MERCURY

Strategic Financial Statement Analysis for Business Performance

4 – 8 April 2027
Kuala Lumpur (Malaysia)



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Strategic Financial Statement Analysis for Business Performance

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Introduction

The Strategic Financial Statement Analysis for Business Performance course develops the analytical knowledge required to interpret financial information and evaluate organizational performance. It examines financial statements, financial ratios, cash flows, working capital, profitability, liquidity, leverage, and operational efficiency. Participants learn to identify significant trends, relationships, variances, and financial risks that influence business performance. The program connects financial results with strategic, operational, and competitive factors to support more informed managerial judgment. It develops the ability to compare company performance, assess earnings quality, and interpret financial results within broader business contexts. Participants strengthen their ability to turn financial information into meaningful conclusions for assessing business performance.

Targeted Groups

This Strategic Financial Statement Analysis for Business Performance training targets professionals seeking knowledge and skills:

- Finance managers interpreting business results and financial trends.
- Financial analysts evaluating profitability, liquidity, and operational performance.
- Accountants strengthening financial reporting interpretation and analysis.
- Business managers using financial information for planning and decisions.
- Controllers assessing financial health, risks, and performance drivers.
- Executives reviewing financial results and strategic business implications.
- Investment professionals comparing company performance and financial strength.

Course Objectives

Participants will achieve the following objectives by completing the Strategic Financial Statement Analysis for Business Performance course:

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- Explain the purpose, structure, and interrelationships of core financial statements.
- Interpret financial information to assess business performance and financial health.
- Apply horizontal, vertical, and trend analysis to identify meaningful changes.
- Calculate and interpret profitability, liquidity, efficiency, leverage, and valuation ratios.
- Evaluate operating performance through margins, returns, working capital, and cash generation.
- Analyze cash flow patterns and their implications for financial sustainability.
- Compare company results across periods, competitors, and relevant benchmarks.
- Identify accounting factors that can distort financial analysis and conclusions.
- Interpret financial results within strategic, operational, and industry contexts.
- Formulate evidence-based conclusions from financial statement analysis.
- Evaluate financial risks, performance drivers, and emerging warning signals.
- Support business decisions using structured financial analysis and informed judgment.

Targeted Competencies

Participants will gain the following competencies during the Strategic Financial Statement Analysis for Business Performance program:

- Reading and interpreting financial statements effectively.
- Assessing profitability, liquidity, solvency, and efficiency.
- Applying financial ratios and performance indicators accurately.
- Identifying trends, anomalies, and financial changes.
- Comparing performance across periods and peer organizations.
- Linking accounting figures to business and strategic drivers.
- Evaluating working capital and capital structure.
- Interpreting cash flow quality and earnings sustainability.
- Recognizing financial risks, warning signals, and limitations.

Real-world Case Studies

In this Strategic Financial Statement Analysis for Business Performance training, participants develop skills through the following cases:

- Analyze rising revenue with declining margins and identify performance drivers.
- Compare competitors using profitability, liquidity, leverage, and efficiency indicators.
- Examine weak operating cash flow despite reported earnings and assess earnings quality.
- Review working capital deterioration and its effect on liquidity and growth.
- Interpret multi-year results to identify risks, strengths, and emerging trends.

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Course Content

Unit 1: Foundations of Financial Statement Analysis

- Define financial statement analysis and its role in business performance.
- Examine the structure and purpose of core financial statements.
- Explain connections between profit, assets, liabilities, equity, and cash.
- Identify financial information used to assess business health and sustainability.
- Distinguish reported results from underlying economic performance.
- Examine financial information needs across management, investment, lending, and governance.
- Recognize limitations from estimates, accounting choices, and comparability issues.

Unit 2: Financial Performance and Ratio Analysis

- Apply horizontal analysis to evaluate changes across reporting periods.
- Use vertical analysis to assess financial structures and cost patterns.
- Calculate profitability ratios and interpret business returns.
- Interpret liquidity ratios and short-term financial strength.
- Assess efficiency using turnover and operating cycle indicators.
- Evaluate leverage and solvency to understand financial risk.
- Interpret return measures to assess resource and capital efficiency.

Unit 3: Cash Flow, Working Capital, and Earnings Quality

- Analyze operating, investing, and financing cash flows.
- Compare operating cash flow with earnings to assess cash conversion.
- Examine working capital movements and their liquidity effects.
- Evaluate receivables, inventory, and payables for performance pressures.
- Identify cash flow warning signals and financing dependence.
- Assess earnings sustainability through recurring cash generation.
- Examine free cash flow and its role in financial flexibility.

Unit 4: Comparative Analysis, Forecasting, and Financial Risk

- Compare company performance across periods and relevant benchmarks.
- Interpret trends to identify strengths, weaknesses, and financial risks.
- Analyze company performance within its industry and business model.
- Evaluate forecasts using historical results, margins, growth, and cash flows.
- Identify distortions from accounting policies and non-recurring items.
- Assess risks from leverage, liquidity pressure, and declining profitability.
- Distinguish temporary financial movements from persistent performance changes.

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Unit 5: Strategic Interpretation and Business Performance Decisions

- Integrate financial findings into an overall performance assessment.
- Connect financial results with operational and strategic business drivers.
- Develop structured conclusions from financial information and performance indicators.
- Evaluate financial strengths and weaknesses for business decisions.
- Communicate financial analysis clearly to key decision-makers.
- Formulate recommendations using trends, ratios, cash flows, and performance measures.
- Prioritize findings based on materiality, impact, uncertainty, and strategic relevance.

Final Insights & Key Takeaways

Participants gain an approach to interpreting financial statements, evaluating financial performance, and identifying the drivers and risks behind business results. The course strengthens strategic financial judgment by connecting financial analysis with profitability, cash generation, operational effectiveness, risk assessment, and informed business decision-making.