

Welcome

**CAIRNS CHAMBER
OF COMMERCE**



**Building Business in All
Weather Workshop**

**Surviving the Financial
Cyclone**



*Business Mapping
Solutions*

www.cairnschamber.com.au | www.youngchamber.com.au

Surviving the Financial Cyclone



Welcome

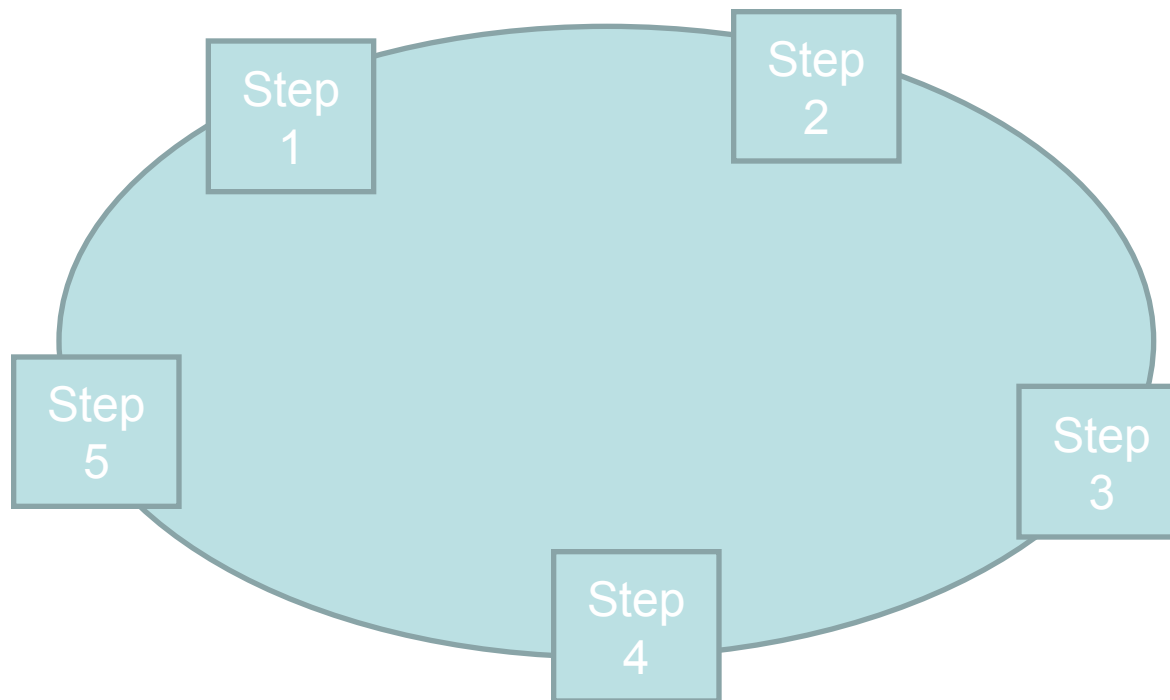
What we are going to cover:

- Understanding cashflow
- Understanding costing and pricing
- Budgeting as a valuable tool
- Understanding your financial reports

Surviving the Financial Cyclone

Cashflow

The business cycle



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Cashflow

Cashflow Statement

- Shows where the money is coming and going
- Helps plan for spikes in the cash flow

	July	Aug	Sept
Money in			
Money out			
Surplus			
Opening Bank balance			
Closing Bank balance			

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Costing and Pricing

- Do you know how much you have to make each week?
- Do you know how your costs behave?
- Are you realistic with your prices – boom times versus financial cyclones

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Costing and Pricing

- Cost behaviours
 - Variable
 - Fixed
 - List yours

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Costing and Pricing

- Breakeven

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Budgeting

- Great tool
- Use a sensitivity analysis to gauge impact
- Review regularly
- Be realistic
- Implement change

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Financial Reports

- Understanding them
- Get these monthly to see how you are going
- Income statement
- Balance Sheet
- Ratio Analysis

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**Thank you &
Questions**



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