

# Your business, your financial plan



Essential tasks to help build your financial plan and get your business started

No matter what business you're in  
- money matters.

Writing a financial plan will help launch and sustain your ideas into a real business reality.

It can seem daunting but working through a number of key financial tasks will help you make a start and do business the way you want to.



## What are the essential tasks to knowing where your finances are at?

### 1 Calculate your set up costs

Consider once-off costs (e.g. registrations and equipment purchases) and day-to-day expenses over the first few months (e.g. rent, utilities and employee wages).

### 2 Forecast your profit and loss

What do you think your sales and expenses will be over the next 12 months? Knowing that can help you develop and adjust your sales targets, pricing strategy and profit margins.

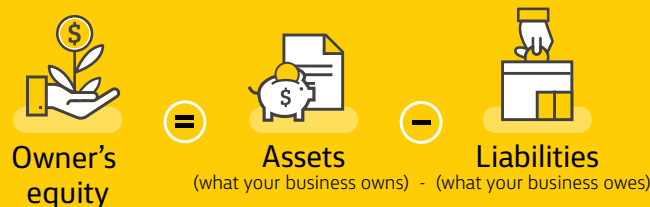
### 3 Forecast your cash flow

List out all your predicted cash in and outgoings to find out whether you'll have enough cash over the next month or quarter.

Check out our [short videos](#) for simple steps.

### 4 Forecast your balance sheet

List all your expected assets and liabilities after the first 12 months to get a snapshot of the financial health of your business idea:



### 5 Find your break-even point

Completing a break-even analysis shows you the number of sales needed to cover costs. Knowing that can help you judge how feasible and profitable your business idea is.

*Seek professional help from experts such as an accountant to guide you through these critical moments.*

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