

Mar 2023 | ISSUE 1

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# STEP UP SERIES

Strategies, Tactics, Evaluations,  
Principles to Upskill & Progress

A Biweekly Business  
Newsletter

By Shanker Viswanath



## 8 Super Effective Ways to Manage Your Business CASH FLOW

From my Desk to Your  
Laptop, a Biweekly  
Connection.

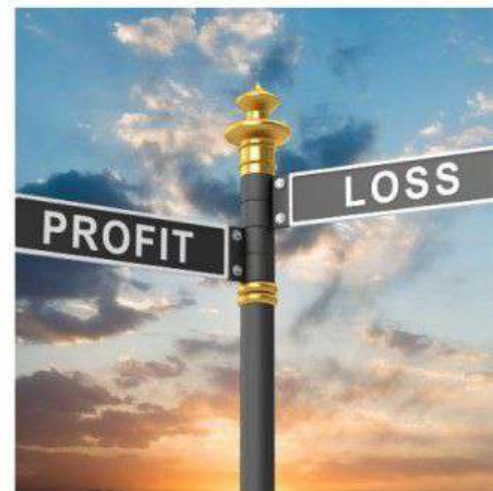
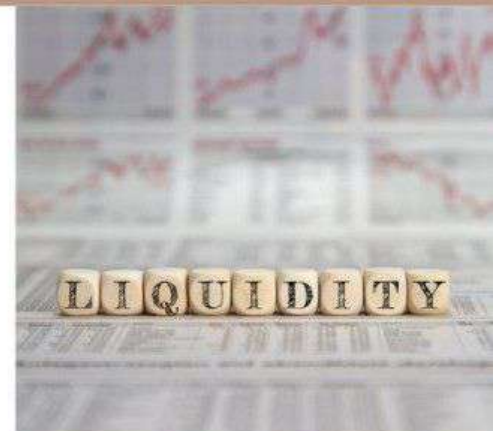
- Shanker Viswanath

Managing **Cash Flow** is vital to the success and sustainability of any business for several reasons. Here are **four ways** in which it helps you in your business:

- Maintaining liquidity;
- Planning for the future;
- Maximizing profitability;
- Building Credibility

However, you may ask - **Is there an effective way** to manage Business Cash Flows?

Well, the answer lies in the Acronym **CASH FLOW** itself. In **this newsletter**, I have made it easy for you to understand **how to effectively manage your business cash flow.**



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“Never take your eyes off the cash flow because it’s the lifeblood of business.”

Sir Richard Branson

**C - Collect** receivables promptly:

Please ensure a **well-defined and streamlined process for collecting** your receivables, including clear payment terms and follow-up procedures.

**A - Analyze** expenses:

**Regularly review your expenses** to identify areas where you can reduce costs or optimize spending, while still maintaining quality and efficiency.



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## S - Set financial goals:

**Define specific financial targets** for your business, such as revenue growth or profit margins, and set a plan to achieve these goals.

## H - Have a budget:

**Develop a budget that accurately reflects** your projected income and expenses, and use it to monitor your financial performance and make informed decisions.

“The more a business owner knows about their cash flow, the more empowered they become.”

Nick Chandi



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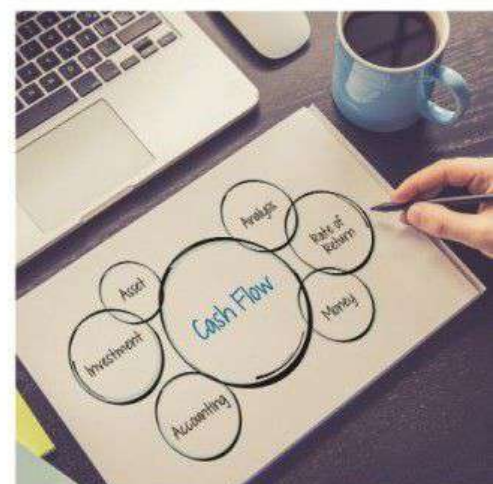
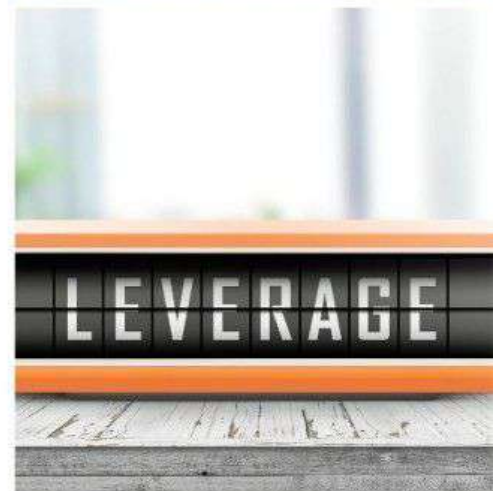
“There is really only one way to address cash flow crunches, and it’s planning so you can prevent them in advance.”  
  
Elaine Pofeldt

## F - Forecast cash flow:

Create a cash flow forecast to predict future cash inflows and outflows, and use this information to manage your cash resources effectively.

## L - Leverage financing options:

Consider different financing options, such as loans or lines of credit, to help manage cash flow gaps or fund growth opportunities.



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“The fact is that one of the earliest lessons I learned in business was that balance sheets and income statements are fiction, cash flow is reality.”

Chris Chocola

## O - Optimize inventory:

**Monitor and adjust your inventory** levels to avoid overstocking or stock shortages and minimize inventory holding costs.

## W - Watch pricing strategies:

**Continuously assess and adjust** your pricing strategies to ensure they are competitive, profitable, and aligned with market trends and customer demand.



“Entrepreneurs believe that profit is what matters most in a new enterprise. But profit is secondary. Cash flow matters most.” - Peter Drucker