During this three hour seminar, you will learn the details behind the financial statements that will improve the bottom line. This course will help you understand the various types of financial statements to allow for further review and analysis of your business operations and enhance your ability to design a profit improvement planning strategy to grow and expand your business. Topics include: understanding spreadsheets, revenue and expenses, structure and relationships, meaningful forecasts and projections, break-even analysis, balance sheets, and learning how to manage trends undermining your business (decreasing overhead costs, costs of sales, finding additional capitalization, etc.) and more.

### Understanding Financial Statements

| 3 Hours | $40 |

### Seminar Objectives

I. Learn the main types of financial statements to assess business operations’ strengths and weaknesses and establish goals for successful growth.

II. Learn how to prepare a financial analysis and ratios.

III. Learn how to make accurate business forecasts and projections.

IV. Learn how to formulate a profit improvement planning strategy

### Description

Assess your business operations’ strengths and weaknesses and establish goals for successful growth by understanding the details behind the balance sheet (assets, liabilities, capital for a point in time), profit and loss statement (income for a period of time), cash flow statement (sources/application of cash), depreciation (deductible expenses, rent, property tax, car and travel expenses, bad debts, business related insurance, professional services etc.) and loan payments (disbursements). Prepare financial analysis’ and ratios that gives businesses the opportunity to analyze and identify total sales revenue, profits, inventory, accounts payable and receivable, working capital and certain overhead costs, i.e. rent and payroll. Prepare and analyze ratios to evaluate liquidity, solvency, and profitability of the company.

Make accurate business forecasts and projections by developing a projected income statement, (profit and loss), as a planning and management tool that will help control business operations, develop a preview of income amount generated (monthly and annually).

Compose cash flow projections to budget for cash needs of a business by identifying how cash will flow in and out during a stated period of time inevitably empowering a small business owner to better control company assets.

This seminar will also cover how to create a profit improvement planning strategy, how to manage trends without undermining the business, goal-setting for profitability to include discussions on reducing overhead costs, decreasing costs of sales, finding additional sources of financing (equity), raising prices and reducing assets as a percentage of sales.