



MARKETING
INSTITUTE OF
SINGAPORE

BUSINESS MANAGEMENT

Financial Modeling for Marketing Decisions

Why You Should Attend This Course:

Do you or your team encounter difficulty in getting approval for your marketing campaigns? Has it occurred to you that whilst your idea sells, you may have under-estimated the financial hurdles which are blocking that approval? Or are there frequent instances where your company is unable to grow the business because marketing proposals fail to get endorsement from the finance team? This could be because the sales & marketing ("S&M") team see only the "top-line" exciting sales growth potential whilst the finance team is preoccupied with the costs of those initiatives.

This course will benefit both the marketing and finance teams by 'marrying' the marketing and financial perspectives in assessing a marketing proposal. A series of practical demonstrations and case exercises are used to help you identify & weigh all the costs (including "hidden costs") against the benefits of S&M initiatives in order to fully support the proposal from both perspectives.

The analyses learnt will apply to any business model – you may be selling through distributors or directly, using your own salesmen or a distributors' sales force, or giving incentives through sales commissions or higher salaries.

Learning Outcome:

- (For proposers) Be equipped with practical tools to justify your S&M initiatives
- (For decision-makers) Be able to evaluate S&M initiatives from both qualitative and quantitative perspectives so as to choose the best strategies which will bring the highest value added to your business
- Understand the cross-functional impacts of S&M initiatives and pitfalls to avoid

Course Outline:

Introduction

- Objectives of S&M initiatives
- Value creation as distinct from growth

Identifying types of S&M initiatives

- Growth, product-mix optimization, premiumization or branding

Calculating ROI of growth initiatives (including breakeven analysis)

- Advertising, entertainment
- Use of sales commissions
- Reducing selling price or offering trade discounts
- Use of promotional trade rebates ("freebies")
- Incorporating "hidden" costs
- Considerations in marginal business
- Considerations in product discontinuation
- Extending credit period
- Use of prompt payment discounts

Assessing product mix initiatives

- Which products to prioritise?
- Measuring product profitability

Calculating ROI of premiumization or branding initiatives

- Identifying & quantifying benefits and costs
- Weighing the benefits against the costs of premiumization or branding
- Relevance of Payback Period and Net Present Value (NPV)

Date:

1–2 Mar 2012
28–29 Jun 2012

Course Fees:

S\$780.00

MIS MEMBER:
20% OFF

For Course Enquiries

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904



MARKETING
INSTITUTE OF
SINGAPORE

Financial Modeling for Marketing Decisions

BUSINESS MANAGEMENT

Inter-dependency of S&M initiatives with other business functions

- Effect of budgetary approach
- Effect of sales forecast on other business functions
- Decisions affected by the “accuracy” of S&M forecasts
- Building assumptions in forecasts

Who Can Benefit?

- Managers and Executives who are involved in developing or proposing sales & marketing initiatives.
- Analysts and Finance Managers who are responsible for assessing the economic feasibility of sales & marketing initiatives.
- Senior Managers responsible for approval and product managers who are involved in the implementation.

Trainer’s Profile:

Grace Chow runs a company specialising in customised financial training and business consultancy. She has over 20 years of working experience in public accounting, banking, fund management, and corporate training. She is highly experienced in training participants with no financial background, especially sales & marketing professionals and engineers, and at different levels from top management to executives. Grace has conducted regional financial management & related programs for a wide range of clients in the Asia-Pacific region, and has worked closely with many in developing and assessing business plans which cover strategic marketing to process improvement.

Grace holds a Bachelor of Business degree and is a member of the Institute of Certified Public Accountants of Singapore, CPA Australia and the Malaysian Institute of Accountants.

Grace’s past & present clients include Asia Pacific Breweries, Barnes Group, Bosch, Cable & Wireless, Carrier, Caterpillar, Citibank, Clifford Chance, Dumex, General Electric, Health Sciences Authority of Singapore, Honeywell, Hulhumale Development Corporation of Maldives, ICI, IE Singapore, Keppel Land, Maersk, Merck/MSD, Mitsubishi, National Semiconductors, Novellus, NTUC Club, OCBC, Osram, Pfizer, Raffles Medical Group, Rhode & Schwarz, Roche, SAFRA, SATS, SCORE, Shell, Singapore Business Federation, Singapore General Hospital, Singapore Mass Rapid Transit, Singapore National Printers, Singapore Power, ST Aerospace, Telekom Malaysia, WDA, amongst many others.

Date:

1–2 Mar 2012

28–29 Jun 2012

Course Fees:

S\$780.00

MIS MEMBER:
20% OFF

For Course Enquiries

Web:

www.mis.org.sg/seminars

Email:

seminars@mis.org.sg

Tel:

6327 7586 / 583/ 582

Fax:

6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Financial Modeling for Marketing Decisions

1–2 Mar 2012 28–29 Jun 2012 (9.00am to 5.00pm)

S\$780 (subject to 7% GST)

Includes lunch & refreshments

***Approved for SDF funding**

Please indicate if you wish to apply Yes No

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

Email: seminars@mis.org.sg
Website: www.mis.org.sg/seminars

Tel: 6327 7586 / 583 / 582
Fax: 6327 9741

Address: 51 Anson Road #03-53 Anson Centre
Singapore 079904