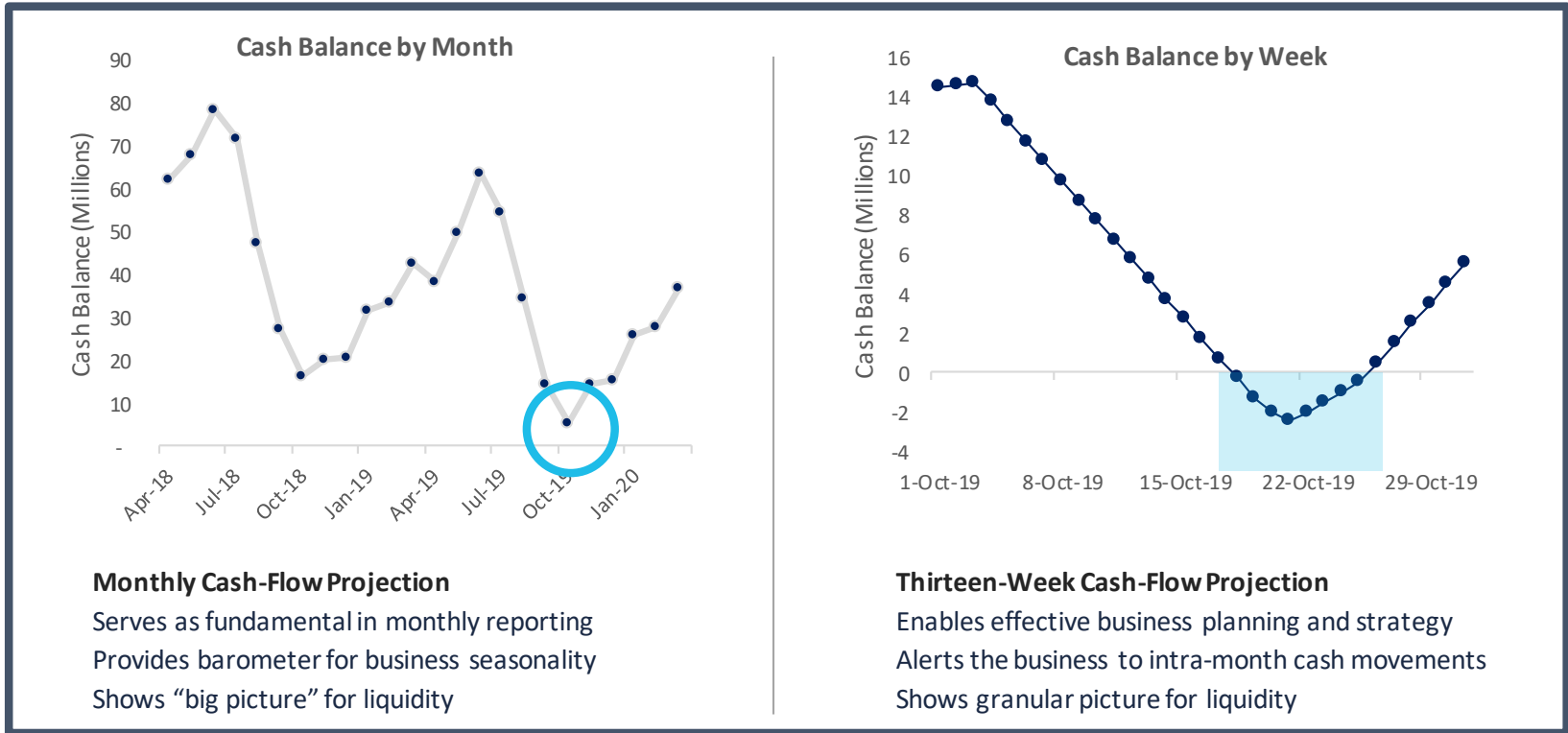


# LIQUIDITY FORECASTING

A thirteen-week cash forecast is critical to prudent cash management



**While cash-flow projections are a regular aspect of financial and management reporting, thirteen-week cash-flow forecasts can be key to effective business planning and strategy.**

**This company regularly had cash declines each October, but ended positive at the end of Q4. A thirteen-week cash forecast alerted it to a period of extremely tight liquidity that needed to be managed carefully.**

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