



REVENUE IS VANITY, PROFIT IS SANITY, CASH FLOW IS KING

Thursday, April 28th - Tucson

Do you ever wonder....

- Why you need cash, although your income statement shows a profit?
- Which of your products and customers actually contribute to your gross profit?
- How to improve your cash flow without asking your banker for a loan?

Attend this workshop and you will get a better understanding of cash flow and how critical it is for your business' success.

We will provide an overview of the three areas of cash flow and discuss operating cash flow (OCF):

- definition
- drivers
- improvement opportunities
- present KPIs to track/monitor cash flow and its components
- importance of Financial Planning (budgeting and forecasting)

EVENT TIME

9:00am - 11:30am

\$49.00

coffee, pastries, and
fruit provided

WHERE

TECH PARKS ARIZONA
9040 S. Rita Road
Suite 1270
Tucson, AZ 85747

Register at <http://bit.ly/AZMEPRevenueProfitCashFlowWorkshopTucsonApril2022>

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