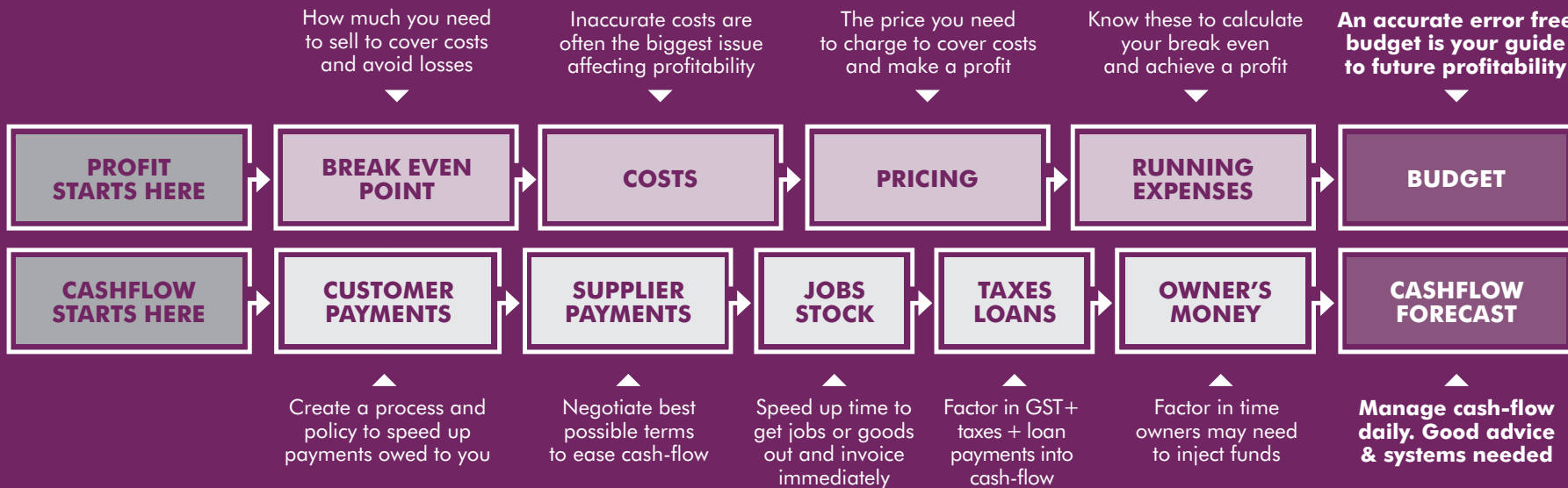


# THE PROFIT VS CASH-FLOW ROAD MAP

A business owner's guide to understanding how PROFIT and CASHFLOW differ



**Better PROFIT is knowing your exact break-even, then managing costs to build sales and cash-flow.**

**Better CASH-FLOW should follow the sequence above. Small percentage improvements in each can make a BIG difference to the bottom line.**

We take responsibility for your business numbers and financial challenges so you can drive your business and make money. © Copyright CFO On-Call by CAD Partners Pty Ltd 2019

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