



Financial & Operational Efficiency

5 KEY POINTS

Here are some key tips to help you streamline processes, reduce costs, and strengthen your business foundation for long-term success.

1. Master Your Cash Flow

- Track every dollar. Use simple tools like Wave or QuickBooks to monitor income and expenses.
- Plan ahead and build a 3–6 month cash reserve for seasonal slowdowns or supply chain delays.
- Invoice smarter by setting clear payment terms.



Know Your Profit Margins & Price Smart 2.

Break down all costs (materials, labour, overhead) to calculate true costs to set profitable prices. Strategize pricing by considering bundle deals or tiered pricing for different customer segments to increase average sales. Regularly review margins ie. quarterly—small tweaks make big differences.

3. Take Control of Your Time

Use time-blocking to identify priorities and help you focus on growth. Reserve time slots for key activities like marketing, inventory, or customer service. Tools like Trello, Asana, or Google Calendar help you organize and automate repetitive tasks.



4. Leverage Cost-Effective Tech Tools

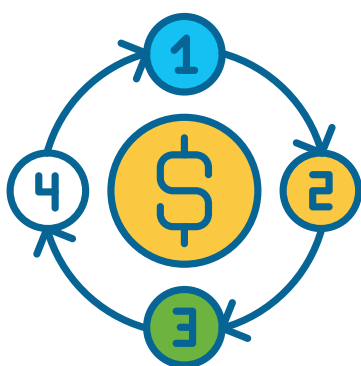
Affordable digital tools save time and help small teams punch above their weight.

- Communication:** Slack or Microsoft Teams keeps teams connected.
- Design:** Canva helps create professional marketing materials with zero design skills.
- Sales & Payments:** Square or Shopify POS for easy transactions.
- Operations:** Google Workspace or Trello for seamless collaboration and file sharing.

Pro Tip: Start with free tiers and scale up only as needed.

Measure, Adjust, Repeat 5.

Tracking metrics helps you spot leaks and double down on what's working. Set monthly check-ins to review finances and operations. Use dashboards (QuickBooks, Excel) for key insights and make small, consistent improvements for big long-term gains.



NORTH VANCOUVER
CHAMBER

info@nvchamber.ca

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