**CASH FLOW MANAGEMENT IS IMPORTANT**

Some businesses that are operating profitable operations have suffered financial difficulties.

This can occur because of:

* Excessive investment in debtors
* Overinvestment in inventory
* Excess investment in fixed assets

These excessive investments can be masked by an attractive business profit but cash flow is drying up.

You do not pay your bills with profit – you need cash!

When accountants complete a predictive accounting assignment it is a good idea to have a discussion with the client and to highlight how banker’s utilise these reports.

The Profit and Loss Account and Balance Sheet can be “manipulated” – assets overvalued, stock inflated, debtor’s recovery overstated, whereas the cash balances are based on facts and cannot be manipulated.

This is why banks are continually asking for three-way financial forecasts and the key document is the Cash Flow Forecast.

**ESS BIZTOOLS** includes guidelines relative to the preparation of Predictive Accounting Reports within the Advanced Product Package.

**ESS BIZTOOLS** is offering a special **“DON’T FALL BEHIND ADAPT SCALING UP 55% DISCOUNT”** this on all packages. You are invited to visit [www.essbiztools.com.au](http://www.essbiztools.com.au) where you can view the product packages and subscribe.

Our contact details are:

Telephone: 1800 232 088

Email: [peter@essbiztools.com.au](mailto:peter@essbiztools.com.au)

Website: [www.essb](http://www.essb) iztools.com.au

[LinkedIn](https://www.linkedin.com/company/450501?trk=pro_other_cmpy)

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[Twitter](https://twitter.com/PeterJTowers)