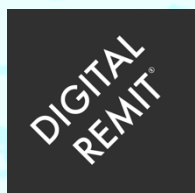




Accounts & Pricing workbook



SEMLEP's
Growth Hub
Connected Business Support

1. Starting out with accounts

What are they?

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What are the legal requirements?

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What is the difference between cash and accrual?

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2. Budgets and forecasts

What are budgets and forecasts?

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Why do they matter?

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What are your revenues?

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What are your costs?

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How do we control costs?

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What are your key assumptions?

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3. Cashflow in practice

	month 1	month 2	month 3	month4
opening	£	£	£	£
in	£	£	£	£
	£	£	£	£
	£	£	£	£
out	£	£	£	£
	£	£	£	£
	£	£	£	£
closing	£	£	£	£

What happens if...? (NB: remember to cover both inflows and outflows)

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	month 1	month 2	month 3	month4
opening	£	£	£	£
in	£	£	£	£
	£	£	£	£
	£	£	£	£
out	£	£	£	£
	£	£	£	£
	£	£	£	£
closing	£	£	£	£
(original closing)	£	£	£	£
(difference)	£	£	£	£

4. Getting finance

Why do you need finance?

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What types of finance can you think of?

Type	Pros	Cons

How do I secure finance?

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5. Key financial statements

What is a profit and loss account?

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What is a balance sheet?

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What is a cashflow statement?

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6. Pricing

How do you set your prices?

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Are you cost-plus or value-based?

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Are customers deterred by your prices?

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Which heuristics do you use now?

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Which might you use in the future?

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ENDS