

“Where has it all gone?”

One of the most common frustrations business owners have is control of their cash flow. “I wish my bank account looked like my profit and loss – where did it all go. It’s not as if we live lavishly, we don’t go on overseas holidays or dine out every night!”

This is a quite a complex question with a myriad of answers.

The answer usually lies in the sales and payments cycle. The longer it takes to send out and collect an invoice the quicker the bank balance wears down as your suppliers are paid before you are paid.

Preparing a “Where Got Where Gone” statement is a great method of finding out where the money went over the past year.

But just imagine if you are able to see your cash flow for the next three, six or twelve months.

Just imagine if you are able to go on a holiday for three, four or six weeks without the worry of not knowing if there is enough money in the bank to pay the bills.

This is able to be achieved with the preparation of a budget and cash flow projection.

A review of the past performance will go in some way to explain the behaviour of the cash flow of the business.

By having these reports prepared you will gain confidence in the future of the business and be ready for the threats but more importantly the opportunities which lay ahead.

This is the first step of every business person’s evolution from a technician to an entrepreneur.

If you wish to control the cash flow in the business so you can lead the life style you wish, do not hesitate to contact me and my dedicated team on (08) 7226 2142.

Yours faithfully,



John Stankevicius
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