

Finance and Strategy for Small and Medium-Sized Enterprises (SMEs)

A balanced business and finance strategy ensures crisis-proof growth.

SMEs benefit from being flexible in combining a value-enhancing corporate and financial management with innovative management structures, which allows for a short-term adaptation to the conditions of an ever-changing market. Accordingly, our business and finance strategies are aimed at implementing conceptually valid and practice-oriented solutions in a timely manner, paving the way for new markets for SMEs.

Focus:

Strategic options and identification of forward-looking market potentials
Definition of profit targets and returns, optimisation concepts
Cost structures and cash flow control
Financing

Topics:

Strategy: actual state analysis, evaluation of strategic options and tools, strategic planning, business plan development
Earnings management: cost optimisation, margin improvement, increase in turnover, balance sheet optimisation, cash flow control
Strategic financial models: financial management tools and business ratios, controlling, finance strategies, earnings management, financial budgets, rating, business appraisals

Participants:

Business managers, strategy and portfolio corporate managers, finance & controlling managers, owners

Investment:

CHF 2'500