

It Is A Must , Not A Choice



# MASTER Financial Literacy

**27 & 28 June, 2025**  
**8:30 am – 5:30 pm**

**Bossa Nova Hotel**  
**Sin El Fil**

**Fees: \$500**  
**LLWB Members: \$400**



**The Trainer**  
**Hala Kawzally**

- Certified Financial Advisor from the Chartered Institute of Investments & Financial Regulation
- Masters Degrees in Finance & Accounting
- Masters in Marketing and Management
- 32 years of extensive experience in Business Management and trainings
- Founder of "Timeless Ltd" Investments & Business Management
- Founder of "GALI" Commercial Food Agency

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## TOPICS TO BE COVERED

01. ACCOUNTING PRINCIPLES
02. BUSINESSCASE STUDY
03. BUDGETING
04. COMPANY EVALUATIONS
05. BUSINESS MODELS
06. FEASIBILITY STUDY
07. FINANCIAL STATEMENTS
08. CASH FLOW
09. PRICING AND COSTING
10. LEGAL REGISTRATIONS

- ✓ Understand business models
- ✓ Learn basic accounting and
- ✓ Learn about financial statements their roles, & limitations
- ✓ How to perform financial analyses & evaluate Companies
- ✓ How to price & what is break even.
- ✓ Best practice for budgeting
- ✓ Current trends in financial management information
- ✓ How to make better quality financial decisions
- ✓ The practice of cash flow
- ✓ Registering a company
- ✓ Accessing financial institutions like banks and, investors and Microfinance institutions





# Why Our Program Is A Perfect Fit

Content built for your world, speaking your language tackling your issues, igniting your curiosity and pushing you to action.

Engaging delivery style featuring real-life case studies, practical examples, and exercises that anchor the learning through smaller groups, making it memorable and relatable.

Navigate Challenges More Confidently through understanding financial metrics equips you to face economic downturns and unexpected challenges with a clear head and a well-defined plan.



Invest in your personal success, equip yourself with the financial knowledge and skills to navigate the business world confidently, become a leader who inspires trust within your teams and with your partners.