

# PLANNING FOR PROFITS

TUESDAY JUNE 5TH | 5:30PM - 8:00PM

## WORKSHOP DETAILS

If you're starting a business, will you have enough money to make it through the first year? Is there enough cash in the bank for your existing business? This entry-level workshop for start-ups and existing businesses will give you a solid understanding of how money flows in and out of your business. Using an Excel spreadsheet tool, you will learn how to project and manage business cash flows; enabling you to better manage your business finances and/or prepare you for borrowing money in your business.

### HOW YOU WILL BENEFIT?

- Learn how to project cash flow using an Excel spreadsheet
- Understand the difference between profit and cash flow
- See all of the sources and uses of cash in a business with one document
- Understand how cash flow and break-even translate into targeted sales per month

### WHO SHOULD ATTEND?

- Startups looking to project and manage cash flow
- Existing businesses who want to maximize profits by better projecting cash flow
- Startups and existing businesses preparing to borrow money

### LOCATION

#### FIRST GUARANTY BANK

4221 Airline Dr, Bossier City, LA 71111

### SPEAKER

**Dana Cawthon**  
Region Director of  
LSBDC-NWCR



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