

CELEMI: APPLES & ORANGES



CELEMI Apples & Oranges™ brings **financial statements** to life through a simple, yet profound model of a company. Participants get to run a fictitious company, facing some tough challenges. The company, A&O Inc, is losing market share, faces demands from suppliers and has an increasing number of customers. A&O Inc. is in desperate need of a new and disciplined financial strategy. Participants get to play the members of an incoming management team.

WHAT YOUR PEOPLE WILL LEARN

- **The Circuit of Capital**
- Understanding the **Balance Sheet**
- Preparing the **Profit & Loss** Statement
- The Concept of **Depreciation** calculation
- **Capacity** planning and organization
- Generating a **Cash Flow Statement** for liquidity planning
- Utilizing the **DuPont model** to derived key indicator for in-depth analysis of an organization's financial health in particular
- **Return-on-Assets** and **Return-on-Equity**
- **The Value of Intangible Assets**
- Utilizing **KPIs** effectively
- Building an **improvement plan** which addresses key areas that can be presented for the evaluation on top management.

Methods of Delivery

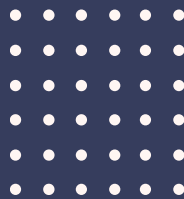
Board-based business simulation.
(Online & Face-to-Face)

Participant

Employees at all levels.
Maximum 30 pax.
Participants are grouped in teams of 3 - 4.

Time Required

1 Day, corresponding to 3 years
of operation.



Brilliant Knowledge



Brilliantknowledge



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