

**JUST THE FACTS BUSINESS:
HELPING YOU TALK ABOUT MONEY**

Bookkeeping 101

Bookkeeping is a critical form of business organization to show a clear picture of the company's current financial status and ongoing performance.

It involves recording financial transactions in standard categories and formats.

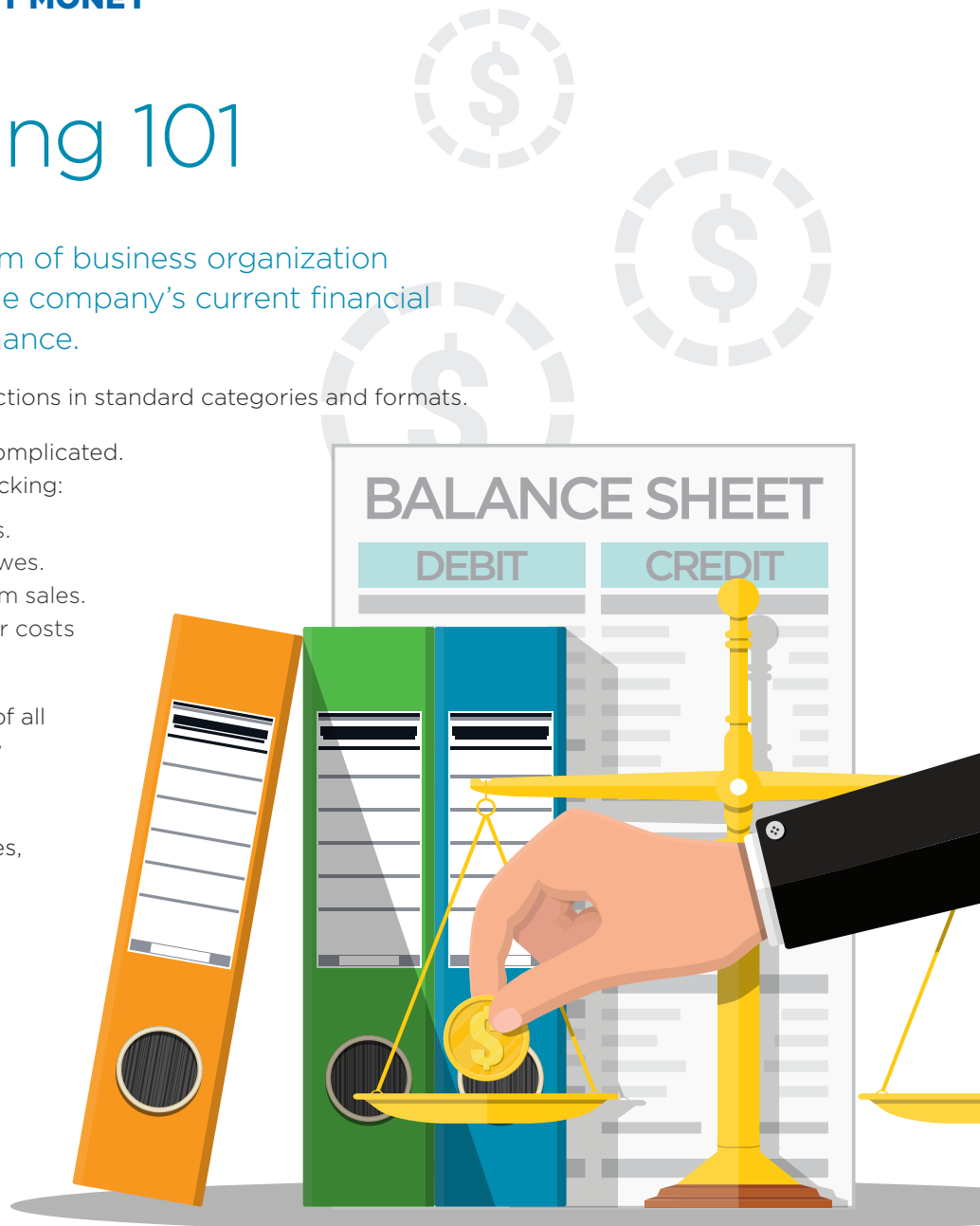
Bookkeeping does not need to be complicated. The business manager should be tracking:

- **Assets** - what the company owns.
- **Liabilities** - what the company owes.
- **Revenues** - money coming in from sales.
- **Expenses** - wages, rent and other costs of doing business.

Keeping careful, consistent records of all transactions helps monitor cash flow (money in and money out) and profitability, allowing for smarter decisions about adjustments to prices, costs and other business details.

Some companies, especially new start-ups, often treat bookkeeping as a secondary consideration. But experts agree that bookkeeping should not be delayed - it is vital in developing strategies to ensure the business succeeds.

Low-cost computer software is readily available to help facilitate the bookkeeping process.



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