



WELCOME TO
EASY FINANCE



上海安越企业管理咨询有限公司

EASYFINANCE MANAGEMENT CONSULTING CO., LTD.

About Us

www.EasyFinance.com.cn

Vision

To become the most trustworthy management training organization

Mission

Provide advanced and practical financial management concepts and practical experiences; help maximize organizational and personal value

Value

Upright Diligent, Optimistic Hard-working, Professional, Creative, Team work, Assisting client for success, Pursuing excellence

Our Service

Focusing on **Financial training**, our services are delivered through public seminar and In-house training

What we differ from others

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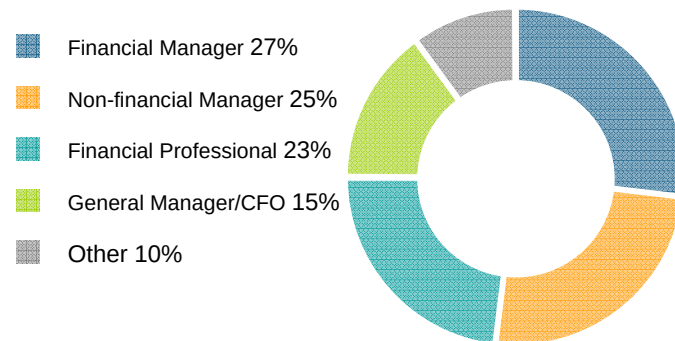


Industry Leader—Well Experienced

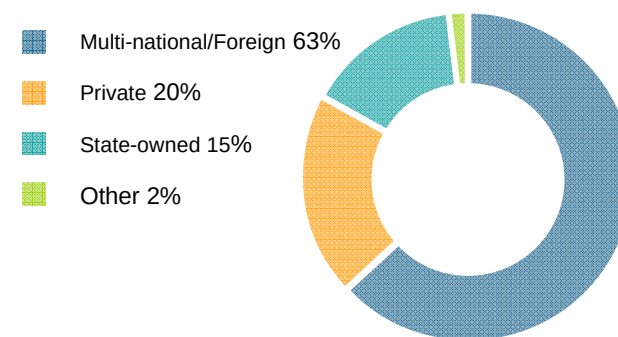
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- More than **5,300** corporations have signed with EasyFinance
- **152** Fortune 500 or leading MNCs have chosen EasyFinance as their long-term training supplier
- More than **21,000** trainees each year

Trainee--- by position



Client--- by company type



Industry Leader—Supreme Quality

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Service Winning Wide Acclaim

“Benchmark Brand Training Firm for the Year 2010”

“The Most Popular Training Firm for the Year 2010”

Training Firm of the Year by “China Staff”

“The Most Popular Training Supplier for CFO”

Awarded Case of China Europe International Business School



International Identity

Authorized as ACCA CPD

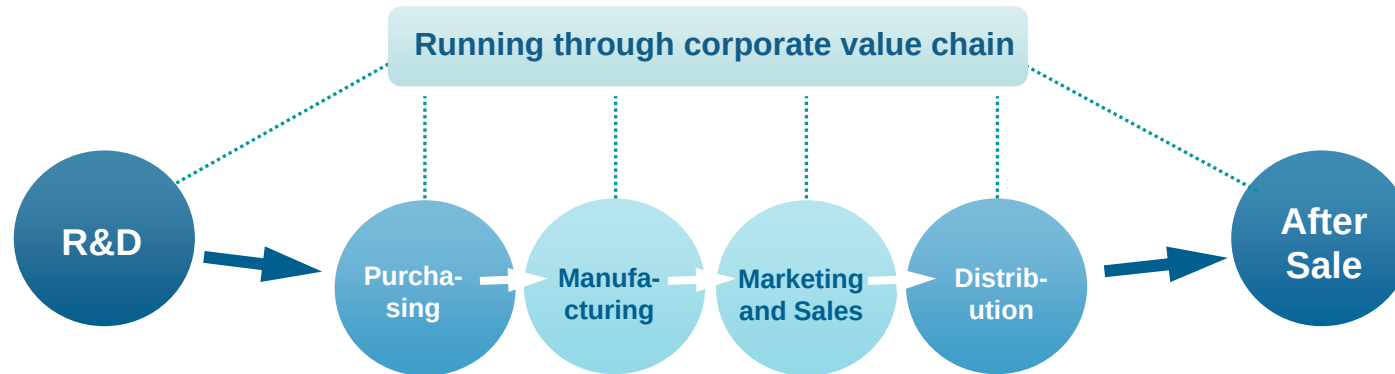
Authorized as IMA CPE



The Association for
Accountants and
Financial Professionals
in Business

Comprehensive Course System - For Non-Financials

www.EasyFinance.com.cn



For Executives

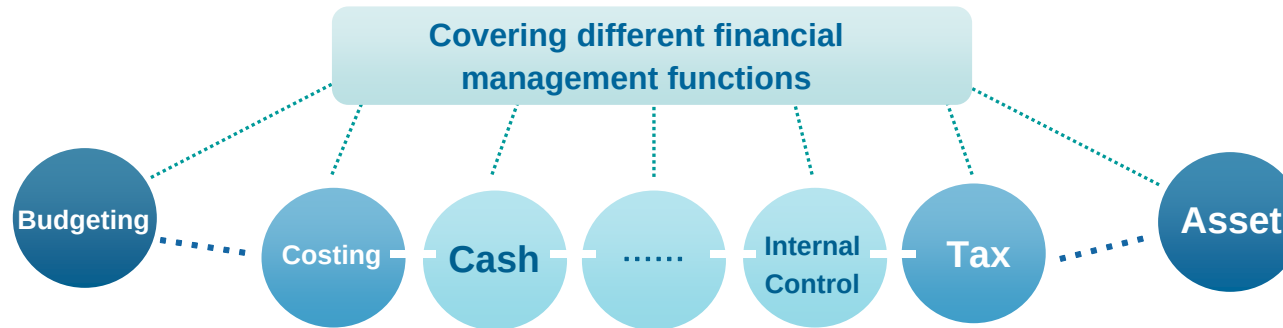
- Finance for General Managers
- The Advanced Financial Management Study for Executives
 - The Advanced Financial Management Study for Executives-for Non-Financials
 - The Advanced Financial Management Study for Executives-Tax
 - The Advanced Financial Management Study for Executives-Budgeting
 - The Advanced Financial Management Study for Executives-Costing
 - The Advanced Financial Management Study for Executives-Internal Control
 - The Advanced Financial Management Study for Executives-Investment
- The Superior Management Study for Financial Elites
- Finance for Senior Financial Managers
- EVA Management System
- Corporate Strategic and Annual Operational Planning
- Budgeting Management and Control
- Corporate Investment Analysis and Decision-making
- Financing Strategies and Practices
- Tax for Non-tax Managers

For Non-financials

- Finance for Non-financial Managers(3d)
- Finance for Non-financial Managers(2d)
- Internal Control and Risk Management
- Finance Control for Project
- Financial Statements Interpretation for Executives
- Penetrating the Occupational Fraud
- Credit Control and Accounts Receivables Management
- Procurement Cost Control
- Total Quality Cost Management
- Manufacturing Cost Control and Value Analysis
- How to Understand Financial Reports

Comprehensive Course System - For Financials

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General Management

- Finance for Financial Managers
- Corporate Financial Analysis and Risk Control
- The Professional Skills for Financial Managers
- Eva Management System
- Finance Control for Project
- Time and Stress Management for Finance Professionals
- Communication Skills For Finance Professionals
- Team Management Skills For Finance Professionals

Credit Management

- Customer Credit Analysis and Evaluation
- Credit Control and Accounts Receivables Management

Internal Control

- Internal Control and Risk Management
- Internal Audit
- Internal Control Practices for Business Cycles
- Penetrating the Occupational Fraud

Cost Management

- Cost Analysis and Control
- Manufacturing Cost Control and Value Analysis
- Procurement Cost Control
- Total Quality Cost Management

Accounting Principles

- The Analysis and Application of Cas and Ifrss
- The Analysis and Application of Cas-common Standards
- The Analysis And Application Of Cas-investment And Combination
- The Analysis and Application of Cas and U.S. Gaap

Tax Management

- Tax Management and Planning
- Tax For Non-Tax Managers
- Tax Audit and Risk Control
- Hot Topics on Enterprise Income Tax
- Hot Topics on Turnover Tax, Property and Behavior Tax
- Risk Management of Transfer Pricing

Cash Management

- Cash Flow and Working Capital Management
- Treasury Manager
- Foreign Exchange Operation and Risk Control

Budget Management

- Corporate Strategic and Annual Operational Planning
- Budgeting Management and Control
- How to Prepare and Track Budget by Excel

Software Skill

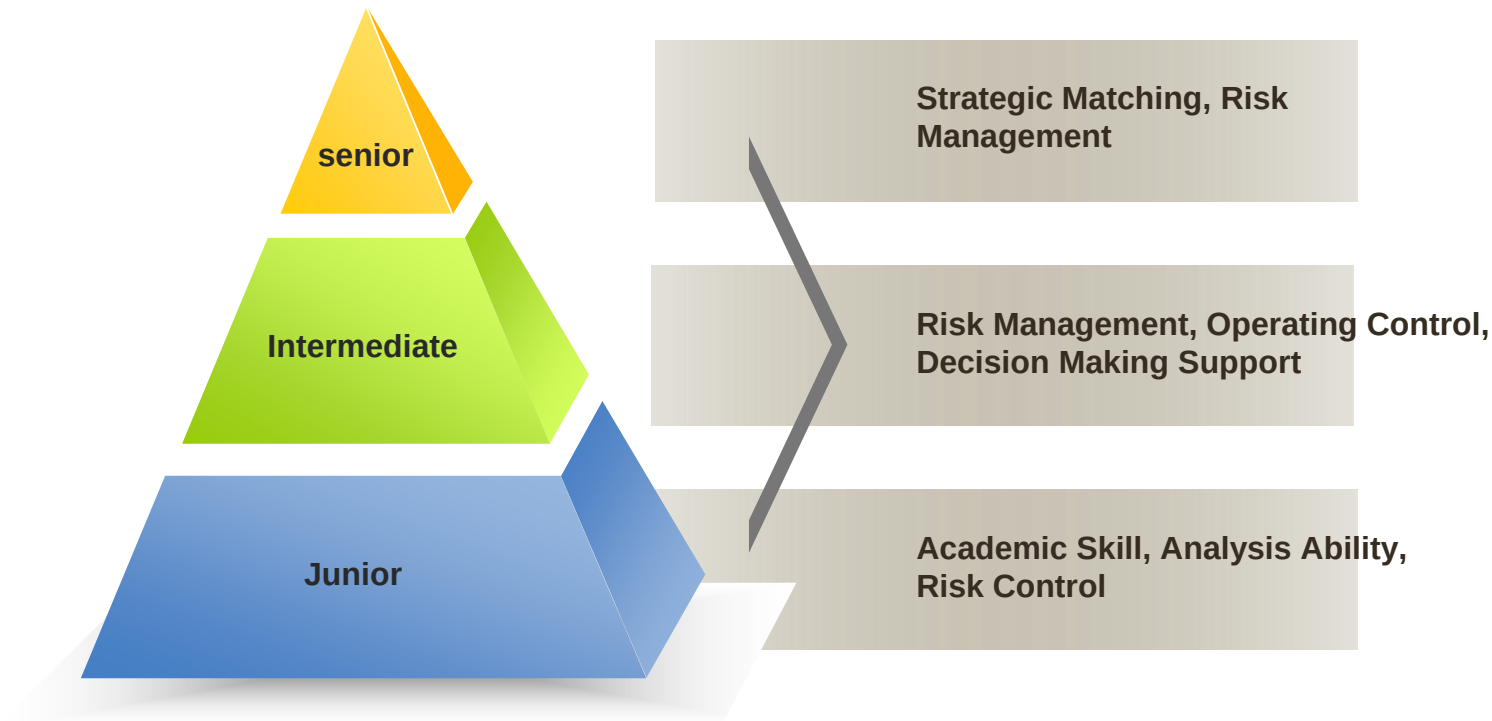
- How to Prepare Financial Reports by PPT
- Excel Application in Financial Management-general
- Excel Application in Financial Management-advanced
- How to Prepare and Track Budget by Excel
- Excel Financial Model

Investment And Financing

- Corporate Investment Analysis and Decision-making
- Financing Strategies and Practices

Comprehensive Course System - For Multi-levels

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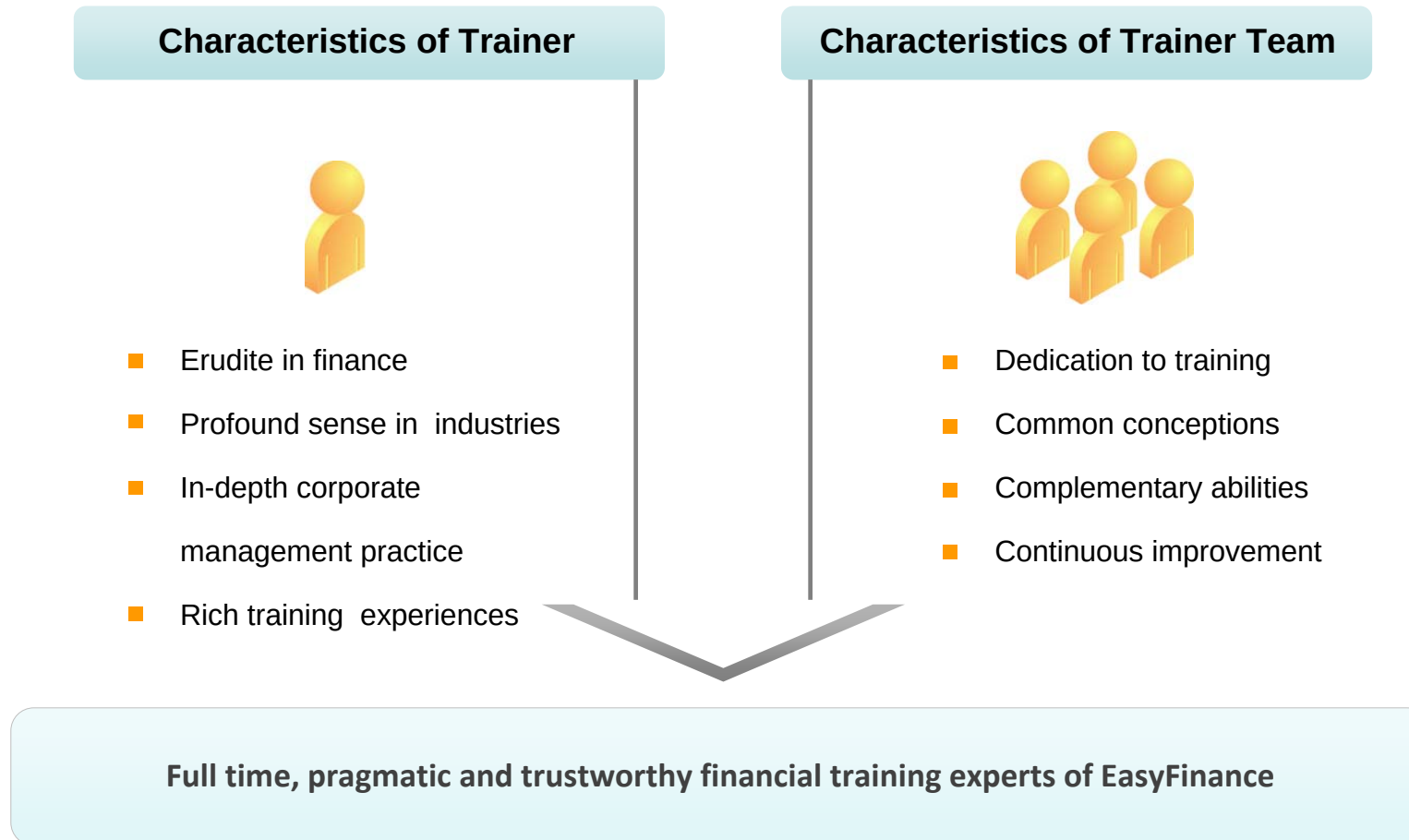
Our Clients

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Automobile	 通用汽车      法雷奥 
Production	     
Food / Medicine	     
Energy / Chemical	      
Communications technology /Electronic/IT	     
Business / Electric appliances	    
Finance / Real Estate	    

Full Time Trainer Team

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Public Seminar

www.EasyFinance.com.cn



Comprehensive, Segmented and Profound Financial Topics

12 Categories, more than 50 Courses ; designed for both non-financials and financials



Broad Area Covering

Periodically holding public seminars in ten cities including Shanghai, Beijing, Shenzhen, Suzhou, Guangzhou, Chengdu , Qingdao, Xiamen, Wuhan and Chongqing.



High Frequency

Nearly 40 courses per month, more than 400 per year. The same course held at the same period in multi-cities



Communication Platform

Public seminars have become a highly efficient platform for business managers and leaders to share the latest management practices/techniques and exchange new ideas

Clients' Feedback

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- I thought the knowledge would be hard to understand, but it became easy and vivid through the training; I appreciate trainer's academic knowledge and instructing skill.

Mettler-Toledo (Changzhou) Scale & System Co.Ltd. Ms. Wang

- Very satisfied. The training is like a light breaks in upon me! The content is rich and trainer presents it in a perfect way. This is a distinct learning opportunity for me. thanks a lot!

Lei Shing Hong Machinery Mr. Wen

- The consultant explains the complex financial knowledge in a simple way, Passionately. it is the most professional and useful training among all the trainings I have attended.

Aifen (Beijing) CO.,LTD. Ms. Li

- Splendid ! Practical! EasyFinance is indeed the best financial training brand! The training is very professional. I gain not only financial knowledge but also benefit of other aspects, Thanks !

Sate Auto Electronic CO., Ltd Ms. Na

- The dull and dishoarded financial management knowledge was well explained in an easy and enjoyable way. The course is practical and operable, and it will be a great help to future financial management and corporate operating

NSL Technology (Suzhou) Co., Ltd Mr. Zhang

In-house Training

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- 1 Participation of whole trainer team
- 2 Research and implementation ability for big, complicated and Long-term program
- 3 Customer-centric project management
- 4 Comprehensive and continuous high-quality service

1. Investigating customer requirements
2. Combined with Sophisticated course system
3. Combined with industry experiences; provide practical solution

We will provide

- Establish an unified financial communication and thinking platform;
- Improve overall financial management level;
- Support corporate developing operation strategy, and implementing reform;
- Improve corporate performance.

In-house Training Service Process

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1. Obtain Training Requirement

Trainer investigation

Field investigation
Telephone interview

Investment activities
Operating efficiency
Financial activities
Internal control
Risk control
Tax planning

Clients' strategy
Organization structure
Job description
Key financial process

2. Analyze and Diagnose

Company life cycle

Trainers' rich experience

Employee capability maturity mode

EasyFinance training plan bank

Finance job competency:

Job description: XXX

Finance competence requirement: XXX

Competency diagnosis result:

- shortage 1
- shortage 2
-

3. Provide Training Plan

Training plan

Series	Programmes Title	Position A	Position B	Position C
For Non-Financial	The Advanced Financial Management Study for Finance for General Managers	1	1	1
	Finance for Non-Financial Managers (2d)	1	1	1
	Finance for Non-Financial Managers (2d) NEW	1	1	1
	Tax for Non-Financial Managers NEW	1	1	1
	Budgeting Management and Control	1	1	1
	Internal Control and Risk Management	1	1	1
	Eva Management System NEW	1	1	1
	Finance Control for Project NEW	1	1	1
	Corporate Strategic and Annual Operational Planning	1	1	1
	Financial Statements Interpretation for Executives NEW	1	1	1
	Corporate Investment Analysis and Decision-making	1	1	1
	Financing Strategies and Practices	1	1	1
	Penetrating the Occupational Fraud NEW	1	1	1
	Credit Control and Accounts Receivables Management	1	1	1
	Procurement Cost Control	1	1	1
General Management	Manufacturing Cost Control and Value Analysis	1	1	1
	Total Quality Cost Management	1	1	1
	How to Understand Financial Reports	1	1	1
	Finance for Financial Managers	1	1	1
	Corporate Financial Analysis and Risk Control	1	1	1
Budget Management	The Professional Skills for Financial Managers NEW	1	1	1
	Eva Management System NEW	1	1	1
	Finance Control for Project NEW	1	1	1
	Time and Stress Management for Finance Professionals	1	1	1
	Effective Communication Skills for Finance Professionals	1	1	1
	Team Management Skills for Finance Professionals	1	1	1
	Corporate Strategic and Annual Operational Planning	1	1	1
	Budgeting Management and Control	1	1	1
	How to Prepare and Track Budget by Excel	1	1	1
	Annual Budget Preparation Skills	1	1	1

4. Implementation, Evaluation and Follow-up Service

In-house Training Clients' Feedback

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- **As the old saying goes : Give a man a fish and you will feed him for a day; teach a man to fish and you will feed him for a lifetime. I think this has been realized in Easy Finance' Training!**

——SINOCHEM INTERNATIONAL CORPORATION

We choose EasyFinance as our long-term financial training supplier because of its outstanding trainers and systematic courses . The professional knowledge of their trainers is well acknowledged and fully trusted in financial training field. They are both experienced in corporate financial management and have professional training skill, systematic guidance method and affinity, which ensure the high quality of the each training program.

We gave an average score of 92 to all the courses EasyFinance has conducted, and we would like to take another training in the future. Participants considered it as **“a pleasant process of learning financial knowledge”**. On after-training evaluation, **we found 75% of the trainees implemented the tools and methods gained from the training to their daily work**. The result explains why we continuously participate in EasyFinance' training.

Site

www.EasyFinance.com.cn



Trainer Team

www.EasyFinance.com.cn



Mr. Feng



Ms. Guo



Mr. Guo



Ms. Lu



Ms. Tao



Mr. Wang



Mr. Wang



Ms. Yang



Ms. Zhang



Ms. Zhu

* The list is arranged in alphabetical order



选择安越 因为专业
Excellence from Focusing

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