



# PRACTICAL GUIDES

## #eFUTURE

#eFUTURE provides a step by step guide to help businesses re-tool and discover new ways to reach customers. This resource is provided through six publicly available guides featuring practical tips and simple tools:

GUIDE 1: Keep your business active

GUIDE 2: Efficiently handle orders and deliveries

**GUIDE 3: Organize business finances during complex times**

GUIDE 4: Ensure business safety and security

GUIDE 5: Implement various payment methods

GUIDE 6: Generate appealing products and promotions for your clients



This icon indicates support tools that put this guide into practice. A summary of available tools is located at the end of this document.



Empowered Lives.  
Resilient Nations.



# GUIDE 3:

## ORGANIZE BUSINESS FINANCES DURING COMPLEX TIMES

In times of crisis, appropriate financial management enables resources to be optimized to ensure that businesses continue to function. To this end, below is a simple guide to organize finances and control money management.

1

### CONTROL INCOME AND EXPENSES IN DETAIL



Keep a complete and detailed record of all income and expenses. Knowing where money is going will help control it and make the right decisions.

If you don't keep a record, start one now. You can use the model in Annex 2, print it or copy it in a notebook.

See Annex 2.

Give yourself time to keep a daily record, this will help to know how business is performing. See Annex 2.



2

### IDENTIFY YOUR SHORT-TERM AND LONG-TERM DEBTS



Make a detailed list of all debts, identifying creditors, amounts, interest rates, installment values and payment times. This will help with decisions about more urgent payments and those that can be deferred.

It is essential to have sufficient financial resources to keep the business running.

See Annex 3.

3

### PRIORITIZE PURCHASES AND EXPENSES



You know your business and what it needs for operational purposes. Classify each expense according to its importance and urgency. See Annex 4



Avoid impulse purchases at all costs. Suspend any purchase that is not essential to your business.

Take care of all money, do not spend more than is necessary.

Do not spend money that has not yet been received.



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## CALCULATE THE BUSINESS BALANCE POINT



Identify how much money is needed to cover fixed and variable costs. It is important to determine the point where there are no gains or losses, that is, the point of balance.

The balance point must be calculated for the day, week and month. This will help plan sales goals. **See Annex 5.** 📄

The **fixed cost** must be paid regardless of the volume of sales, such as the payment of electricity, wages or the rent of premises.

**Variable costs** are those that rise or fall according to how much is sold (for example, the purchase of materials and products).

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## MAKE A SALES BUDGET



Define what sales need to be achieved to cover balance points, that is, no gains or losses. It is vital that this is reached each month. Otherwise, money will be lost.

Project sales for the day, week and month. Projections must be realistic. **See Annex 6.** 📄

Every day evaluate if sales goals have been reached. If not, strategies must be generated to increase sales.

6

## MAKE A PURCHASE BUDGET



Make a budget for purchases from suppliers, taking into account what is usually sold and other new products that could interest customers. **See Annex 7.** 📄

This will help predict how much money is needed to supply your business. Always have an inventory of the items that sell best. **See Annex 8.** 📄

Evaluate suppliers. Make a list and compare the quality of products, prices and delivery times, choose the ones that best suit your business needs.

Try to improve conditions with suppliers that are not meeting performance standards.

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## PAY ATTENTION TO ACCOUNTS RECEIVABLE



If credit is offered to clients, establish effective collection mechanisms.

Keep a record of accounts receivable and review it for management on a daily or weekly basis. **See Annex 9.**

Give discounts or benefits for prompt payment. For example, gradually increase space for credit purchases, give gifts to build customer loyalty and speed up payment.



## SUPPORT TOOLS

**ANNEX 1:** Control of expenses and income video

**ANNEX 2:** Record of income and expenses

**ANNEX 3:** Debt register

**ANNEX 4:** Expense prioritization matrix

**ANNEX 5:** Cost analysis and balance point tool

**ANNEX 6:** Sales projection video

**ANNEX 7:** Tool for preparing purchasing budgets

**ANNEX 8:** Video on planning the purchasing process

**ANNEX 9:** Register of accounts receivable

Access all content and tools in the following link:

<https://www.bb.undp.org/content/barbados/en/home/covid-19--response-programme/efuture.html>





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## STEPSTO FOLLOW:

