



YMCA Awards

Level 3 Business acumen for
personal trainers

2018

Level 3 Business acumen for personal trainers

Cash flow forecasting

Cash flow forecasting

- Adds structure & discipline to financial planning
- Identifies potential shortfalls in revenue
- Helps to prevent insolvency
- Ensures suppliers and staff can be paid
- Identifies problems with customer payments
- Required if applying for finance and investment

How to produce a cash flow forecast

Identify:

- Potential sales and income
- Known and potential fixed and variable costs
- Supplier and customer details
- Expected invoice payment dates (in and out)
- Actual payment dates (for tracking purposes)

The benefits of a cost-benefit analysis

- Ensure planned products, services or business ventures are financially viable
- Benefits must outweigh costs
- Informs business decision making

