



# WHY BUSINESSES FAIL?

## TWO GOLDEN RULES OF GOOD FINANCE MANAGEMENT A Guest Talk

**A study was conducted of the sick businesses in the world to find out 'why businesses fail'.**

**The usual perception is that businesses fail because of:**

- a. Technological obsolescence**
- b. Marketing inefficiency**
- c. Labour problems**

The study found that over 95% of business failures were not caused by any of the above reasons. In other words, these three reasons, put together, were responsible for not more than 5% of sickness.

Over 95% of businesses had failed due to FINANCIAL MISMANAGEMENT. Now this is really a pity, because THIS IS AN AVOIDABLE REASON OF SICKNESS.

FINANCIAL MISMANAGEMENT is the result of an erroneous belief that finance management happens only in the finance department. The truth is that financial management is the responsibility of the entire organisation. Every action of every individual can be translated into either GOOD FINANCE MANAGEMENT or BAD FINANCE MANAGEMENT.

EVERY DECISION OF THE SALESPERSON IS ACTUALLY A FINANCIAL DECISION. SO IS EVERY DECISION OF THE PRODUCTION AND THE PURCHASE MANAGER AND EVERYBODY ELSE IN THE ORGANISATION.

Much of what happens in the finance department is accountancy.

FINANCE MANAGEMENT IS THE RESULT OF THE COLLECTIVE ACTIONS OF THE ENTIRE ORGANISATION.

In this session **DR ANIL LAMBA**, Chartered Accountant and author of the bestselling book **Romancing The Balance Sheet**, will explain his **TWO GOLDEN RULES OF GOOD FINANCE MANAGEMENT**.

His promise is that if businesses ensure that these two rules are not violated, they will not only be able to avoid most of the financial mismanagement related problems, but their business will actually flourish.

### **Methodology**

The programme will be practice oriented and shall comprise lectures, group discussions, case studies, etc.

### **Participant Profile**

The programme is designed for a wide range of executives from within and outside the finance function. Prior exposure to finance and accounts is not essential.

### **Programme Faculty: Dr Anil Lamba**

Bestselling author, financial literacy activist, and an international corporate trainer, Dr Anil Lamba is a practising Chartered Accountant and holds degrees in Commerce, Law and a Doctorate in Taxation.

Dr Lamba's training programmes are held internationally, with a client list exceeding 2000 large and medium-sized corporations spread across several countries including India, the USA, and in Europe, the Middle-East and the Far-East.

His latest book, '**Romancing the Balance Sheet**' is currently making waves.

### **Investment**

Our professional charges are @ **Rs 2,25,000/-** plus taxes. Expenses towards, venue for the training program, course material, lunch, refreshments, travelling, lodging and boarding etc. would have to be borne by the client.

### **Cancellation Policy**

Cancellation before:

- a. 30 days will attract a levy of 50% of the professional fees
- b. 15 days will attract a levy of 100% of the professional fees.

*Do feel free to contact Mr Praphulla Gaikwad, Manager – Projects, in case you may have any queries, on 020-26340316, 26348913 or mobile: +91-9922351352, or email us on [inquiry@lamconschool.com](mailto:inquiry@lamconschool.com). Please do visit us at [www.lamconschool.com](http://www.lamconschool.com).*



**3 WING III THACKERS HOUSE 2418 EAST STREET PUNE 411001 MAHARASHTRA INDIA**

**Tel Nos +91 20 26340316 / 26348913 Website [www.lamconschool.com](http://www.lamconschool.com) Email [inquiry@lamconschool.com](mailto:inquiry@lamconschool.com)**