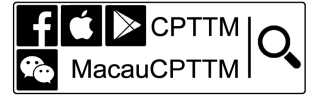


CODE:	SEM7-04-2018-SMTA				
TITLE:	Workshop on “Managing Cash Flow & Competitive Pricing for SMEs”				
OBJECTIVE:	This workshop aims to equip SMEs owner-managers with a better understanding of 1) cash flow forecast and analysis,, as well as 2) formulation of an appropriate and competitive pricing strategy, so as to ensure the continued operation of their business.				
CONTENT:	<table><tr><td>A. Managing Cash Flow</td><td>B. Formulating a Pricing Strategy</td></tr><tr><td><ul style="list-style-type: none">• Overview• How to increase cash inflow<ul style="list-style-type: none">◦ Fundraising◦ Bank loan◦ Government funding• How to reduce cash outflow<ul style="list-style-type: none">◦ Budgeting and cost control◦ The value for money principle◦ Making use of legal tax savings</td><td><ul style="list-style-type: none">• Target pricing• Strategy considerations<ul style="list-style-type: none">◦ Focus on the customers◦ Calculate the cost◦ Analyze your competitors• Enhancing Value<ul style="list-style-type: none">◦ Improve the packaging◦ Building a brand◦ Promotional tactics</td></tr></table>	A. Managing Cash Flow	B. Formulating a Pricing Strategy	<ul style="list-style-type: none">• Overview• How to increase cash inflow<ul style="list-style-type: none">◦ Fundraising◦ Bank loan◦ Government funding• How to reduce cash outflow<ul style="list-style-type: none">◦ Budgeting and cost control◦ The value for money principle◦ Making use of legal tax savings	<ul style="list-style-type: none">• Target pricing• Strategy considerations<ul style="list-style-type: none">◦ Focus on the customers◦ Calculate the cost◦ Analyze your competitors• Enhancing Value<ul style="list-style-type: none">◦ Improve the packaging◦ Building a brand◦ Promotional tactics
A. Managing Cash Flow	B. Formulating a Pricing Strategy				
<ul style="list-style-type: none">• Overview• How to increase cash inflow<ul style="list-style-type: none">◦ Fundraising◦ Bank loan◦ Government funding• How to reduce cash outflow<ul style="list-style-type: none">◦ Budgeting and cost control◦ The value for money principle◦ Making use of legal tax savings	<ul style="list-style-type: none">• Target pricing• Strategy considerations<ul style="list-style-type: none">◦ Focus on the customers◦ Calculate the cost◦ Analyze your competitors• Enhancing Value<ul style="list-style-type: none">◦ Improve the packaging◦ Building a brand◦ Promotional tactics				
DESIGNED FOR:	Owner-managers of local SMEs and individuals who would like to start their own business				
SPEAKER(S):	<p>Mr. Leong Kam Chun</p> <ul style="list-style-type: none">• Founder of Leong Kam Chun and Co. since 1979; Mr. Leong partnered with Ms. Leong Ngan Peng to form Keng Ou CPAs in 2011• Apart from being a practising auditor, Mr. Leong's current roles include: The President of the Macau Society of Accountant; Member of the Economic Development Committee of Macau; Member of the Supervisory Committee of the Civic and Municipal Affairs Bureau; Member of the Supervisory Committee of The Science and Technology Development Fund of Macau; Member of the Public Housing Committee etc. <p>Mr. Lai Hong Choi</p> <ul style="list-style-type: none">• Macau Registered Auditor, Certified Public Accountant (CPA-USA), Certified Practising Accountant (CPA-Australia) and Chartered Management Accountant (CIMA-UK)				
ORGANIZED BY:	Wynn Resorts (Macau), S.A. (Principal Organizer) Macau Productivity & Technology Transfer Center (Co-organizer)				
NO. OF SEATS:	50				
DATE & TIME:	April 28, 2018 (Saturday), 2:30 p.m. - 5:30 p.m. <Deadline for Registration: April 24, 2018>				
LANGUAGE:	Cantonese (handouts in Chinese)				
FEES:	Free of charge				
VENUE:	CPTTM Head Office Auditorium (Rua de Xangai 175, Edf. ACM 7-Andar, Macau)				
Remarks:	<ul style="list-style-type: none">• Priority registration for Wynn Resorts (Macau), S.A. registered vendors• An electronic certificate will be issued to the participants who have completed the workshop.				



ONLINE
REGISTRATION

[Http://www.cpttm.org.mo/seminars](http://www.cpttm.org.mo/seminars)



REGISTRATION & ENQUIRY: E-mail: cpttm@cpttm.org. mo	Head Office	Rua de Xangai 175, Edf. ACM, 7 andar Tel: (853) 2878 1313 Fax: (853) 8898 0853
	House of Apparel Technology	Rua dos Pescadores, Ed. Ind. Ocean, Fase II, 10 andar Tel: (853) 8898 0701 Fax: (853) 2831 2079
	Cyber-Lab	Rua Comandante Mata Oliveira, Ed. Associacao Ind. 3 andar Tel: (853) 8898 0601 Fax: (853) 2837 3085

~ The organizer reserves the right to cancel the seminar or modify its topic, content and/or speaker without prior notice. ~