

# THE ROBERTSON'S CASH FLOW PLAN



## *Giving your business the flexibility to thrive*

### **Why is budgeting & cash flow forecasting important?**

The right amount of cash flow helps your business be flexible so you can make the right decisions for your business at the right time. If you do not plan your cash flow correctly, you run the risk of having no money in the bank when you really need it.

- Are you making a profit but have no cash?
- Does your business have seasonal fluctuations?
- Do you have benchmarks to measure your performance?
- Are you always borrowing money?
- Can you afford to invest in new equipment?
- Can you take advantage of new business opportunities?

### **How will cash flow planning help my business?**

Robertson Chartered Accountants use strategic techniques to ensure you have enough cash flow to help you to achieve your business goals.

### **Robertson's cash flow and budgeting service will provide you with:**

- A clearer understanding of the profit drivers in your business
- Benchmarks for you to measure your performance against
- The ability to identify trends in your industry, market and business
- Knowledge of the strengths and weaknesses of your business
- How to create a more streamlined and efficient organisation
- The ability to plan for seasonal fluctuations

### **Why can we help you?**

While most business owners have the skills to complete the cash flow planning process themselves, our involvement ensures the process is undertaken, completed, and followed up on.

We see our role as part change agent - providing options, challenging assumptions, and evaluating scenarios to ensure that opportunities and risks are identified and discussed before key decisions are made.

*"A good budget is one of the best business tools you can have. In addition to goal-setting value, budgets will often improve your cash flow and your chances of acquiring funding from financiers."*

**Chris Hardiman** DIRECTOR  
ROBERTSON CHARTERED ACCOUNTANTS

Robertsons Chartered Accountants, helping local businesses with:  
**Business Development – Start, Buy, Exit Strategies – the Accounting Essentials.**