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KEWANGAN DAN AKAUN?

14 September 2017

ARTICLES OF INTEREST APPEARING IN NEWSPAPERS ON BUSINESS MANAGEMENT

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By MARK MOSES
editor@leaderonomics.com

UBER has raised more than US\$11bl from investors. Why? Because it has a ravenous appetite for cash. This cash fuels its growth. But this cash flow comes with a cost.

As Time wrote: "To return money to investors, it must grow. To grow, it must invest aggressively. To invest aggressively it needs more money from investors." This reuse-repeat cycle of raising cash to fuel growth requires a delicate balance between investing to fund growth and profitably consolidating gains.

The jury is still out on how successful Uber will be in making the transition from a cash-sucking company to a cash-spewing one.

How about your company? Have you struck the right balance between investing for growth and profitably funding that growth?

I've been around high-growth companies for decades. I have spent years building and coaching high-growth companies. And I know that when a company is growing quickly using Uber, it faces an incredible drain on cash. So one of the first things you should do is make sure you have a handle on your cash flow situation.

Remember, profit does not equal cash. Accounts receivable do not equal cash. Inventory does not equal cash. Cash equals cash, plain and simple.

You could grow really fast and make a tremendous profit but still run out of cash. You run out of cash, you're out of business.

I've also learned that while cash solves problems, a lack of positive cash flow creates them. The dilemma is that as a company grows and invests in people, equipment, space, etc., it eats cash. So how is it possible that a thriving business can be making a profit but lack positive cash flow? It's because you invest a dollar today to grow the business, but you don't get that dollar back in "cash in the bank" for 60 days. You can "grow broke" in those 60 days.

Your profit and loss account may show profit, but if your cash is tied up in product development, accounts receivable or inventory, you have a problem.

Here are five keys to managing your cash flow so you don't "grow broke."

1 REVIEW YOUR DAILY CASH POSITION

That's right, take a look at your cash in the bank daily. Look at the trend, is it growing, shrinking, or staying the same? Compare it with accounts receivable and accounts payable. If accounts receivable is growing faster than your cash, you have a problem brewing.

2 SHORTEN YOUR CASH OPERATING CYCLE

Every firm needs to calculate its cash operating cycle. It measures the time from when the money leaves your business to the time you get it back in the form of cash in the bank. Take a look at the diagram (see Graphic 1).

All the way on the left is the time when you take the inventory on. Next you pay for the inventory. Then you get to the point where you actually sell that inventory. Finally, at some time out on the right side of the diagram, you get paid.

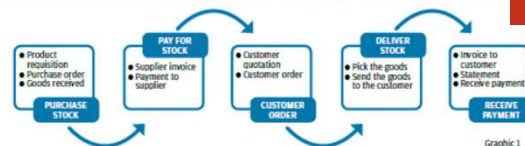
That is the cash operating cycle, and most firms have no idea what theirs is. Even in a service business, this cycle exists, minus the inventory part.

Keep in mind, the more you can decrease your cash operating cycle, the more cash you create. The more cash you create, the faster you can grow.

The best article I've seen written on this topic was in the Harvard Business Review. It's called "How Fast Can You

HOW TO MANAGE YOUR CASH FLOW

FIVE STEPS TO KEEPING YOUR COMPANY 'IN THE BLACK'



Graphic 1

Company Afford to Grow?" by Neil Churchill and John Mullins. It's a short read, but I cannot imagine running a business without a grasp on those concepts.

Here are five ways to shorten your cash operating cycle:

- Ask your clients to pay you more quickly. If you give them 30 days to pay, make it 15. If you bill once a month, start billing twice a month. Simple idea but big results.

- Bill in advance.

This works particularly well if you are a service business. Bill for your service 15 or 30 days in advance.

- Deliver your product or service quicker. The faster you can turn around your product or service, the sooner you'll get paid and the less money you'll have tied up in "work in progress."

- Factor your accounts receivables. If you're really in a cash crunch, you can "sell" your accounts receivable to a factoring company at a discount. You get the cash immediately. This is a short-term solution but an expensive long-term strategy.

- Reduce billing errors. Take time on the front end to ensure that your billing is accurate so you do not waste time (and money) on the back end fixing it.

Take a moment now and determine which of these five levers you want to pull in your business starting in the next 30 days.

3 IDENTIFY AND MONITOR THE KEY PERFORMANCE INDICATORS RELATED TO YOUR CASH FLOW

For example, you may need to monitor days sales are outstanding, inventory turnover, gross margin, and your current ratio. If the numbers are heading in the wrong direction, take action immediately.

4 MONITOR YOUR BUDGET ON A MONTHLY BASIS

Each month, take the time to review your budgeted expenses and compare them to what you have actually spent. Are you spending above or below budget? Discuss the variances and take action as needed.

5 REVIEW YOUR CASH FLOW STATEMENT ON A MONTHLY BASIS

A cash flow statement identifies how much cash came into the company and how much went out during a specified period. You might be generating a profit, but this statement will show if you're

turning that profit into cash fast enough to fund your growth.

It comes down to this: You really need to know your numbers. Unfortunately, most small firms – and many midsize firms – fall short in this area.

They just don't have the right financial talent on board. As a short-term measure, you can outsource your number crunching to a good bookkeeper or an outsourced chief financial officer firm until you get the proper finance team on board.

My entrepreneur coach used to tell me: "Show me a company without numbers, and I'll show you a company that's in trouble." Cash solves problems, he emphasized. Losses create them.

It is the business leader's job to know those numbers, the margins, and what drives them.

A competent business leader will look at the critical numbers and the key performance indicators on a daily, weekly and monthly basis.

I cannot emphasize enough the importance of monitoring your cash flow. I've seen too many businesses go off the rails because they got into a cash crunch. Knowing your numbers and having a solid financial team will keep you "in the money."

"HOW TO MANAGE YOUR CASH FLOW"
www.leaderonomics.com
9 September 2017

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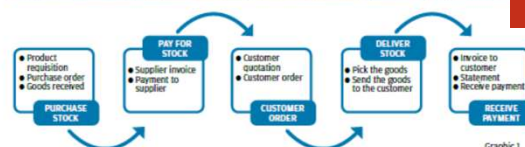
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MANAGE YOUR CASH FLOW

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Letters

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Monday, 14 August 2017

Feeding the e-commerce machine

SMALL and medium enterprises (SMEs), whether on purpose or not, play a vital role in the socio-economic development of many countries.

Today, SMEs account for over 97% of all enterprises, employing more than 66% of all the workforce across the Asia-Pacific Economic Corporation (APEC) countries.

By focusing on the creation and growth of SMEs, governments have been able to increase wealth generation, market access, job creation and skills development.

Increased access, diffusion, and intensity of Internet use have, for the most part, directly contributed to the growth of e-commerce businesses. This in turn has resulted in positive results for entrepreneurs, especially youths.

Though e-commerce was initially developed as a mechanism to facilitate business transactions, the "digital economy" has since evolved into a powerful tool to create jobs and improve livelihoods.

It has enabled aspiring entrepreneurs to overcome barriers to market entry and to diversify their income streams. Traders have been able to generate demand for handicrafts through websites, connect to funders to drum up capital, and carve out a niche in new and expanded markets.

Combined with an enhanced ability to acquire resources, SMEs in developing economies can now readily plug into local, national, and even international supply chains.

Doing so not only expands SMEs' delivery of goods but also employs more people to generate sustainable livelihoods that raise countries' standard of living.

Indeed, the growth and strengthening of e-commerce holds great potential not just for business but for global development as well.

The Internet acts as a catalyst for a more connected world. It breaks the traditional geographical and business barriers by opening the market to SMEs like never before.

E-commerce connects vendors, businesses and manufacturers directly to the end users. It bypasses the traditional retail supply chain, increasing the profit margin for producers and bringing down prices for consumers.

But in Malaysia, even with high-speed broadband penetration surpassing 70% of the Malaysian population, it is estimated that only 5% of Malaysian SMEs are

Having a fast Internet connection and a reliable computer is not enough. In the age where information is transferred and spread in a matter of seconds, consumers expect their products and services to be delivered fast. Imagine if Netflix took between three and five working days to deliver a movie to its subscribers, where would it be today?

SMEs must have the necessary tools to adapt to e-commerce. Manufacturers are used to producing in bulk to distributors and wholesalers may have to quantify their production line into smaller batches to serve the requirements of online orders. The traditional documentation method of receiving an order and quoting a price to a customer must be changed.

Hotel booking apps and flight bookings would not be where they are today if customers are required to wait for an email to get the best quotation for a hotel room.

It is important for Malaysian SMEs to understand that ordering through a mobile app is not e-commerce. If you want a long-term and sustainable digital trading platform, you need to invest in more than just a smartphone.

Apart from adopting the basic business methods and operations to match the fast-paced digital transaction, SMEs need to also match their production and delivery time to complement the digital business ecosystem.

This is where the last-mile factor is important, from picking up an order from a vendor to delivering the goods to the customer. Almost anyone can start a website yet very few can actually guarantee a reliable delivery system.

This is where everyone needs to play their part, from the business community up to the Government. An efficient last-mile delivery ecosystem needs efficient infrastructure, from good roads and rail lines to smooth commuting traffic.

Bureaucracies also need to be cut down and simplified. Processes that would usually take days to complete need to be trimmed down to hours. Of course, businesses cannot be limited to operate only during weekday working hours.

The Government must also adapt to these requirements. We cannot compete with the rest of the world if our businesses cannot export their products every first Saturday of the month or during extended festive holidays.

When we look at successful big players like Ali Baba and Amazon, we see large multinational corporations with huge capital investing in algorithms and efficient online trading platforms.

We often do not see that beneath the big names are thousands of SMEs that feed the great big e-commerce machines. From producing good, reliable and high quality products to having a robust and efficient last-mile delivery and pickup system, these vendors and businesses are key in ensuring the continued success of the big brands and names.

Malaysian SMEs must also realise that we are competing with the rest of the world and not just the shop across the street. Consumers now can access products from companies that are thousands of miles away who offer competitive prices.

Although the challenges may be much tougher today, we must also realise that the opportunities are much bigger as well. We must think beyond just being a market leader in our district, state or even country. We have to go global.

Asean alone has a population of over 600 million, a market that is 20 times bigger than Malaysia. Malaysian SMEs must take advantage of the Digital Free Trade Zone to access this huge market.

“FEEDING THE E-COMMERCE MACHINE”

Letters to the Editor

The Star

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Pemuda Umno

Kuala Lumpur





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LETTERS TO THE EDITOR

DEALING WITH COMMON PROBLEMS OF A NEW COMPANY

www.leaderonomics.com Saturday 6 May 2017

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By YAMARA JAYNE
Senior Journalist at leaderonomics.com

STARTING a business does have its perks along with the dream of all business owners. Entrepreneurs have an opportunity to spend as much as they like on their business and ways to overcome them.

1. FINDING YOUR TEAM

As a start-up you need people to run the show with you. It is often all about the team. You need those who can work with you and are able to work independently. However, these people are often the hardest to find in most industries and most likely won't want to take a pay cut in the first few years. You need to find the right people for your business and ways to overcome them.

2. KNOWING YOUR NUMBERS

Knowing the regular profit and loss statement of the business is not enough. Although it may appear that you are breaking even, it may be that the business will suffer the following month. The key to a thriving company is to ensure that you understand your numbers, payables, and the net position at all times in order for you to plan ahead. The profit and loss, balance sheet and cash flow statement are the foundations for monitoring a business turnover and making decisions.

3. DEALING WITH COMPETITORS

Dealing with competitors is a common problem for many businesses. And while some competitors are a good thing, others can be a real headache. The key to a thriving company is to ensure that you understand your numbers, payables, and the net position at all times in order for you to plan ahead. The profit and loss, balance sheet and cash flow statement are the foundations for monitoring a business turnover and making decisions.

4. DEALING WITH PEOPLE

As the company grows, you need to hire more employees. Hiring and managing staff can be a real headache. The key to a thriving company is to ensure that you understand your numbers, payables, and the net position at all times in order for you to plan ahead. The profit and loss, balance sheet and cash flow statement are the foundations for monitoring a business turnover and making decisions.

10 START-UP CHALLENGES EVERY BUSINESS FACES

DEALING WITH COMMON PROBLEMS OF A NEW COMPANY



New business leaders should watch their words, thoughts and emotions when faced with challenges.

5. KNOW WHO YOU ARE

When you are a start-up, every one has their own idea about how to run your business and how you should grow. This is a reality that when you start to build your business, you will find that you are not the only one with an idea. The key to a thriving company is to ensure that you understand your numbers, payables, and the net position at all times in order for you to plan ahead. The profit and loss, balance sheet and cash flow statement are the foundations for monitoring a business turnover and making decisions.

6. RISK MANAGEMENT

A big part of growing and expanding this business is a long-term plan. The key to a thriving company is to ensure that you understand your numbers, payables, and the net position at all times in order for you to plan ahead. The profit and loss, balance sheet and cash flow statement are the foundations for monitoring a business turnover and making decisions.

7. SUSTAINABILITY

Other factors such as a sluggish economy and currency are factors that can affect your business. The key to a thriving company is to ensure that you understand your numbers, payables, and the net position at all times in order for you to plan ahead. The profit and loss, balance sheet and cash flow statement are the foundations for monitoring a business turnover and making decisions.

8. CULTURE

With the talk of what you say and how you say it, it is important to ensure that you understand your numbers, payables, and the net position at all times in order for you to plan ahead. The profit and loss, balance sheet and cash flow statement are the foundations for monitoring a business turnover and making decisions.

9. LEADERSHIP

New company owners tend to overestimate their own capability to lead and drive.



Almost everything we do in today's business world involves one risk or another. Customer health, change, new competitors, open, closed, and strategies fail. These and more can impact your business growth. However, risk management can help you make the most of your business and suggest solutions to minimize the damage to your business plan. It will also help you to decide whether the damage you apply to control this risk is an effective business strategy. Risk management can help you make the most of your business and suggest solutions to minimize the damage to your business plan. It will also help you to decide whether the damage you apply to control this risk is an effective business strategy.

2. Know how money flows

Knowing the regular profit and loss statement of the business is not enough. Although it may appear that you are breaking even on paper, it doesn't mean that the business will survive the following month.

The key to a thriving company is to ensure that you understand your receivables, payables, and the net position at all times in order for you to plan ahead. The profit and loss, balance sheet and cash flow statement are the foundations for monitoring a business turnover and making decisions.

APAKAH DILEMA YANG DIHADAPI DALAM URUSAN KEWANGAN DAN AKAUN PERNIAGAAN ANDA?

OBJEKTIF SEMINAR

Perkongsian Maklumat Berkaitan:

- a. INTERAKSI EKOSISTEM PERNIAGAAN
- b. MISTERI LAPORAN KEWANGAN
- c. TAWARAN PRODUK ATAU SERVIS?
- d. BANDINGAN JUMLAH UNTUK KEPASTIAN
- e. ALIRAN TUNAI vs KREDIT?
- f. SISTEM OFFICECENTRAL
- g. MAKLUMBALAS / PERTANYAAN

EKOSISTEM PERNIAGAAN

komuniti ekonomi terbentuk
dari interaksi organisasi dan individu
dalam dunia perniagaan.

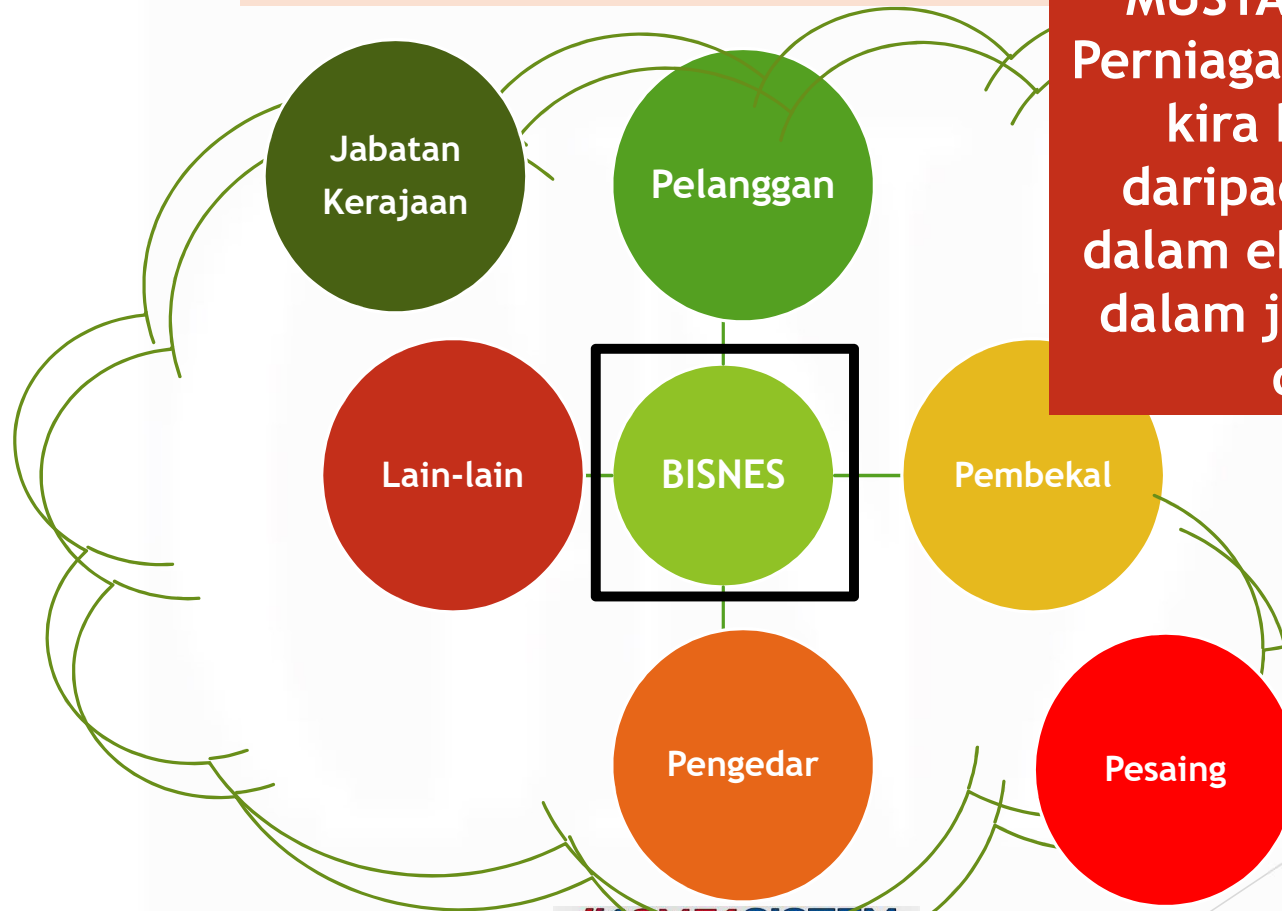
menjana produk dan perkhidmatan
diperlukan pelanggan

terdiri dari pembekal, pengeluar asas, pesaing
dan dsb.

Terkini: “Digital Business Ecosystem”

INTERAKSI EKOSISTEM PERNIAGAAN

EKOSISTEM PERNIAGAAN

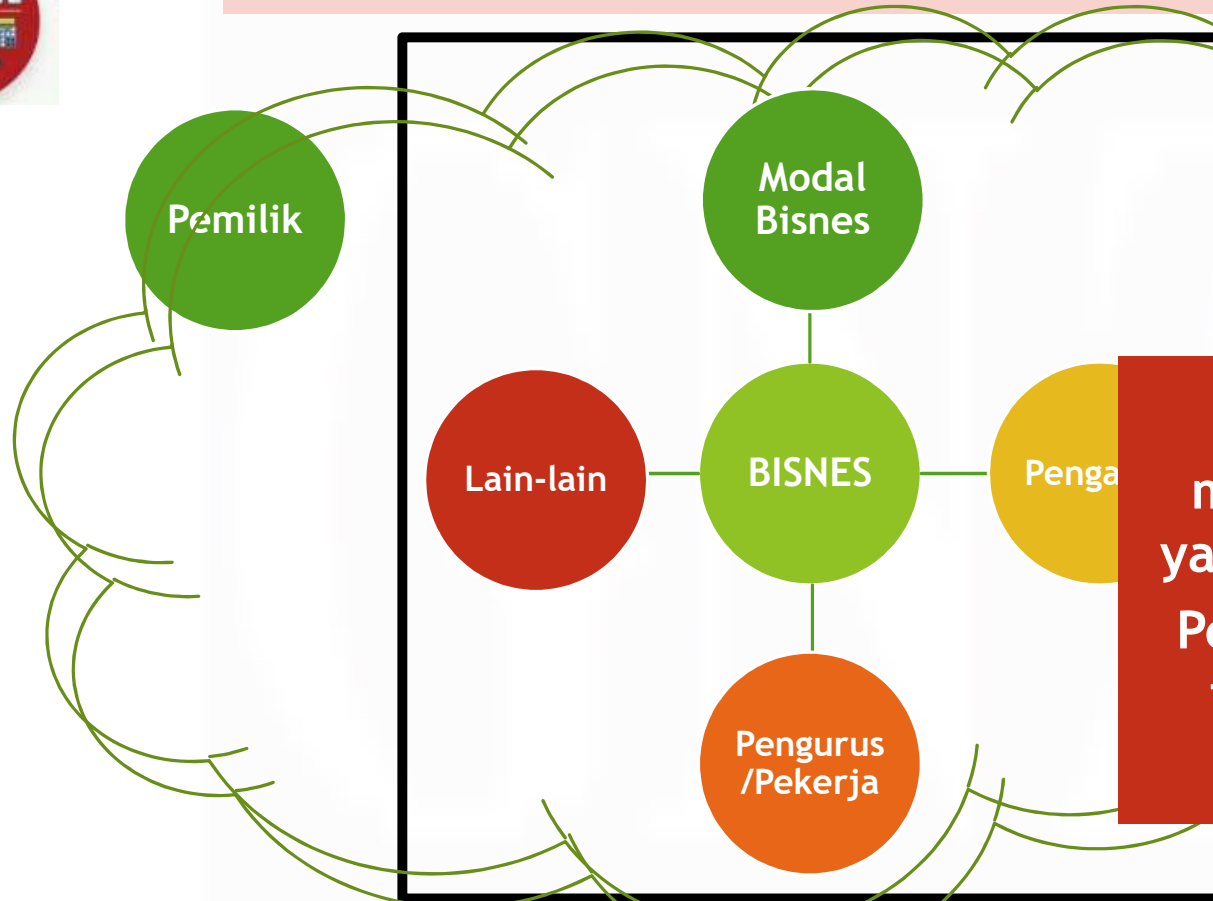


MUSTAHAK: Perancangan Perniagaan perlu mengambil kira kesan keatas dan daripada peserta-peserta dalam ekosistem perniagaan dalam jangka-masa pendek dan panjang!

PERNIAGAAN - TERPISAH DARI PEMILIK

EKOSISTEM PERNIAGAAN (DALAMAN)

MUSTAHAK: Perniagaan mempunyai jangka-hayat yang khusus dan tersendiri! Pemilik mungkin bertukar, tetapi perniagaan tetap berterusan.



MISTERI LAPURAN KEWANGAN

MISTERI-

Tak diketahui. Dirungkai untuk difahami

LAPURAN-

Maklumat untuk dirujuk dan dianalisa

KEWANGAN-

Berkaitan dengan angka dan jumlah



DUA FAKTOR UTAMA SURVIVAL

- Kedudukan Bisnes yang memuaskan
- Dapat melunaskan pemiutang dalam masa yang ditetapkan

- Berdaya menjana keuntungan
- Dalam jangka-masa yang ditetapkan

CASH

**SURVIVAL
BISNES
ANDA**

PROFIT

GNZ Business Alliances

ROADSHOW
OFFICECENTRAL

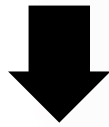
OFFICECENTRAL

MISTERI LAPURAN KEWANGAN

SURVIVAL BISNES ANDA

PEMAHAMAN MUDAH UNTUK PESERTA SEMINAR TENTANG KUNCI KIRA-KIRA DAN UNTUNG/RUGI DALAM MENENTUKAN SURVIVAL BISNES

- Kedudukan B...
- Dapat melun...
- pemiutang d...
- yang ditetap...



- Aset & Lia...
- KUNCI KIRA...

ya menjana
angan
jangkamasa
itetapkan



patan &
lanjaan
TA UNTUNG

/RUGI

SOALAN FIKIR-FIKIRKAN no 1

**SISTEM PERAKAUNAN DISEBUT “DOUBLE ENTRY”
KERANA SETIAP TRANSAKSI ADA “DEBIT” DAN “CREDIT”
YA/TIDAK?**

SOALAN FIKIR-FIKIRKAN no 1

PEMAHAMAN MUDAH:









DEBIT =
PENAMBAHAN / PENGURANGAN
JUMLAH
(A,E / L,R)

CREDIT =
PENGURANGAN / PENAMBAHAN
JUMLAH
(A,E / L,R)

IMBANGAN PERAKAUNAN:

Aset (A)	Liabiliti (L)
Perbelanjaan (E)	Pendapatan (R)

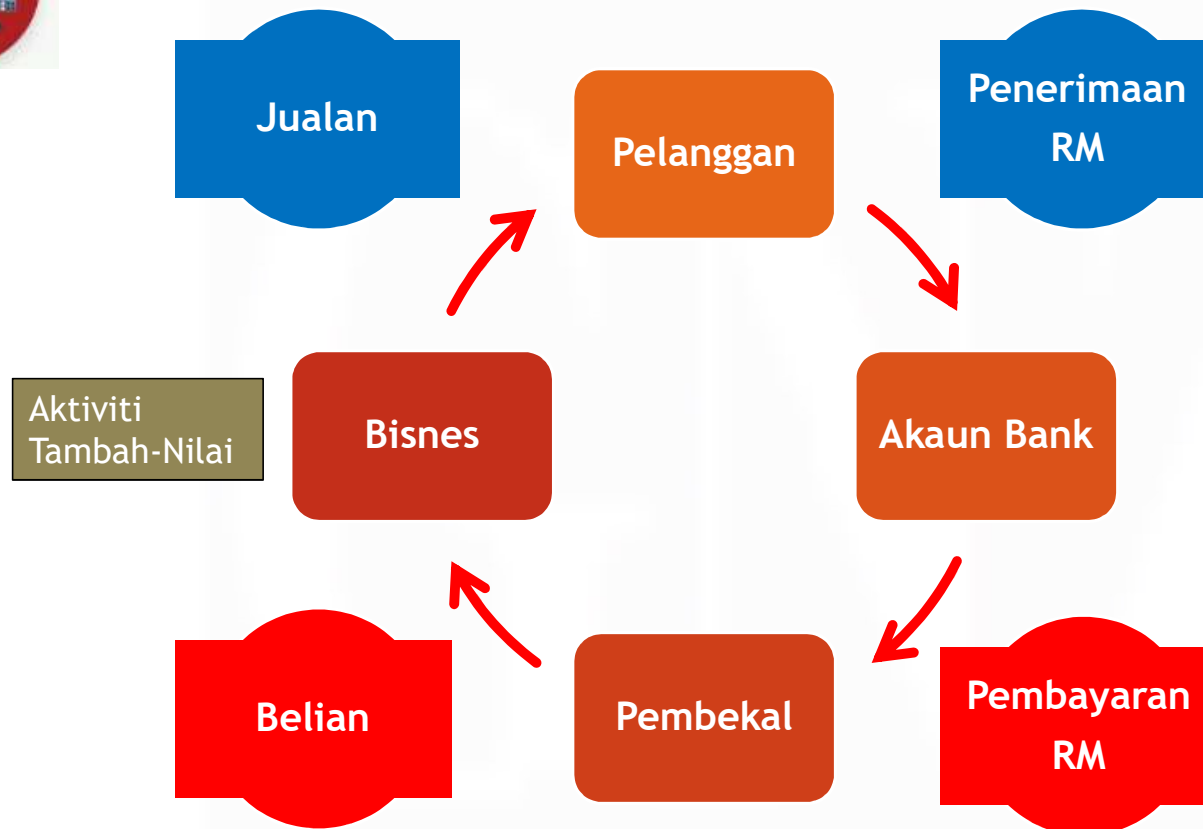
MEMBONGKAR RAHSIA “DEBIT” & “CREDIT”

“Debit” jika jumlah:	“Credit” jika jumlah:
Aset 	Aset 
Liabiliti 	Liabiliti 
Pendapatan 	Pendapatan 
Perbelanjaan 	Perbelanjaan 

“Debit” dan “Credit” adalah istilah bagi penambahan atau pengurangan!

MISTERI LAPURAN KEWANGAN

KITARAN BISNES - CONTOH MUDAH





MERUNGKAI MISTERI LAPORAN KEWANGAN

SEMUA NILAI KEWANGAN DALAM KITARAN BISNES

BOLEH DILIHAT DARI PERSPEKTIF:

ALIRAN TRANSAKSI (“FLOWS”); ATAU

JUMLAH BAKI (“BALANCES”)



Transaction date	Description	Debit	Credit	Balance
1-Apr-17	BALANCE B/F			RM13,519.66
5-Apr-17	CLEARING CHQ DEP 0		RM600.00	RM14,119.66
5-Apr-17	CLEARING CHQ DEP 0		RM120.00	RM14,239.66
11-Apr-17	MAYBANK MASTER CARD*XXXX-XXXX-XXXX	RM806.94		RM13432.72
11-Apr-17	MAYBANK TERM LOAN *462021302555	RM2,155.00		RM11277.72
21-Apr-17	K5159337 ETIQA TAKAFUL BERHAD C2319066		RM25.79	RM11,303.51
23-Apr-17	QTH1331 78TH PAYMENT *QTH1331 78TH P	RM678.00		RM10,625.51
23-Apr-17	IB SERVICE CHARGE	RM0.10		RM10,625.41
23-Apr-17	GST DEBIT	RM0.01		RM10,625.40
23-Apr-17	0196218711 CELCOM SDN BHD *114907520	RM119.80		RM10,505.60
23-Apr-17	0134214799 CELCOM SDN BHD *42037152	RM53.00		RM10,452.60
23-Apr-17	0196570858 CELCOM SDN BHD *69931152	RM107.25		RM10,345.35
23-Apr-17	TELEKOM MALAYSIA BE*Z930817940103	RM145.20		RM10,200.15
23-Apr-17	TELEKOM MALAYSIA BE*B502889730310	RM1.45		RM10,198.70
23-Apr-17	TELEKOM MALAYSIA BE*Z930817940201	RM116.60		RM10,082.10
26-Apr-17	K5159315 ETIQA TAKAFUL BERHAD C2273601		RM18.70	RM10,100.80
	TOTAL DEBITS AND CREDITS	RM4,183.35	RM764.49	



Transaction date	Description	Debit	Credit	Balance
1-Apr-17	BALANCE B/F			RM13,519.66
5-Apr-17	CLEARING CHQ DEP 0		RM600.00	RM14,119.66
5-Apr-17	CLEARING CHQ DEP 0		RM120.00	RM14,239.66
11-Apr-17	MAYBANK MASTER CARD*XXXX-XXXX-XXXX	RM806.94		RM13432.72
		RM2,155.00		RM11277.72
			RM25.79	RM11,303.51
23-Apr-17	QTH1331 78TH PAYMENT *QTH1331 78TH P	RM678.00		RM10,625.51
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23-Apr-17	TELE			RM10,200.15
23-Apr-17	TELE			RM10,198.70
23-Apr-17	TELEKOM MALAYSIA BE*Z930817940201	RM116.60		RM10,082.10
26-Apr-17	K5159315 ETIQA TAKAFUL BERHAD C2273601		RM18.70	RM10,100.80
	TOTAL DEBITS AND CREDITS	RM4,183.35	RM764.49	

ALIRAN TRANSAKSI ("FLOWS")

JUMLAH BAKI ("BALANCES")



MATEMATIK PERNIAGAAN

Baki awal (+ tambahan – pengurangan) = Baki terkini



Tarikh akhir bulan lepas

RM3,500



“Aliran dalam bulan ini”

RM12,000 – RM8,500



Tarikh akhir bulan ini

RM7,000

UNTUNG/RUGI - PENGENALAN

baki awal pelanggan + **pendapatan semasa** – penerimaan semasa = baki terkini pelanggan

RM3,500

RM12,000

RM8,500

RM7,000

baki awal pembekal + **perbelanjaan semasa** – pembayaran semasa = baki terkini pembekal

RM1,300

RM7,000

RM8,000

RM300

Untung/rugi semasa = pendapatan semasa – perbelanjaan semasa

RM5,000

RM12,000

RM7,000

FOKUS LAPURAN UNTUNG/RUGI





KUNCI KIRA-KIRA - PENGENALAN

baki awal pelanggan + **pendapatan semasa** – penerimaan semasa = baki terkini pelanggan

RM3,500

RM12,000

RM8,500

RM7,000

baki awal pembekal + **perbelanjaan semasa** – pembayaran semasa = baki terkini pembekal

RM1,300

RM7,000

RM8,000

RM300

IMBANGAN TERKINI KUNCI KIRA-KIRA:

baki pelanggan + **baki akaun bank** = baki pembekal + **untung semasa** + **modal terkumpul**

RM7,000

+

RM700

=

RM300

+

RM5,000

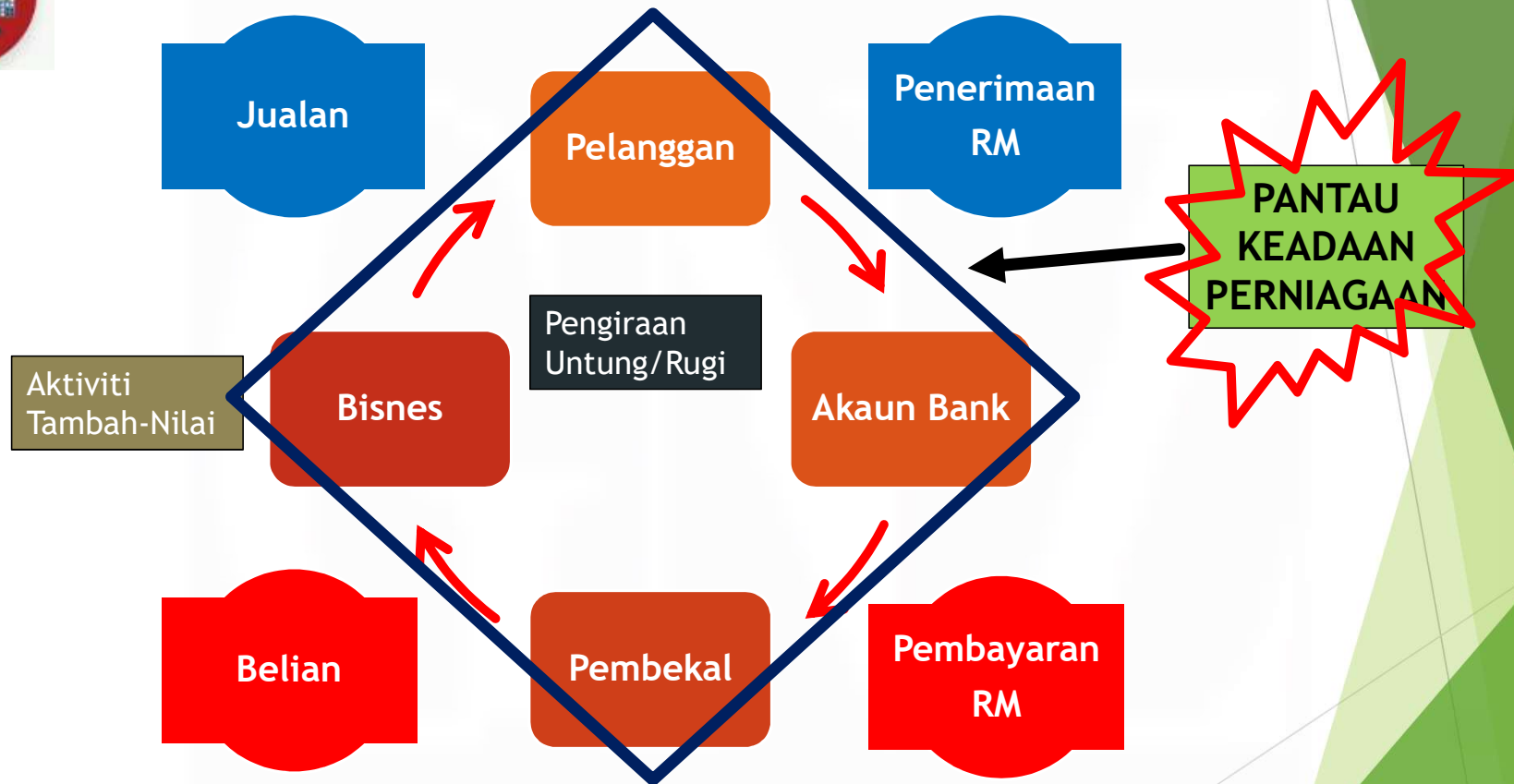
+

RM2,400

MISTERI LAPURAN KEWANGAN



FOKUS LAPURAN KUNCI KIRA-KIRA



ALIRAN TUNAI - PENGENALAN

baki awal pelanggan + **pendapatan semasa** – penerimaan semasa = baki terkini pelanggan

RM3,500

RM12,000

RM8,500

RM7,000

baki awal pembekal + **perbelanjaan semasa** – pembayaran semasa = baki terkini pembekal

RM1,300

RM7,000

RM8,000

RM300

Aliran tunai semasa = penerimaan semasa – pembayaran semasa

RM500

RM8,500

RM8,000

Baki terkini bank = Aliran tunai semasa + Baki awal bank

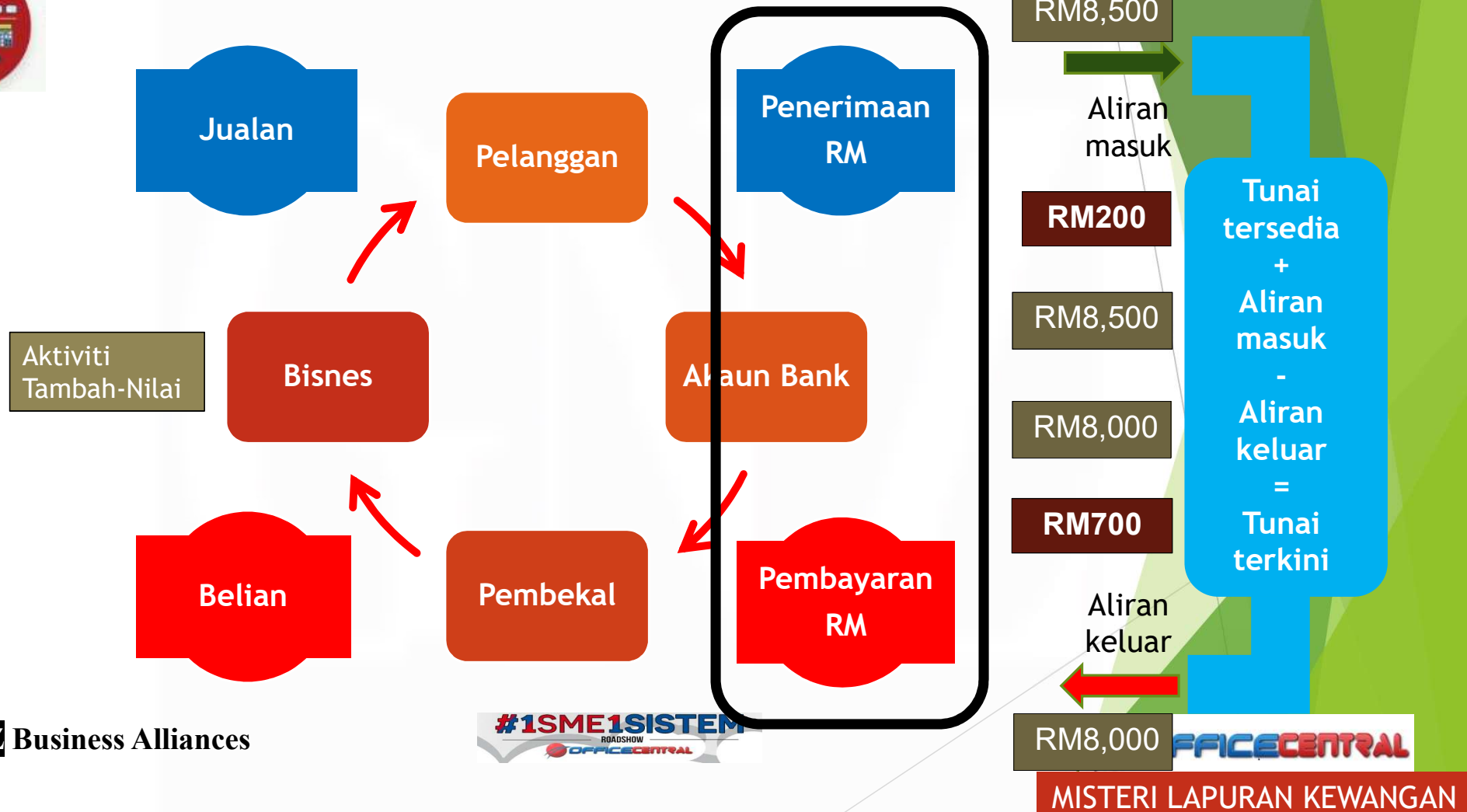
RM700

RM500

RM200

MISTERI LAPURAN KEWANGAN

FOKUS LAPURAN ALIRAN TUNAI



MATEMATIK KUNCI KIRA-KIRA

CONTOH!

Balance Sheet for Wal-Mart			
As of Jan 31, 2006			
Assets		Liabilities and Shareholders' Equity	
<i>Current Assets:</i>		<i>Current Liabilities:</i>	
Cash and Cash Equivalents	6,414	Commercial Paper	3,754
Receivables	2,662	Accounts Payable	25,373
Inventories	32,191	Accrued Liabilities	13,465
Prepaid Expenses and Other	2,557	Accrued Income Taxes	1,340
Total Current Assets	43,824	Long-term Debt, due within one year	4,595
<i>Property and Equipment:</i>		Other Long-term Debt, due more than one year	299
Land			48,826
Buildings and Improvements			26,429
Fixtures and Equipment			3,742
Transportation Equipment			4,552
Total Property and Equipment, at cost	57,532	Minority Interest	1,467
Less Accumulated Depreciation	21,427		
Property and Equipment, net	75,875	<i>Shareholders' Equity:</i>	
Property Under Capital Lease	5,578	Preferred Stock	0
Less Accumulated Amortization	2,163	Common Stock	417
Property Under Capital Lease, net	3,415	Capital in Excess of Par Value	2,596
Goodwill	12,188	Accumulated Other Comprehensive Income	1,053
Other Assets and Deferred Charges	2,885	Retained Earnings	49,105
Total Assets	138,187	Total Shareholders' Equity	53,171
		Total Liabilities and Shareholders' Equity	138,187

ASSETS = LIABILITIES & EQUITY

MATEMATIK UNTUNG/RUGI

CONTOH!

INCOME STATEMENTS

for the Financial Year Ended 31 December 2013

Amounts in RM million unless otherwise stated

	Note(s)	Group 2013	Group 2012	Company 2013	Company 2012
Revenue	5, 8, 9	8,227.5	7,993.9	5,254.8	5,254.8
Cost of sales		(5,427.2)	(5,304.9)	(3,281.0)	(3,281.0)
Gross profit		2,800.3	2,689.0	1,973.8	1,973.8
Other income		185.0	186.6	102.0	102.0
Selling and distribution costs		(152.0)	(158.1)	(48.0)	(48.0)
Administration expenses		(129.6)	(134.1)	(29.0)	(29.0)
Reversal of previously recognised impairment losses	8	11.1	13.4	166.0	166.0
Impairment losses	8	(40.0)	(184.0)	(1.0)	(1.0)
Other expenses		(279.6)	(234.1)	(77.0)	(77.0)
		1,831.4	1,856.7	1,785.0	1,785.0
Finance costs	8	(52.1)	(40.8)		
Share of results in a joint venture	19	(12.8)	-		
Share of results in an associate		-	1.3		
Profit before taxation		1,766.5	1,672.4	1,785.0	1,785.0
Taxation	11	(182.4)	(414.7)	(390.0)	(390.0)
Profit for the financial year		1,584.1	1,402.5	1,395.0	1,395.0
Attributable to:					
Equity holders of the Company		1,603.0	1,402.5	1,395.0	1,395.0
Non-controlling interests		(18.9)	-	-	-
		1,584.1	1,402.5	1,395.1	1,309.8
Earnings per share for profit attributable to the equity holders of the Company:					
Basic and diluted earnings per share (sen)	12	28.26	24.75		

$$\begin{aligned} &\text{REVENUE} \\ &- \\ &\text{EXPENSES} \\ &= \\ &\text{PROFIT} \end{aligned}$$

TAWARAN PRODUK ATAU SERVIS?

USAHAWAN PERLU PASTIKAN:

**JUALAN PADA PELANGGAN ADALAH
PRODUK ATAUPUN SERVIS ATAU
CAMPURAN KEDUANYA**

**PERBEZAAN INI PENTING DALAM USAHA
PEMASARAN & UNTUNG KASAR DALAM
PERNIAGAAN**

PRODUCT VS. SERVICE

PRODUCT

OWNERSHIP TRANSFERRED

TANGIBLE

LESS CUSTOMER INVOLVEMENT

QUALITY EASY TO STANDARDISED

EVALUATION OF DELIVERY EASY

PRODUCTION AND CONSUMPTION DIFFERENT TIMES

TIMING MAY NOT BE OF ESSENCE

SERVICE

OWNERSHIP NOT TRANSFERRED

INTANGIBLE

MORE CUSTOMER INVOLVEMENT

QUALITY DIFFICULT TO STANDARDISED

EVALUATION OF DELIVERY DIFFICULT

PRODUCTION AND CONSUMPTION AT SAME TIME

TIMING IS IMPORTANT

IMPLICATIONS TO BUSINESS

PRODUCT

PRODUCT INNOVATION CAN BE PATENTED

CAN TRY OUT BEFORE PURCHASE

INTERACTION WITH CUSTOMER MAY NOT BE REQUIRED

HOMOGENEOUS AND LESS VARIABILITY

CAN BE STORED AS INVENTORY

APPEALS TO LOGICAL SENSES

SERVICE

SERVICE INNOVATION CANNOT BE PATENTED

CANNOT TRY OUT BEFORE PURCHASE

INTERACTION WITH CUSTOMER IS REQUIRED

HETEROGENEOUS AND HIGH VARIABILITY

CANNOT BE STORED AS INVENTORY

APPEALS TO EMOTIONAL SENSES

- How will marketing efforts be impacted ?
- How will accounting records be impacted ?

IMPLICATIONS TO BUSINESS

PRODUCT

SERVICE

IMPORTANT NOTE:

Inventory - cost of goods sold to determine Gross Profit. By itemised costs for inventory.
Sales Revenue - Sales Expenses for each inventory item. (As in Office Central CRM).

INTER Use on FIFO basis since as per Tax Authority requirement. Otherwise use periodic method and stock take. $\text{Opening Stock} + \text{Purchases} - \text{Closing Stock} = \text{Cost of Goods Sold}$.
Gross Profit calculated shall be deducted the Sales & Distribution and Admin Expenses to get Net Profit.

For Services, no calculation on Sales Expenses or COGS. Gross Profit will be derived by deduction all costs/expenses related to staff directly involved in Sales Revenue.

DIMANAKAH PERNIAGAAN ANDA ?

The Goods-Services Continuum

Pure Goods	Core Goods	Core Services	Pure Services
Food products	Appliances	Hotels	Teaching
Chemicals	Data storage systems	Airlines	Medical advice
Book publishing	Automobiles	Internet service providers	Financial consulting

Goods ← → Services

Source: Anders Gustofsson and Michael D. Johnson, *Competing in a Service Economy* (San Francisco: Jossey-Bass, 2003), p. 7.

TAWARAN PRODUK ATAU SERVIS?

SOALAN FIKIR-FIKIRKAN no 2

**PENYIMPANAN STOK BERLEBIHAN
ADALAH BAGUS UNTUK BISNES
YA/TIDAK? KENAPA?**

**STOK MERUPAKAN TALIAN HAYAT BISNES KERANA
TANPA STOK JUALAN TIDAK AKAN ADA
YA/TIDAK?**

**TUNAI KEKADANG DISEBUT
DENGAN ISTILAH “CASH IS KING”?
YA/TIDAK? KENAPA?**

BANDINGAN JUMLAH UNTUK KEPASTIAN

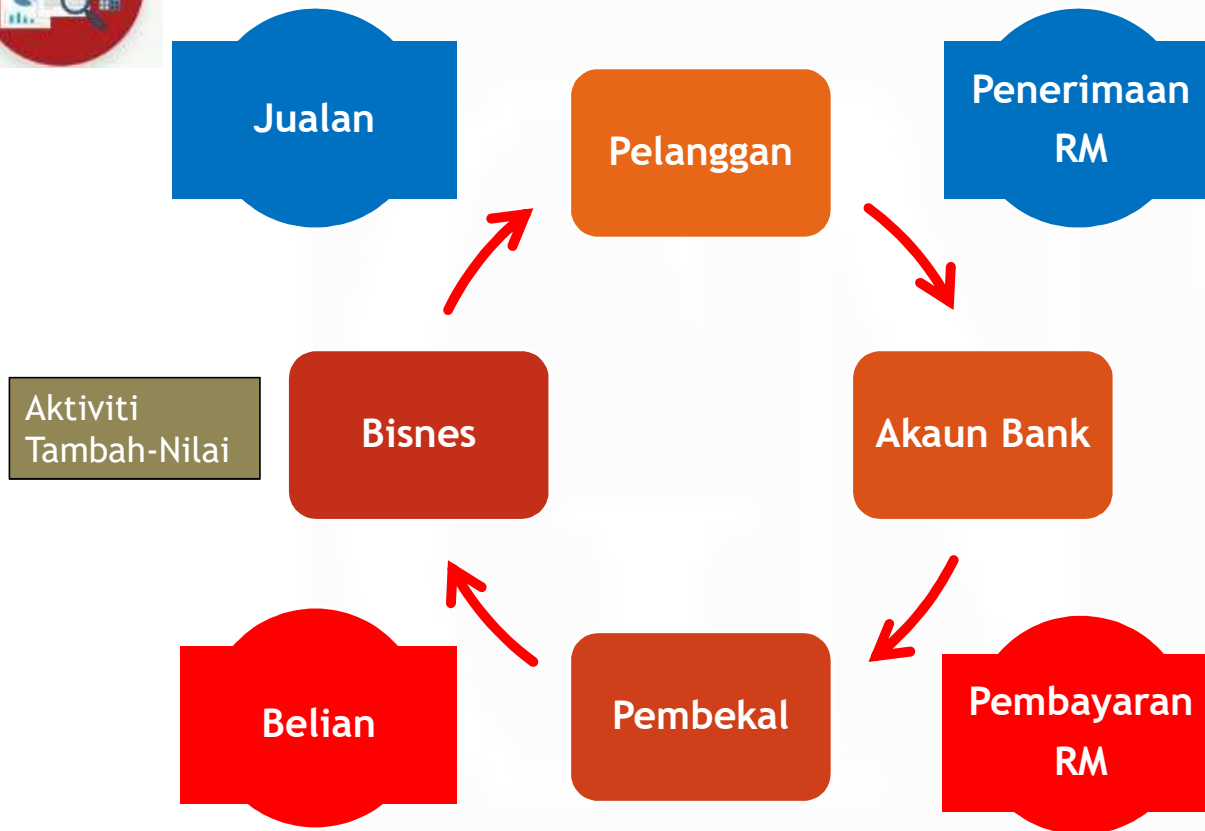
USAHAWAN PERLU PASTIKAN:

ANGKA DAN JUMLAH YANG DILAPURKAN
UNTUK PERNIAGAAN ADALAH TEPAT DAN
BENAR

PENYELARASAN AKAUN ADALAH CARA
UTAMA BAGI ISU INI



PEYELARASAN AKAUN DALAM PERNIAGAAN



PENYELARASAN AKAUN:

AKAUN BANK
(BANK RECONCILIATION)

AKAUN PELANGGAN
(CUSTOMER ACCOUNT
RECONCILIATION)

AKAUN PEMBEKAL
(SUPPLIER ACCOUNT
RECONCILIATION)

AKAUN INVENTORI
(STOCK BALANCE
RECONCILIATION)

PENYELARASAN AKAUN DALAM PERNIAGAAN

CONTOH!

BANK RECONCILIATION AS AT 31 July 2017:

	Note	RM	RM
Balance as per GL			2,700
Add items issued but not cleared	1	500	
Less items received but not cleared	2	700	(200)
Add items received not taken-up in GL	3	100	
Less items issued not taken-up in GL	4	40	60
Reconciled GL Balance			2,560
Balance as per Bank Statement			2,560

Aktiviti
Tambah-Nilai

Belian

Pembekal

Pembayaran
RM

PENYELARASAN AKAUN DALAM PERNIAGAAN

CONTOH!

SUPPLIER ACCOUNT RECONCILIATION AS AT 31 July 2017:

	Note	RM	RM
Balance as per GL			2,700
Add invoices/DN not taken-up in GL	1	500	
Less payments/CN not taken up in GL	2	700	(200)
Add payments issued not updated	3	100	
Less invoices/DN received not updated	4	40	60
Reconciled GL Balance			2,560
Balance as per Supplier Statement			2,560

Aktiviti
Tambah-Nilai

Belian

Pembekal

Pembayaran
RM

GNZ Business Alliances

#1SME1SISTEM
ROADSHOW
OFFICECENTRAL

OFFICECENTRAL

BANDINGAN JUMLAH UNTUK KEPASTIAN

ALIRAN TUNAI vs. KREDIT?

CASH IS KING

BUT

CREDIT RULES THE DAY

TO GROW YOUR BUSINESS

CASH VS. CREDIT

CASH

TRANSACTION BASED ON CASH

PAYMENT/RECEIPT SETTLED IMMEDIATELY

DECREASE/INCREASE CASH BALANCE IMMEDIATELY

NO LIMITS IMPOSED

NEED DISCOUNT TO ATTRACT NEW CUSTOMERS

USU. SERVICES AS IMMEDIATE CONSUMPTION

INDIFFERENT CUSTOMER LOYALTY

CREDIT

TRANSACTION BASED ON CREDIT

PAYMENT/RECEIPT SETTLED AT A LATER DATE

INCREASE RECEIVABLES/PAYABLES IMMEDIATELY

LIMITS IMPOSED ON AMOUNT AND DURATION

TOOL TO ATTRACT NEW CUSTOMERS

USU. PRODUCTS AS AVAILABILITY OF STOCK

STRONG CUSTOMER LOYALTY

KITARAN BISNES - SURVIVAL

CASH OR CREDIT TRANSACTION
IS DICTATED BY THE INDUSTRY

TO MINIMISE LOSS NEED TO HAVE:

- STRONG CREDIT CONTROL
- REQUEST FOR ADVANCE/DEPOSITS
- GOOD BUSINESS RELATIONSHIP

stok
jual

stok add
+
stok terin
-
stok jua
=
stok terk

stok
terima

OFFICECENTRAL SYSTEM

SYSTEM-

An organized, purposeful structure that consists of interrelated and interdependent elements/components

OFFICECENTRAL-

Enterprise Management Systems (EMS) i.e. Application Software Package That Support Business Processes, Information Flows, Reporting, And Data Analytics In Organizations



OFFICECENTRAL MODULES

ENTERPRISE MANAGEMENT SYSTEM (EMS)

Application Software Package That Support Business Processes, Information Flows, Reporting, And Data Analytics In Organizations

GST-
COMPLIANT
ACCOUNTING
SYSTEM

HUMAN
RESOURCE
MANAGEMENT
SYSTEM
(HRMS)

CUSTOMER
RELATIONSHIP
MANAGEMENT
SYSTEM (CRM)

INVENTORY
MANAGEMENT
SYSTEM

PAYROLL
MANAGEMENT
SYSTEM

POINT OF
SALES SYSTEM
(POS)

SISTEM “CLOUD COMPUTING”

Traditional method



Cloud Computing



Process/Data
outside the
organisation



ANDA DI DALAM DILEMA URUSAN KEWANGAN DAN AKAUN?

SOALAN?



THANK YOU

GNZ Business Alliances





Contact Details:

www.gnzbiz.biz.wordpress.com

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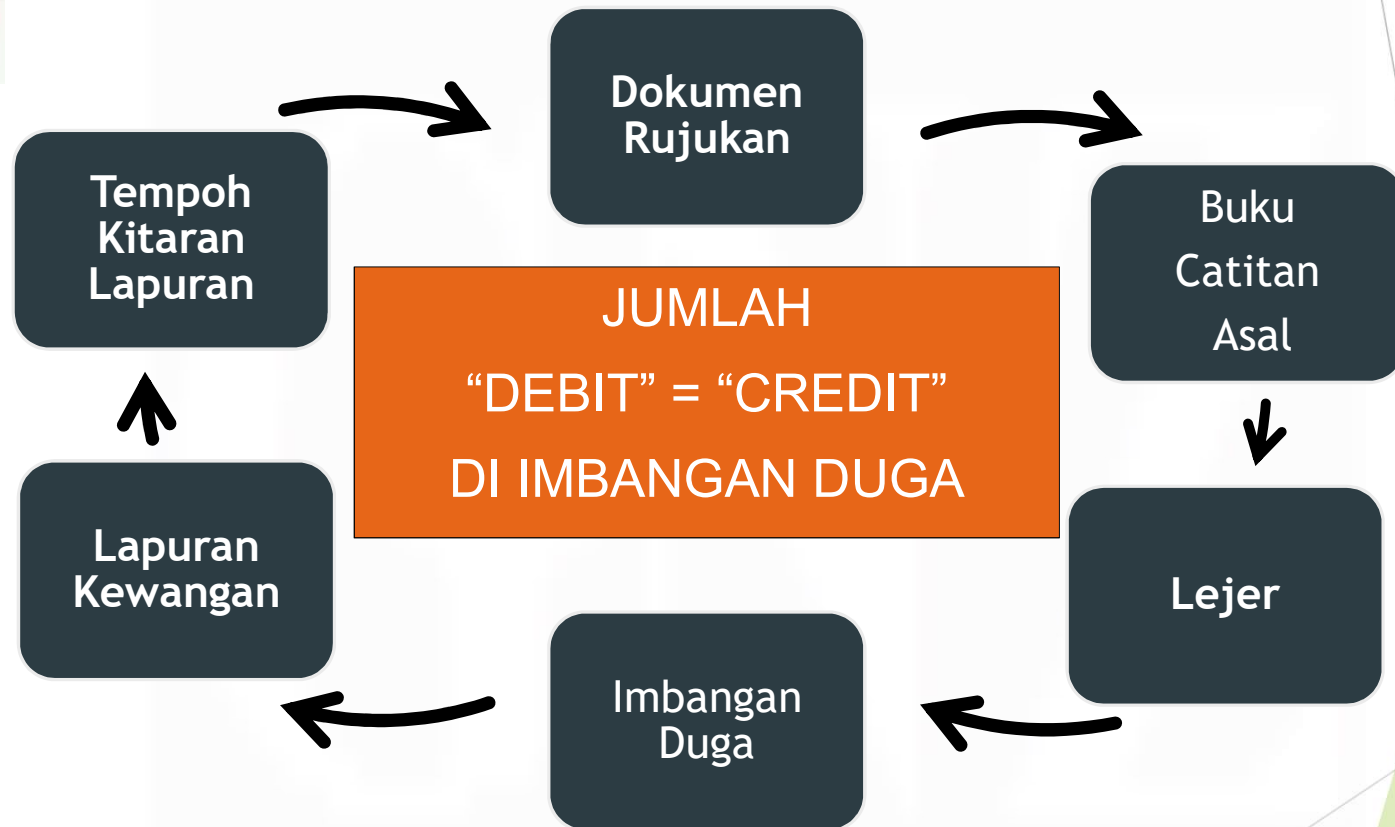
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