

# CELEMI: ENTERPRISE



PDC is always on the edge with the latest innovative training solution. 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

### Material

Board-based business simulation. Computer-based debrief support.

### Participant

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

### Time Required

1.5 - 2 days.

### Facilitator

Certified trainers by Celemi:  
Azman Shah Dato' Aziz

### Cost Per Pax

RM 3,000 per pax.

## CONTACT US

### PERFORMANCE DEVELOPMENT CONSULTANTS SDN BHD

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