

# BASICS OF FINANCIAL STATEMENT ANALYSIS



- ♦ Would you like to understand the financial health and operating status of your company and clients?
- ♦ Would you like to be able to read financial statement – a basic business knowledge?
- ♦ Would you like to comprehend every figures in financial statements in order to make right decisions?
- ♦ Would you like to assess the security/risk level of new business partners?

**This training program aims at effectively providing basic knowledge of analyzing and understanding financial statements.**

## CONTENT

### Part 1: What is corporate accounting?

- ♦ Why is the knowledge of corporate accounting necessary?
- ♦ Three basic financial statements
- ♦ Purpose of financial statement analysis

### Part 2: Basics of the Balance sheet (B/S)

- ♦ The structure of the balance sheet
- ♦ Balance sheet interpretation
- ♦ Balance sheet analysis  
~ The liquidity and the growth rate~
- ♦ Exercise: Balance sheet comprehension

### Part 3: Basics of the Profit and Loss statement (P/L)

- ♦ What are five types of profit?
- ♦ Understanding of the components of the profit and loss statement
- ♦ The profit and loss statement analysis
- ♦ Exercise: Profit and Loss statement comprehension

### Part 4: Basics of Cash Flow statement (C/F)

- ♦ What is Cash Flow statement?
- ♦ Understanding of the components of Cash Flow statement
- ♦ Cash flow optimization method
- ♦ Exercise: Cash Flow statement comprehension

### Part 5: Overall analysis of financial statements & Action Plan

- ♦ The relationship between the three financial statements
- ♦ Exercise

*※The above content is subject to change without prior notices*

## OBJECTIVES



- ➔ Be aware of the importance of the financial statements.
- ➔ Understand the financial health and operating status of company in order to increase the awareness of cost control.
- ➔ Understand financial statement analysis method in order to make right decisions.

## TARGET



- ☐ Staff
- ☒ Middle-Management
- ☒ First-line Management
- ☐ Top-Management

## METHOD



**30% theory, 70% practice** through group discussions, presentations, case studies, role-playing, games, etc.



**A I M N E X T**

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