



Programme on  
**How to Prevent Reduce  
and Manage Outstandings**



Thursday, January 19, 2017 • 9.30 a.m. to 5.00 p.m.

**Venue** : Torrent-AMA Management Centre, Core-AMA Management House, AMA Complex,  
Dr. Vikram Sarabhai Marg, Vastrapur, Ahmedabad 380 015

**Back Ground** : Assessing credit risk,formulating appropriate policies,planning the collection and ensuring that customers pay in time are very important for the survival of the business. Best prevention against delays in cash realization and bad debts is good credit control and effective collection strategies.

**Objectives** :  
• To formulate an effective and workable credit policy  
• To spot delaying tactics and review collection techniques that work  
• To strike a balance between efficient credit control and happy paying customers and achieve the sales and profit objectives by reducing outstandings.

**For Whom** :  
• Managers and executives involved in credit management  
• Marketing and Sales executives  
• Finance executives  
• Internal audit executives  
• Entrepreneurs and self employed professionals

**Course Outline** :  
1. Nature of the collection problem  
2. Impact of outstandings on profits and liquidity  
3. Credit policy  
4. Reasons for delayed payments  
5. How to avoid an outstanding problem  
6. Collection strategies and procedures  
7. Techniques that work

**Faculty** : The course will be conducted by **Mr. A. R. Parasuraman**, M.Com., FCMA, ACS, DMS, MFM (JBIMS). He has presented management seminars for over 1000 multinational, national, and public and private sector companies in India. Mr. Parasuraman has 20 years of industrial experience in Electronics, Power, Textiles, Pharmaceuticals and TATAS.

**Fee** : Rs.1500/- per participant. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material, lunch & refreshment. The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

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**Registration Form:**

Please fill-in and return this form along with participation fee to:  
Ahmedabad Management Association, AMA Complex, Dr. Vikram Sarabhai Marg,  
Ahmedabad 380 015, Phone: 079-26308601-6 • Mobile: 9537407187  
E-mail: ama@amaindia.org • Website: www.amaindia.org

Name(s) \_\_\_\_\_

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Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Pin Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Mobile: \_\_\_\_\_

E-mail: \_\_\_\_\_

Fax: \_\_\_\_\_