



## The Competitiveness of Accounting Firms

Programme Code: S120206S

It is important for accounting and professional service firms to have a firm grasp on the key factors that drive competitiveness and profitability. Traditional business models such as leverage and utilization may not help improving performance and drive profit.

This seminar will identify the factors that drive competitiveness and profitability as identified in detailed research by Harvard and other renowned institutions and give examples of firms which are using these principles to become more successful.

<b>Date</b>	<b>Monday, 6 February 2012</b>
<b>Time</b>	<b>6:30 p.m. – 8:00 p.m.</b>
<b>Venue</b>	Hong Kong Institute of CPAs, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong.
<b>Format</b>	Seminar including practical examples
<b>Language</b>	English
<b>Fee</b>	HK\$190 for HKICPA member or student; and IA/ HKIAAT's member or student HK\$180 for online enrolment HK\$330 for non-member
<b>Objectives</b>	<ul style="list-style-type: none"><li>• Identify the misunderstanding of profit drivers in accounting firms</li><li>• Discuss the key problems with traditional business models and ways of thinking</li><li>• Highlight the key factors that drive competitiveness</li></ul>
<b>Speaker</b>	<b>Mr. Robert Sawhney</b> , Managing Director, SRC Associates Ltd.
<b>Participants</b>	Senior partners, executives and other staff who are responsible for strategy and firm profitability
<b>Competency</b>	General Business and Professional Knowledge; Leadership and Business Strategy
<b>Rating</b>	Leadership Level (Please refer to the <a href="#">Institute's online CPD Learning Resource Centre</a> )
<b>CPD hours</b>	1.5

