

Financial Analysis and Presentation

Description

ABOUT THE CLIENT

Client is a state-owned holding company that can be characterized as a sovereign wealth fund owned by the government of Dubai, United Arab Emirates. Established in May 2006 with the transfer of the government's portfolio of investments from The Department of Finance's Investment Division, its role is to supervise the government's investment portfolio while adding value.

WHAT BUSINESS CHALLENGE WAS THE CLIENT EXPERIENCING?

The financial analysts at our client are supposed to conduct financial reviews and present it to their key stakeholders regularly. However, it was observed that although these analysts were technically sound but were not able to deliver consistent reports. Every analyst had a different way of conducting, formatting and submitting the reports. This inconsistency added to their time taken in conducting the analysis, therefore creating bottlenecks.

Moreover, they were unable to communicate the findings of the analysis with a level of professional savviness which was expected by the senior management.

The client wanted a learning solution that would:

- Ensure their analysts are aware of the current industry best practices for conducting financial analysis
- Provide them with skills and tools they need to create a standardised reporting structure – starting from creation to the presentation of every financial report they create
- Develop the stakeholder management skills of these analysts by boosting their behavioural confidence. Formally training them in the art of financial storytelling and improve their presentation skills

WHAT SOLUTION DID KAPLAN PROVIDE?

A collaboratively customised Financial Analysis and Presentation Programme.

HOW DID KAPLAN WORK WITH THE CLIENT TO DEVELOP THE SOLUTION?

- To develop the learning solution, Kaplan used the 'collaborative customization' approach
- The course outline, the content and the learning outcomes were developed by conducting multiple rounds of consultative interviews with key stakeholders of the organization and teams
- It resulted in creation of a highly bespoke programme content where we blended technical aspects of financial analysis with behavioural skill of storytelling

HOW WAS THE TRAINING DELIVERED?

- The training was delivered face-to-face (F2F) over two days. It was interactive and included real-time business scenarios, MS Excel and MS Powerpoint training
- We also deployed three hypothetical case studies around Aramex, FedEx and UPS which were created in-house for the purpose of conducting financial analysis for the respective firms
- Lastly, the participants were trained to present their findings to a panel and showcase their financial storytelling ability
- Following was the break-down of the training agenda:
 - Day 1 (9.00 am to 5.00 pm) – MS Excel and Financial Analysis
 - Day 2 (9.00 am to 11.00 am) – MS Excel and Financial Analysis
 - Day 2 (11.00 am to 1.00 pm) – MS Powerpoint Skills
 - Day 2 (1.00 pm to 3.00 pm) – Art of Financial Storytelling (Bringing numbers to life)
 - Day 2 (3.00 pm to 5.00 pm) – Participants Presentation Session

WHAT ASPECTS WERE HIGHLY APPRECIATED BY THE CLIENT?

- Collaborative customisation of program and content through consultative approach
- Industry experienced trainer, ex-financial modeler conducting the interactive delivery
- Comparative case study approach based on regional as well as globally renowned brands
- Comprehensive support material for effective embedding of learning
- Project management geared towards well-executed programme

WHAT DID THE CANDIDATES THINK OF THE PROGRAMME?

- *“Lots of material covered at a good pace. I wasn’t overwhelmed with the content. Our facilitator was helpful & very knowledgeable about the course content. Provided many real-life examples throughout the training”*
- *“The trainer was extremely knowledgeable & answered any questions raised comprehensively”*
- *“The training content was very well structured!”*

SNIPPETS OF COMPARATIVE FINANCIAL ANALYSIS CASES

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Model Column Counter	(3.0)	(2.0)	(1.0)	--	1.0	2.0	3.0	4.0	5.0	6.0	7.0
Financial year End	31-Dec-15	31-Dec-16	31-Dec-17	31-Dec-18	31-Dec-19	31-Dec-20	31-Dec-21	31-Dec-22	31-Dec-23	31-Dec-24	31-Dec-25
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Scenario	Historic	Historic	Historic	Historic	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast

	1.0	2.0	3.0	4.0	5.0
31-Dec-19	31-Dec-20	31-Dec-21	31-Dec-22	31-Dec-23	31-Dec-23
2019	2020	2021	2022	2023	2023
Forecast	Forecast	Forecast	Forecast	Forecast	Forecast
Revenue Growth	4.0%	5.0%	2.0%	1.0%	(1.0%)
International Express	4.0%	5.0%	2.0%	1.0%	(1.0%)
Freight Forwarding	0.5%	1.0%	--%	(1.0%)	(1.0%)
Domestic Express	2.0%	3.0%	1.0%	0.5%	0.5%
Logistics	3.0%	4.0%	2.0%	1.0%	1.0%
Others	3.0%	5.0%	2.0%	1.0%	1.0%
EBITDA Margin	16.5%	18.0%	14.0%	12.0%	12.0%
Capex (% of Revenue)	3.0%	3.0%	3.0%	3.0%	3.0%
Dep & Amort (% of Capex)	85.0%	85.0%	85.0%	85.0%	85.0%
Receivable Days	70 days	70 days	70 days	70 days	70 days
Payable Days	30 days	30 days	30 days	30 days	30 days

	31-Dec-19	31-Dec-20	31-Dec-21	31-Dec-22	31-Dec-23
Revenue	5,452,056.6	5,819,171.4	6,180,679.0	6,529,212.4	6,856,997.1
EBITDA	(4,589,528.3)	(4,892,913.7)	(5,190,876.9)	(5,477,254.1)	(5,745,568.8)
Total	862,528.3	926,257.7	989,802.1	1,051,958.3	1,111,428.3
Revenue	(131,169.8)	(141,492.0)	(151,761.1)	(161,722.5)	(171,305.7)
Total	731,358.6	784,765.7	838,041.0	890,185.8	940,122.5

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