

Preparing my Company for Growth

Growth and Financing

Presented By:

**CPA Sergio Hernández
Volunteer
Asesores Financieros Comunitarios**

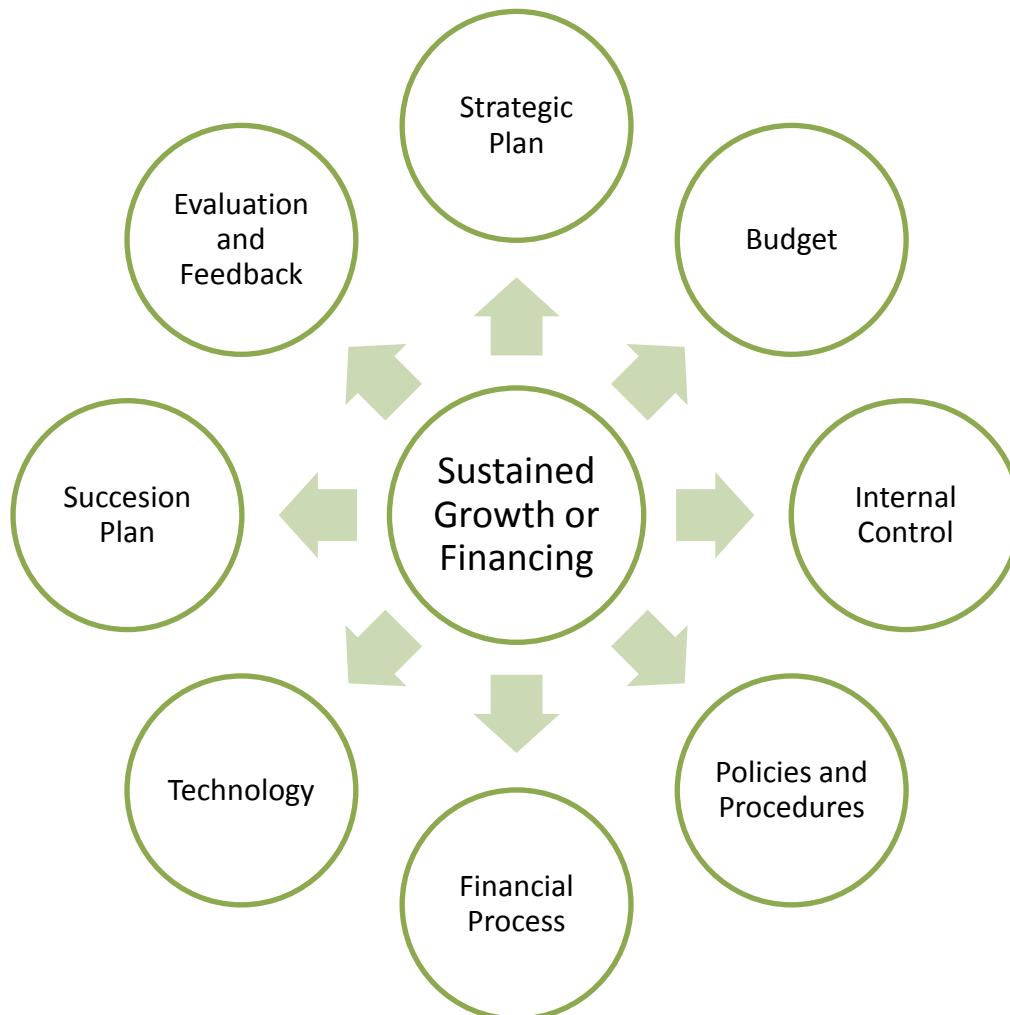


Business Phases



- Start-up
- Growth
- Expansion
- Mature

Factors to Prepare a Company for Sustained Growth and/or Financing



Strategic Planning

- Distribution of Resources - Go beyond day-to day
- Control - Assign specific \$ to achieve goals
- Coordination - Interaction among participants
- Communication - Efforts and direction
- Measurement - How well executed
- External Requirements - Stakeholders
- Simulations - Evaluate beforehand

Strategic Planning



Budget

- Action Plans to support strategies
- Identify strategies
- Need consensus
- Establishment of Priorities minimizes conflicts...and rework

Budget

- Strategies and Action Plans
- Economic and Business Assumptions, Targets
- Revenues
- Expenses
- Profitability
- Seasonality
- Capital Plan
- Headcount



Internal Control

- Safeguarding of Assets
- Management Oversight - Reviews and Approvals
- Risk Assessment - External and Internal Factors
- Control Activities
- Information and Communication
- Monitoring



Policies and Procedures

- Minimum set of business policies and procedures
 - Cash receipts
 - Cash disbursements
 - Credit and Collections
 - Inventory Procurement and Control
 - Payroll
 - Property and Equipment

Financial Process

- Monthly and Timely Reporting
- Actual vs. Budget
- Actual vs. Prior Year
- Analysis of major variances
- Departmental Accountability
- Major accounts analyzed and reconciled
- Quarterly Reviews



Technology

- Automation of Major Processes
- POS
- Accounting
- Payroll
- Inventory Management and Control
- Scanning of Inventory
- Accounts Payable and Accounts Receivable
- Filing

Succession Plan

- Development plans for top performers
- Back up for key positions
- Cross training
- Training and Development
- Long-range development plans



Evaluation and Communication

- Periodic feedback on performance
- Evaluations at least annually
- Open and frequent communication
- Open door policy



Financial Discipline

\$\$\$\$\$\$

Financial Success