



BUSINESS OUTSOURCING

CASH FLOW MANAGEMENT SERVICES



WHAT IS CASH FLOW MANAGEMENT?

Cash flow management is a fundamental financial practice that involves monitoring, analysing, and optimising the inflow and outflow of cash within your business. It focuses on maintaining a healthy balance between incoming and outgoing funds to ensure financial stability and operational efficiency.

Having cash flow information at your fingertips can help drive growth by keeping you firmly in control. Being able to act quickly and with confidence can also set you apart from your competition. To achieve these things, you need visibility of the right data at the right time.

At its core, cash flow management revolves around the timing of cash movements. It's not just about how much money comes in and goes out, but when it happens. This temporal aspect is crucial because even profitable ventures can face challenges if their cash flows are misaligned.

“82% OF BUSINESSES FAIL DUE TO CASH FLOW PROBLEMS”

As a business owner, it is crucial to have an understanding of cash flow and liquidity for effective decision-making and growth. Creating a cash flow forecast and regularly monitoring your cash flow against it can help you to predict and respond to large cash outflows and changes in your business. You can also scenario plan for future decisions such as new hires and significant projects.

It is recommended that every business should have a cash flow forecast, regardless of whether their bank has requested it. If you haven't created one yet, we can help prepare a detailed cash flow forecast, so that you are not left guessing your business's cash flow.

Our Business Outsourcing team can provide you with high quality cash flow forecasts and coaching on how to manage cash flows to help give you the best opportunity for strong liquidity and growth.

We make use of online forecasting tools that integrate with online accounting software, so that your forecasts are always based on the most up to date information.

CASH FLOW MANAGEMENT COACHING WITH MOORE (SOUTH)

Helping our clients look ahead with confidence is core to our purpose as your accountants. We want to support you beyond preparing a cash flow forecast.

Our cash flow management coaching service has been designed to treat the underlying causes of poor cash flow - starting with your cash conversion cycle (CCC), a financial metric that measures the time it takes for a business to convert its investments in inventory or time costs and other resources, into its cash flow from sales. The cash conversion cycle provides insight into the efficiency of your company's operations and its ability to manage its working capital effectively.

Together we will review the potential causes of your cash flow challenges. We will work alongside you to support you in setting annual goals and devising a 90-day action plan for improvement. Accountability for implementing simple strategies to maximise cash flow is key and there are ways in which we can work alongside you to support you in achieving these.





Our Business Outsourcing team are able to create strategies with you to help combat your cash flow challenges and the goals we create with you are tailored to meet your business needs. We aim to take your current cash flow management processes and rebuild them on stronger foundations to help you gain a more conclusive insight into your business's financial position.

THE BENEFITS OF CASH FLOW MANAGEMENT SERVICES

Our cash flow management coaching will help you to:

- Understand key cash flow drivers and your business Cash Conversion Cycle;
- Monitor actual cash flow against forecasts;
- Predict and plan for large cash outflows;
- Identify ways to avoid late payment penalties and interest;
- Improve your relationships with financiers and suppliers;
- Gain an understanding of cash and liquidity for better decision making;
- Achieve peace of mind that your cash flow needs are known and adequately funded;
- Improve business processes to boost cash flow, profit and business value;
- Drive your business to achieve your goals in a managed way; and
- Prevent shortfalls in cash, avoiding disruptions in daily operations and financial obligations.

WHY USE MOORE (SOUTH) CASH FLOW MANAGEMENT SERVICES

Our cash flow management services offer a transformative approach to financial health and stability. Our service offers expert guidance from our Business Outsourcing team, who are well versed in the intricacies of cash flow forecasting and management.

With a focus on personalised strategies, our coaching empowers business owners to unlock the potential of their financial resources, ensuring a balanced inflow and outflow of cash.

By engaging with our coaching, you will gain the ability to navigate cash flow challenges, optimise operational efficiency and make informed decisions for growth.

CONTACT MOORE (SOUTH)

If you are looking for advice on cash flow forecasting or would like to receive cash flow management coaching, please speak with your local Moore (South) office to arrange a cash flow improvement meeting.

Contact us

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