

DEALER

Credit Assessment for Dealers - Corporates

Workshop Title:

Credit Assessment for Dealers - Corporates

Target Audience:

Sales and marketing executives of the companies from FMCG, PHARMA and Auto and Auto ancillary sectors

Duration:

One day (9.30 a.m. – 5.30 p.m.)

Methodology:

Picking dealer/distributors financial statements and analyzing the factors responsible for their performance. Suggest ways and means to track their performance and steps to be taken to help the distributors to perform.

Registration Fees:

Rs. 5,000/- plus taxes

Workshop Objective:

The objective of the program is to cover various aspects of credit assessment of dealer/distributors' performance.

Contents:**Understanding the Business Model of Dealership**

- Sources of Revenue
- Assessment of Costs
- Drivers of Profitability

Understanding the Financial Statements of Dealership Companies

- Profit & Loss Account
 - Product and Service Revenue trends
 - Major expenses
 - Operating Margins for Products and Services
 - Profit/Loss
- Balance Sheet
 - Major categories of assets
 - Major categories of liabilities
- Cash Flow Statement
 - Cash flow from operating activities
 - Cash flow from financing activities
 - Cash flow from investing activities

Important Aspects and the inter-linkages within Dealerships

- Understanding key parameters for dealer evaluation in the following areas :
 - Working Capital
 - Cash & Liquidity Management
 - Operational Efficiency
 - Income & Cost Distributions

Financial Statements Analysis

- Ratio Analysis for Dealership companies
 - Balance Sheet Ratios – Liquidity ratios
 - Income Statement - Profitability Ratios
 - Other Ratios – Turnover Ratios, Return Ratios
- Analysis for collections and debtors
- Trend Analysis in various ratios



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Contents (Cont.):

Performance assessment for Dealership

- Understanding the process of dealer selection
- Understanding the current practice adopted by the company in dealer evaluation
- Understanding Company's expectations from Dealers in terms of KRAs –Turnover, ROI, and other specific criteria
- Defining the parameters for dealer evaluation