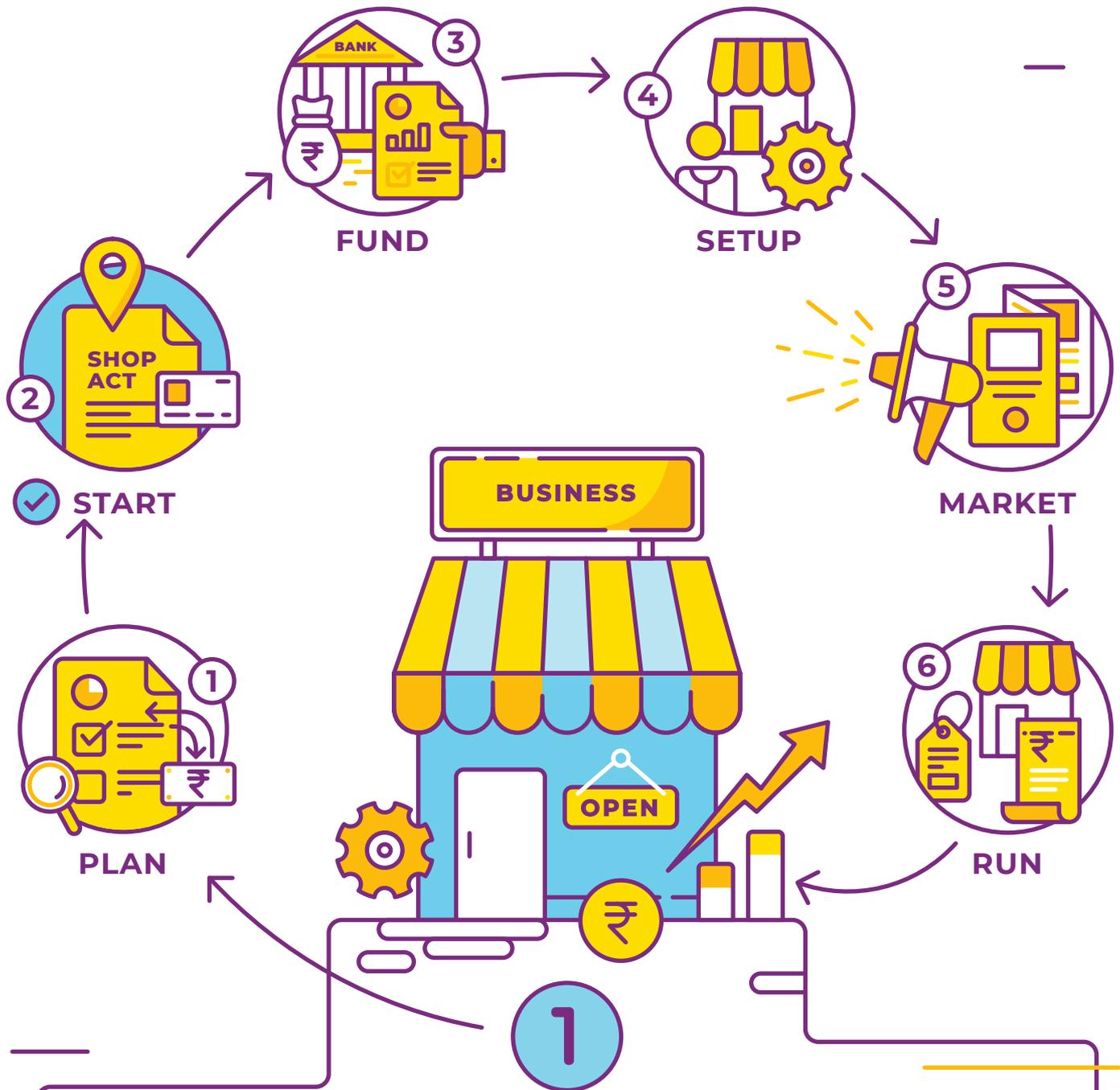


IMPROVE BUSINESS PERFORMANCE



de **Asra**

Powering businesses. Creating jobs.

IMPROVE BUSINESS PERFORMANCES

Business plans are made considering certain assumptions. As time passes lot of data regarding performance of the activity gets generated. This data has to be reviewed at periodic intervals say monthly, quarterly etc. Further, at the end of every year Profit & loss statement, Balance sheets etc. are needed for filing IT and other returns.

For running a business successfully and ensuring growth in your business you need to assess the position of your business. This assessment is basically a comparison between the goals and milestones that you had set for your business with the actual current scenario in the business. It is necessary to check the status of your business on regular intervals. This will help you to identify the problem areas in your business.

Identify the problem areas is the first step to improve the performance of your business. Following are certain key ways in which you can improve the performance of your business:

Business performance assessment:

Following 5 areas determine the health of the business:

- 1) Growth in sales
- 2) Growth in profits
- 3) Availability of cash
- 4) Asset efficiency
- 5) Compliance

- You have to set benchmarks for each of the above areas and compare it with the actual data for analyzing the health of your business

- At deAsra we have developed a tool for firstly finding out the area wherein your business needs improvement

- After finding out the exact area of concern, we can guide you in depth on what improvements, changes you should make in your business be it a business process or a strategy, so that you can achieve the expected goals.

- It is advisable to undertake business health assessment on regular basis, so that you can take control measures before any problems arises in your business

Cash flow management:

- 1) Generally, cash flow management is one of the major concerns for many businesses.



de **Asra**

Powering businesses. Creating jobs.

- 2) This can be resolved by maintaining timely and accurate records of cash inflows and cash outflows.
- 3) While maintaining such records, it is necessary to classify the inflows and outflows under correct heads, i.e. a credit sale should be recorded under “Credit Sales” head and not as an cash inflow.
- 4) Such records can be useful in preparing the financial statements of your business.
- 5) Also, you need to identify cash budgets so as to map it with the actual cash inflow and outflows.
- 6) At deAsra we have a simple tool called “Inflow-Outflow Tracker” which is just the right tool for a small business for recoding its cash transactions.

Restructuring of loans:

- 1) Many a time it happens that the business does not grow at the scale it was expected. It may result in piling of stocks, delays in recovery of debtors, over dues in bank loans etc.
- 2) You need to identify the problems and rework the business plan. One way of reworking the business plan id restructuring the existing loans



de **Asra**



Good Luck For Your Business.



deAsra Foundation

Address : C/o Persistent Systems Ltd. 402, Bhageerath,
Senapati Bapat Road, Near ICC Tech Park, Pune 411 016

Contact : +91 86699 85599

E-mail : team@deasra.co.in