## **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.

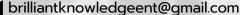
**Time Required** 

1.5 - 2 days.









C.

THE POWER OF LEARNING

**BRILLIANT KNOWLEDGE** 

CELEMI

