



# Business Planning Models for HAs

17th - 18th June 2008 / 6th - 7th November 2008

## Course Objectives

To learn practical skills and concepts for:

- building accurate, efficient and reliable business planning models
- using advanced techniques in Excel to customise and manipulate business planning models
- sensitivity testing and other risk analysis techniques
- producing professional Excel-based presentations

## Who Should Attend?

**You should attend if your work requires the use of Excel to develop financial models. In particular:**

- if you are involved in building, modifying or reviewing financial models for business planning or project appraisal
- if you need an enhanced understanding of the use of Excel as a modelling tool
- if you want to improve your analysis skills using advanced Excel models

## Course Design

**The course is designed:**

- with the emphasis on practical applications;
- as a workshop to encourage an interactive approach;
- using case studies adapted from the real world;
- at a pace to suit all delegates

## Pre-requisite Knowledge

**In advance of the course, a basic knowledge of Excel is assumed. This knowledge should include at least the following:**

- the Excel screen menu and toolbar
- moving around a worksheet and between worksheets in a workbook
- changing column width
- entering labels
- entering, selecting, copying and editing cell contents
- centring titles
- saving, closing & retrieving the worksheet
- auto fill
- entering formulae
- relative and absolute cell referencing
- formatting, previewing and printing

## Tutor - Richard Peck, BSc., MBA

Richard has been closely involved in training and consultancy work for the National Housing Federation, the Housing Corporation and the Welsh Assembly Government; in particular projects such as Measuring Up, Global Accounts, Do you have the capacity? He was responsible for building the WAG Sustainable Development Analysis Model and the NHF/THC Borrowing Capacity User Model.

Originally a civil engineer, he managed infrastructure projects in the UK and the Middle East before studying for an MBA at Cranfield Business School prior to joining FSMD in 1989.

Richard Peck specialises in financial modelling, principally for credit, project finance and corporate finance applications. Richard has advised and built models for a range of clients including Innogy PLC, Heineken, HSBC, Bayerische Landesbank, National Australia Bank, Lloyds TSB, Bankgesellschaft Berlin AG, Allied Irish Bank and stockbrokers Dolman, Butler and Briscoe.

## Summary

Duration:	2 Days
Level:	Advanced
Participants:	8 minimum per tutor
P.C.:	Sole use of P.C.
Take-away:	Basic Business Planning Model (for teaching purposes only)

## Enquiries & Bookings

Lorraine Holland  
FSMD Ltd.  
Emerson Court  
Alderley Road  
Wilmslow  
Cheshire  
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**Email:** [lorraine.holland@fsmd.co.uk](mailto:lorraine.holland@fsmd.co.uk)

## Fee (for 2 days)

£995 per delegate  
+ VAT (£174.13) = £1169.13

The fee includes refreshments, lunch and course documentation.

## Delegates' comments

*"Course was extremely informative and very well taught. The trainer was excellent and answered all of my questions very well"*

- Housing Association Finance Officer

*"A worthwhile course, well presented and well paced"*

- Housing Association Finance Officer



# Business Planning Models for HAs

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## Timetable

### DAY 1

<b>08.30 - 09.00</b>	<b>Registration and Coffee</b>
<b>09.00 - 09.15</b>	<b>Introduction</b>
<b>09.15 - 10.00</b>	<b>Review of Key Excel Functions</b> <ul style="list-style-type: none"><li>• Worksheets and workbooks • Copying and naming sheets</li><li>• Linking sheets and books • Relative and absolute references</li></ul>
<b>10.00 - 10.45</b>	<b>Financial Framework for Modelling</b> <ul style="list-style-type: none"><li>• Financial framework for building business plans • Exercises in financial modelling</li></ul>
<b>10.45 - 11.00</b>	<b>Coffee</b>
<b>11.00 - 11.30</b>	<b>Basic Modelling Concepts</b> <ul style="list-style-type: none"><li>• 'Good-practice' style guide</li></ul>
<b>11.30 - 12.45</b>	<b>Advanced Excel Modelling Techniques (1)</b> <ul style="list-style-type: none"><li>• Array arithmetic • Grouping sheets</li><li>• Conditional statements</li></ul>
<b>12.45 - 13.45</b>	<b>Lunch</b>
<b>13.45 - 15.15</b>	<b>Advanced Excel Modelling Techniques (2)</b> <ul style="list-style-type: none"><li>• Iterative calculations and alternative solutions (application to the calculation of interest)</li><li>• Tracing and auditing • Goal Seeker • Solver • Excel financial functions</li></ul>
<b>15.15 - 15.30</b>	<b>Tea</b>
<b>15.30 - 17.00</b>	<b>Building Business Plans (1)</b> <ul style="list-style-type: none"><li>• Income flows • Operating expenditure • Capital expenditure and depreciation</li></ul>

### DAY 2

<b>09.00 - 10.45</b>	<b>Building Business Plans (2)</b> <ul style="list-style-type: none"><li>• Funding • Interest payments and receipts • Modelling returns</li><li>• Performance measures • Credit measures / cover ratios</li></ul>
<b>10.45 - 11.00</b>	<b>Coffee</b>
<b>11.00 - 12.45</b>	<b>Advanced Modelling Techniques (3)</b> <ul style="list-style-type: none"><li>• Optimisation models • Use of solver • Application to the Business Planning Model</li></ul>
<b>12.45 - 13.45</b>	<b>Lunch</b>
<b>13.45 - 15.15</b>	<b>Advanced Modelling Techniques (4)</b> <ul style="list-style-type: none"><li>• Data tables • Scenario manager • Advanced scenario management • Flexing business plans</li></ul>
<b>15.15 - 15.30</b>	<b>Tea</b>
<b>15.30 - 17.00</b>	<b>Advanced Modelling Techniques (4) continued</b> <ul style="list-style-type: none"><li>• Automating the model using controls and macros<ul style="list-style-type: none"><li>- getting started</li><li>- recording macros</li><li>- running macros</li><li>- writing simple macros</li><li>- Visual Basic Editor</li><li>- other ways to run macros</li><li>- worksheet buttons</li><li>- forms toolbar</li></ul></li></ul>
	<b>Review</b>



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Please complete the booking form and return to FSMD:

Please write in the box how many places you require:  17th - 18th June 2008  6th - 7th November 2008

## Personal Details

Name	Job Title	Company
<input type="text"/>	<input type="text"/>	<input type="text"/>
Address (including postcode please)		Telephone
<input type="text"/>		<input type="text"/>
		Fax
<input type="text"/>		<input type="text"/>
Name of authorising manager	Email	
<input type="text"/>	<input type="text"/>	

## Invoice Address Details (if different)

Company	Contact Name	Telephone
<input type="text"/>	<input type="text"/>	<input type="text"/>
Address (including postcode please)		Fax
<input type="text"/>		<input type="text"/>
		Email
<input type="text"/>		<input type="text"/>

## Payment Details

I enclose a \*cheque for £  \* Make cheques payable to "FSMD Ltd"

Signed	
<input type="text"/>	
Date	<input type="text"/>

### To pay by BACS:

**Bank:** National Westminster Bank, FSMD Ltd.  
**Sort code:** 01 - 10 - 01 **Account:** 01034820

## Cancellation Period

- Cancellations received 30 days prior to course commencement will be eligible for a refund less an administration charge of £50.
- After this time no refund can be made although a substitute delegate is acceptable
- FSMD reserve the right to cancel any of its courses. Either full refunds will be given OR a reserved place on the next available course.

