

# CELEMI: ENTERPRISE

We have established a partnership with **CELEMI** in order to bring in the "Power of Learning" method. It is widely applied by the world's largest corporation into Malaysia to move people and organizations to higher levels of performance.

In the **CELEMI Enterprise** business simulation, six companies will compete for the same customers in a dynamic marketplace. All participants take on the role of management teams, consisting of Marketing & Sales, Development & Services, Planning & Delivery, Finance and Control.

The teams will have to think strategically. The goal is to deal with uncertainties. They will have to balance short-term results with long-term values.

## WHAT YOUR PEOPLE WILL LEARN

- The *Circuit of Capital*
- Understanding the *Balance Sheet*
- Preparing the *Profit and Loss* Statement
- The concept of *Depreciation* calculation
- *Capacity* planning and organization
- Generating a *Cash Flow* statement for liquidity planning
- Utilizing the *DuPont model* to derive key indicators 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 of top management

### Methods of Delivery

Board-based business simulation. (Face-to-face)  
Online Log-In Credentials (Online)

### Participant

Senior managers, middle managers, entrepreneurs and others with marketing, sales, business and financial responsibilities  
Maximum 35 pax.  
Participants are grouped in teams of 3-4.

### Time Required

1.5 - 2 days.



BrilliantKnowledge



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