



| CHARTERED CERTIFIED ACCOUNTANTS |



Cash Planning & Forecasting

What is Cash Planning?

Cash planning and forecasting is at the heart of any business' financial functions.

Making sure there is adequate cash in the business is critical to longevity.

This is a practice used to control the amount of money in a business and can be prepared monthly, quarterly or annually.

How to Forecast

A forecast needs to be robust and flexible. Depending on the type of business, you may have customers who can pay over 30 days or even 90 days. Can it be flexed for you to understand the effect on your cashflow?

The Benefits

Generating regular and detailed forecasts can provide many beneficial insights to your business, that aren't necessarily cash related, including:

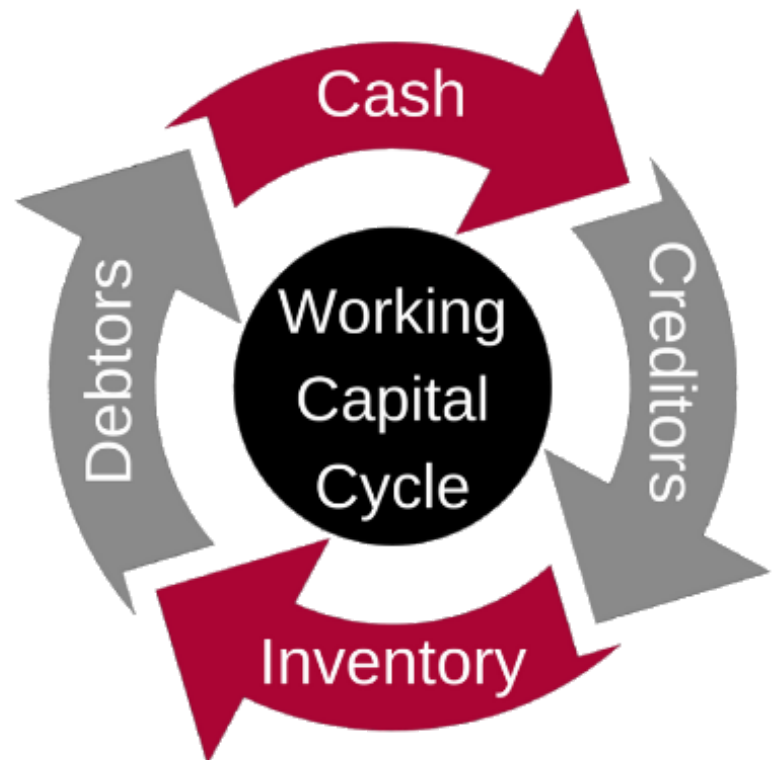
- **Learning from the past** - Using past trends and mistakes can help predict the future of your business and industry.
- **Assist in achieving goals** - Forecasting requires you to look ahead and can assist in the development of strategies.
- **Staying competitive** - Using forecasting to predict the trends in demand for your product as well as demand within the industry as a whole can assist in devising a plan to maintain a competitive edge.

Why do I need to Forecast?

Forecasting for money in the business fundamentally demonstrates whether the business is actually viable. Will it make money? Or rather, enough money?

Forecasting allows you to step outside the business and plan for how the future can look financially. Might there be gaps in the future cash flow or unforeseen circumstances which might need filling?

Knowing this type of information at an early stage can help you plan, apply for funding or look at strategies to succeed financially.



Accountants are ideally suited to assisting with cash flow forecasting. We have vast experience interpreting business finances and have the tools to allow you to access information easily.



PROFESSIONAL



PRO-ACTIVE



SUPPORT