

Business Financial Health

#SheMeansBusiness

Financial Records

Record every transaction
no matter how small

- Understand Financial Position
- Identify risks
- Identify problems
- Corrective measures

Financial Terms

Revenue

Money you get from
what you sell



Expenses

Costs in which you
incur to operate

- Cost of Goods Sold (COGS) and Cost of Services Sold (COSS)
- Selling, General & Administrative Costs

Revenue > Expense = Operating Profit

Revenue < Expense = Operating Loss

Revenue = Expense = Break-Even Point

Net Profit =

Operating profit -
Interest expenses
& taxes

Capital
Expenditure =

Money used to
acquire assets

Depreciation =

Cost of assets ÷
Lifespan (months)

Money set aside
to cover emergency
expenses