

Preparing my Company for Growth

Growth and Financing

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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

Mission

Who we are, what we do, our values?

Vision

Where are we going?

Strategies

How will we get there?

Action Plans

Specific Actions (Who, How, When?)

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

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Financial Success