ministry of Telecommunication Oman	Al Ghurair Group	Finance HouseDubai	



Registration Details

Regular Fee: USD 680 Per Participant (Exclusive of VAT)

Team Offer: Pay for 2 and register 3rd for free

Includes: Courseware, and SIMFOTIX Certificate

For registration (s) send us your **Name, Designation, Organization**, and **Mobile Number** to register@simfotix.com



Contact us to bring this course In-house with customization to fit your needs.