



# S&OP: Integrating Financial Goals with Operational Execution

(HRD Corp Programme Number : 10001644018)

## COURSE CONTENTS

### Day 1: Aligning Demand and Financial Reality

- Forecasts vs. Performance
- Financial Storytelling
- Business Tool Application
- Financial Strategy & Scenario Planning
- Pricing & Cost Discipline

### Day 2: Building a Unified Profitable Execution Plan

- Unified, Profitable Execution
- Cost Structure, Margins & Break-Even Insight
- Budgeting Simulation Exercises



In today's business environment, sales forecasts often fail to translate into actual bottom-line results. This course provides a disciplined approach to **cross-functional alignment**, ensuring that Sales, Operations, Marketing, and Finance work toward a single, synchronized objective.

This intensive **two-day program** is designed to bridge the gap between strategic financial targets and day-to-day operational planning. Led by Dr. Steven Liew, this workshop transforms ambitious sales forecasts into a unified, profitable execution plan.

### Key Benefits and Outcomes

- **Strategic Alignment:** Synchronize demand and supply across all departments
- **Resource Optimization:** Strengthen cash flow and improve organizational decision-making
- **Financial Visibility:** Gain clear insights into how operational constraints affect revenue and margins.
- **Practical Tools:** Learn to use Excel-based "What-if" analysis, including Goal Seek and Solver.

### WHO SHOULD ATTEND?

- Entrepreneurs and Business Owners.
- Business and Marketing Managers.
- Operations and Finance Leaders.
- Any professional interested in integrating financial goals with operational execution

## TRAINER PROFILE : Dr. Steven Liew Woon Choy

### QUALIFICATIONS:

Accredited HRDC trainer, CA(M), FCMA, CGMA, PhD, MBA

### EXPERIENCE:

Over 28 years of experience in senior financial and operational management roles across South Asia and the ASEAN region.

### EXPERTISE:

Specialist in fast-closing monthly reports, strategic planning, budgeting, cost reduction, and credit management.

### FOCUS:

As CEO coach - building CEOs in outperforming their competitors.





**REGISTRATION FORM (HRD Corp Claimable)**  
**S&OP: Integrating Financial Goals with Operational**  
**Execution** (HRD Corp Programme Number : 10001644018)

**PARTICIPANTS' DETAILS**

Participant 1 Full name and I/C

Designation Contact Number

Email Address Vegetarian Meal

YES / NO

Participant 2 Full name and I/C

Designation Contact Number

Email Address Vegetarian Meal

YES / NO

Participant 3 Full name and I/C

Designation Contact Number

Email Address Vegetarian Meal

YES / NO

**ORGANISATION DETAILS**

Organisation :

Contact Person : Mobile Number:

Address :

Email : Fax :

**PAYMENT DETAILS : Cheque / Direct Credit**

Bank & Cheque No.

Amount :



Please make payment to :

**WANFAH PROSPER PLT**

ACCOUNTS NUMBER : 3812930508

BANK : Public Islamic Bank Berhad

**FEE PAYABLE PER PARTICIPANT :**

Normal Price : RM2,518

Early Bird (15 days before event) : RM2,298

Group Fee (>2 participants) : RM2078

Fee includes course materials, lunch and 2 tea breaks per day.

Claiming HRDF Levy? YES / NO

**Date and Venue :**

(Pls check our website

<https://wanfahprosper.com/latest-events/> )

**Contact : Cik Nor / Puan Nasifah / Mr. Tan**

**Tel : +60351663399 / +60104403399**

**WhatsApp : +60162634929 / +601159403399**

**Email : [sales@wanfahprosper.com](mailto:sales@wanfahprosper.com)**

**CANCELLATION / TRANSFER**

Upon registering, participant(s) are considered successfully enrolled in the event. Written cancellations / transfer notice (substitution or to later dates) received :

- More than ten (10) working days before the event, a refund (less administrative charge of 15%) will be made.
- Ten (10) working days or less before the event, no refund will be made.
- For no show on the day of the event, full payment is required. If you cannot attend the event, you can nominate a substitute at any time without payment of an administration fee.
- A full (100%) refund may be granted if the course is cancelled by Wanfah Prosper PLT (WFP). WFP reserves the right to postpone or cancel the event and / or change facilitator at any time should circumstances beyond its control arises. WFP also reserve the right to make alternative arrangements without prior notice should it be necessary to do so.

**DATA PROTECTION**

Personal Data is gathered in accordance with the Personal Data Protection Act 2010 (Act 709)

**DISCLAIMER**

Upon signing this registration form, you are deemed to have read and accepted the terms and conditions herein.

Authorise Signatory

Organisation stamp

