

# € TRAINING

Basic Financial Analysis



27 - 31 January 2025  
Casablanca (Morocco)



# Basic Financial Analysis

REF: F2790 DATE: 27 - 31 January 2025 Venue: Casablanca (Morocco) - Fee: 3685 Euro

## Introduction:

This training program is designed to equip participants with fundamental skills and knowledge to understand financial statements, perform basic analysis, and make informed financial decisions.

## Program Objectives:

By the end of the program, participants will be able to:

- Understand key financial concepts and terminology.
- Analyze financial statements to assess business performance.
- Apply basic financial ratios for analysis.
- Interpret cash flow statements and budgeting processes.
- Gain insights into financial decision-making.

## Target Audience:

- Aspiring finance professionals seeking foundational knowledge in financial analysis.
- Business owners wanting to improve their financial decision-making skills.
- Entry-level employees in finance-related roles.

## Program Outlines:

### Unit 1:

#### Introduction to Financial Analysis:

- Definition and Importance of Financial Analysis.
- Key Financial Terminology.
- Overview of Financial Statements.
- Users of Financial Analysis.
- Ethical Considerations in Financial Analysis.

### Unit 2:

## Understanding Financial Statements:

- Income Statement: Structure and Components.
- Balance Sheet: Assets, Liabilities, and Equity.
- Cash Flow Statement: Understanding Inflows and Outflows.
- Notes to Financial Statements.
- Limitations of Financial Statements.

## Unit 3:

### Financial Ratios and Analysis Techniques:

- Introduction to Financial Ratios.
- Liquidity Ratios: Current and Quick Ratios.
- Profitability Ratios: Gross Margin, Net Margin, and ROE.
- Efficiency Ratios: Asset Turnover and Inventory Turnover.
- Solvency Ratios: Debt to Equity and Interest Coverage.

## Unit 4:

### Cash Flow Analysis and Budgeting:

- Importance of Cash Flow in Financial Analysis.
- Analyzing Cash Flow Statements.
- Operating, Investing, and Financing Activities.
- Budgeting Basics: Types and Purposes.
- Variance Analysis: Comparing Budgeted vs. Actual Figures.

## Unit 5:

### Making Informed Financial Decisions:

- Introduction to Capital Budgeting.
- Time Value of Money: Present and Future Value.
- Break-Even Analysis.



- Financial Forecasting and Projections.
- Understanding Financial Risks and Returns.