

CASH FLOW AND FORECASTING

PRESENTED BY: CINDY SCOTT

WHO ARE WE?



The Coconino Small Business Development Center:

provides advising, training, online courses and resources for businesses throughout the Northern Arizona region. Our two conveniently located centers assist business people like you in every aspect of business development and management.

The SBDC is part of a statewide network of centers that deliver services to anyone who operates a business or is planning to start a business. We work with businesses in every industry and at every stage of growth from start-ups to well-established companies.

We're Arizona's largest and most accessible statewide source of assistance for small businesses, opening doors to opportunity in Arizona since 1988.

For more
information visit us
at:
coconino.edu/sbdc



America's SBDC Clients

- > Start a new business every 32 minutes
- > Create a new job every 5.3 minutes
- > Access \$100,000 in capital every 9.4 minutes
- > Make \$100,000 in new sales every 8 minutes



SERVICES WE OFFER:

- No cost Confidential Business Counseling
- No cost to low cost Seminars & Training
- New Business Check List
- Access to Capital Loan Assistance
- Government Contracting
- And much more



- **Explanation of Cash Flow**
- **Tracking Cash Flow in a Business**
- **Explanation of Forecasting**
- **Creating a Forecast**



CASH FLOW



**Movements of
money into and
out of a business.**

Operating:

Cash flow generated by business activities.

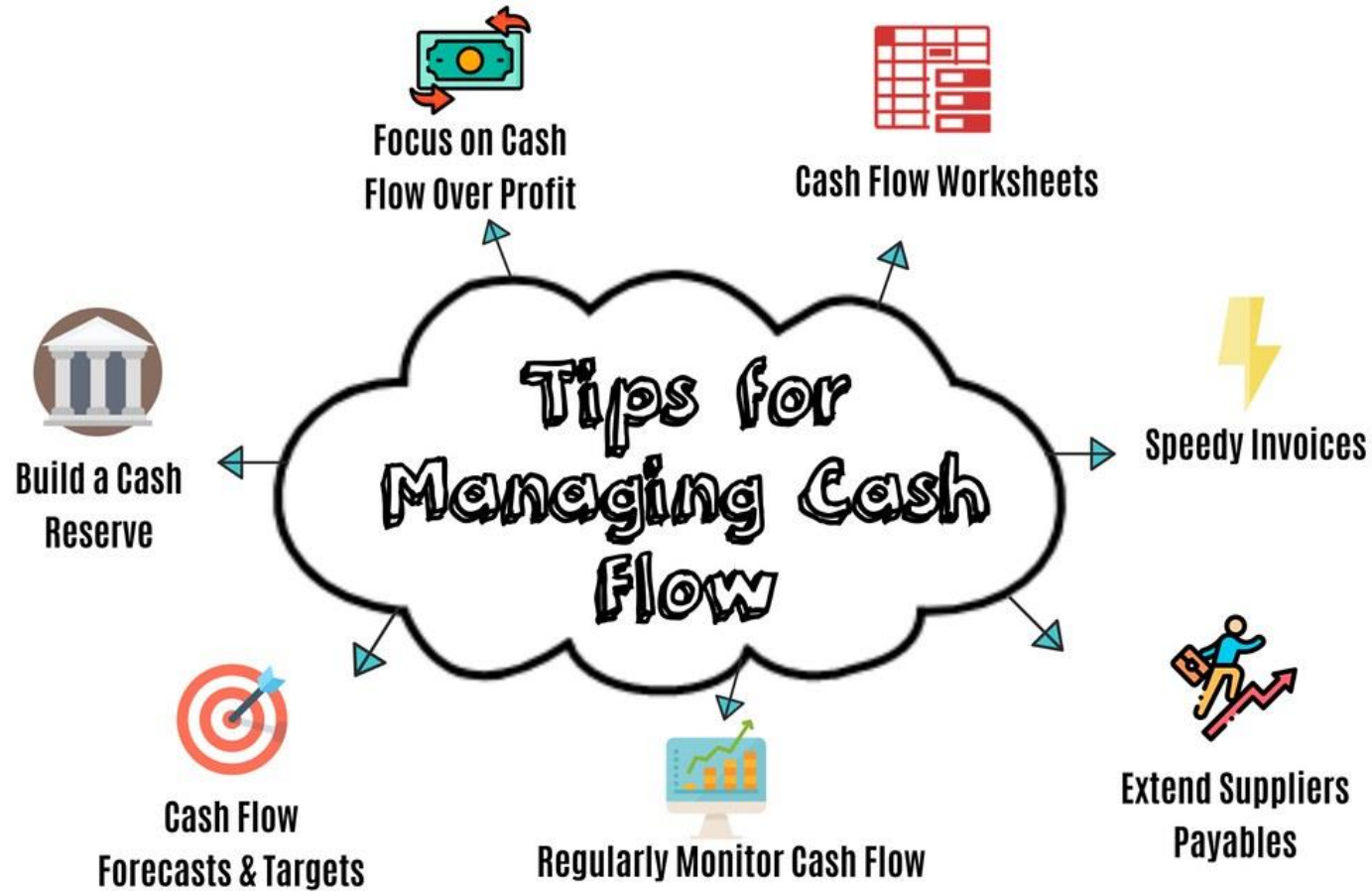
Investing:

Cash flow generated by capital assets and investments.

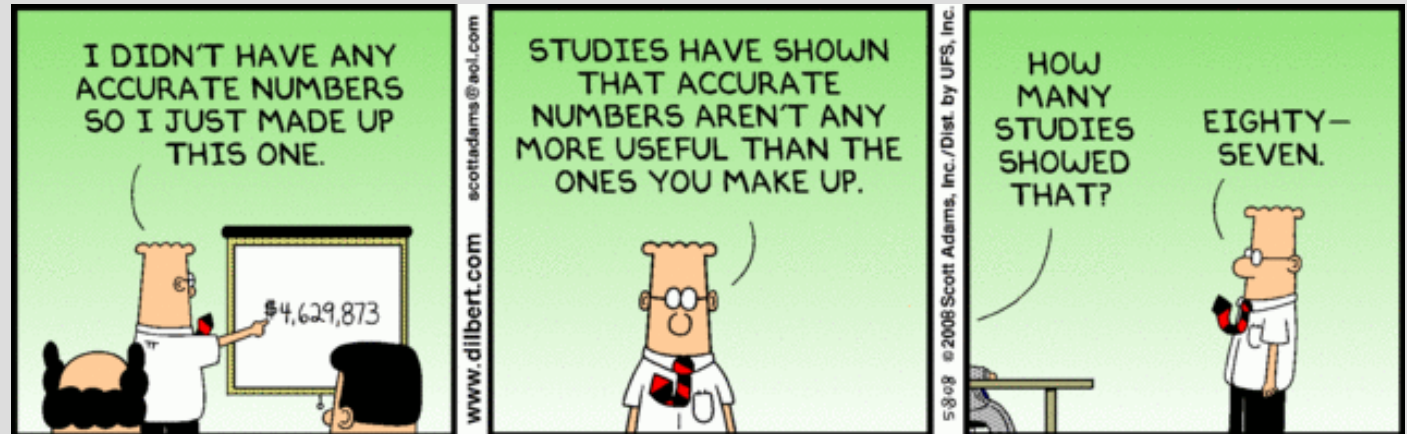
Financing:

Cash flow generated by issuing and paying debt.

CASH FLOW



Technique that uses historical data to make informed estimates that help predict future trends.



Technique:

Analyze the financial data and trends.

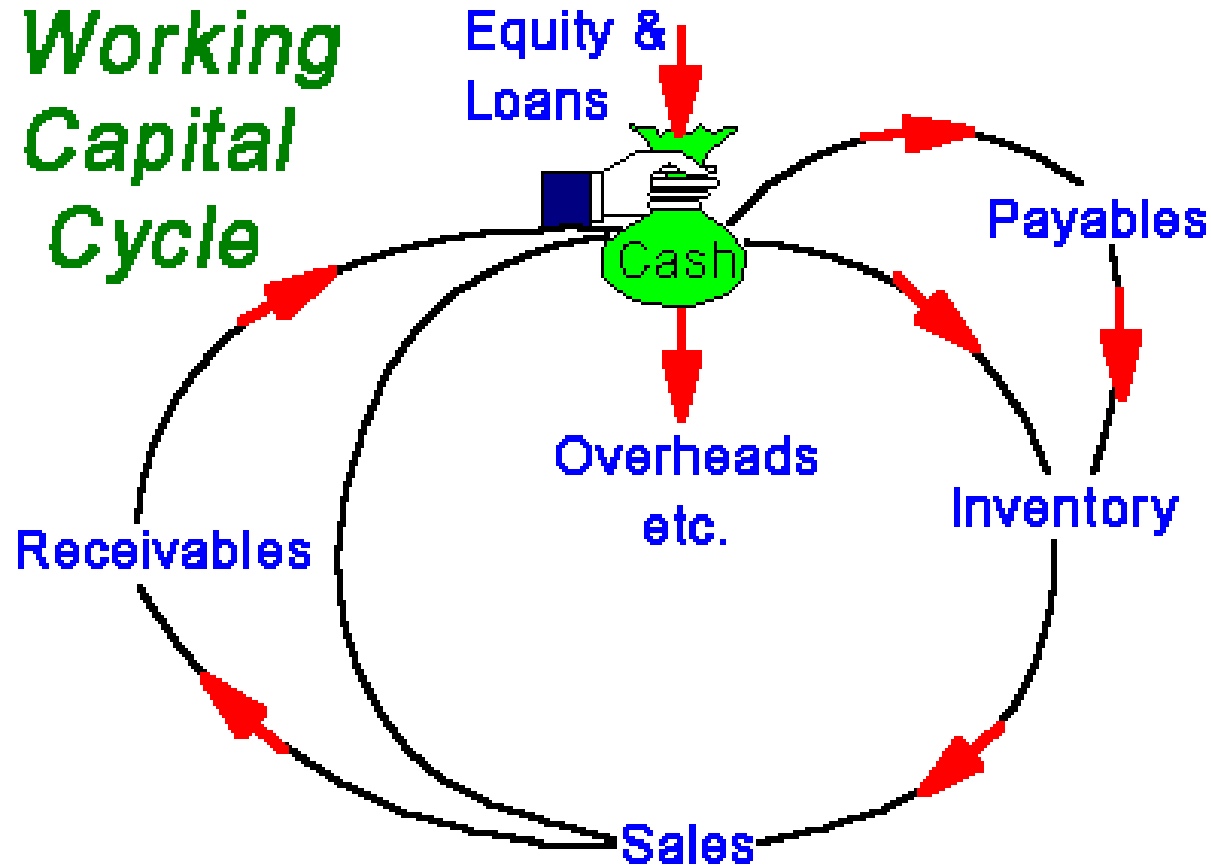
Historical Data:

Based on past facts and figures and uses opinions and intuition.

Future Trends:

Shows future trends and is a powerful tool for planning.

FORECASTING





Complete the Cash Flow and Forecasting Activity

Cash Flow and Forecasting Tips:

- **Keep an eye on your cash flow.**
- **Analyze your financial statements regularly.**
- **Find ways to stop wasting money.**
- **Find ways to increase revenue.**
- **Pay attention to trends in your industry.**
- **Pay attention to customer behavior.**

QUESTIONS?



Contact Us:

Coconino Small Business Development Center

Gina Couillard, Director

Amanda Hyde, Business Analyst

Cindy Scott, Business Analyst

Email: sbdc@Coconino.edu

Phone: 928-526-7644

Register for counseling:

Website: www.Coconino.edu/sbdc

