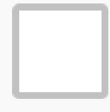
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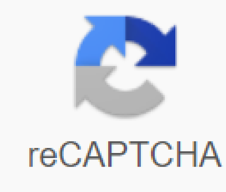
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Related topics: Newsletter Promo Summary and excerpts from recent books, special offers, and more from the Harvard Business Press Review. April 10, 2006 5 min read Opinions expressed by entrepreneur savers are their own. Business owners rarely go into business to deal with the financial aspects of company management. And it's easy to see why: You are most likely passionate about the products or services that you provide and want to focus your time and energy there. Thus, your financial responsibilities tend to fall to the bottom of your desirable duties list. But it is very important for the long-term success of your business that you understand some of the financial foundations of being a business owner. You don't have to be an accountant or financial analyst, but what you have key skills in your business tools to measure the financial aspects of your business. And while it's okay to outsource this activity so that someone else can do a job you don't like to do, you need to be sure that you understand the release of financial information. You will need it to help make informed decisions about your business. Remember: accounting isn't just about taxes. There's so much more to know about numbers, so you'll know how your business is doing in terms of management. There are a number of key parts of the financial picture that you should know and they can be laid out based on three critical financial statements your business generates: profit/loss, cash flow and balance sheet. I meet entrepreneurs every day who are unsure of the profitability of their business. They think they are making money because they have money in their checking account. But that's not how you have to run your business! Having money in your checking account doesn't mean you're profitable. This may mean that you haven't paid all your bills, so you still have some cash on hand. But cash and profit are two different concepts. If you are not profitable, you will not have long-term success in your business. So what is the difference between profit and cash? Profit is defined by the following equation: Earnings - Value of Goods Sold - Gross Profit - Overhead - Net Income This equation is equivalent to your profit/loss. The income dollars that come from generating sales in your business. The value of the goods sold reflects the direct labor costs and materials involved in your business. The overheads cover all those other expenses that you bear, so that your business can function, such as rent, taxes, insurance, marketing and accounting. You may have actions that affect your cash but are not considered income or expenses. For example, when you borrow money from a lender, that money is not considered an income. This is classified as an increase in your liabilities (i.e., your debt). When you repay this loan, it will not be considered expense - it is a reduction in your liability. Any interest that you may incur on this loan will be classified as interest expense, but the bulk is not. Similar concepts apply to owner investments and withdrawals. Often small business owners clearly do not understand the concepts of cash and profits and therefore do not have a good handle on their finances and how to interpret any results from financial statements. For example, did you know that you can show profits and still have negative cash flow? You can, if your loan payments, owner withdrawals and other non-expenses activities take more money out of your business than you have a profit. The same is true on the opposite side of the thread: You can have a lot of cash coming into your business through increase personal or financial activities financed by the lender and still do not show profit (because you do not generate enough income). The most basic cash flow statement can be stated as follows: Start of cash balance and cash flow - Cash outflow - End of cash balance It is important that you understand the difference between your profit/loss and your cash flow statement. They provide two very different views on your business. The third financial report you have to generate monthly is the balance. The balance sheet contains information about your assets, liabilities and equity. Assets are what you have that matters, such as your bank accounts, receivables, inventory, property, manufacturing facilities and equipment. Obligations represent your obligations to others and include things such as payables, notes paid to creditors, and loans from shareholders. The stock balance reflects the value of your ownership in your business. When you take the value of your assets less than the value of your liabilities, the rest of your capital. It doesn't matter the size of your business - profitability and current financial stability is something you should monitor on a regular monthly basis. And while some entrepreneurs will say that their business is too small to generate financial reporting for it, it's just a way of not holding themselves accountable for running a business wisely. It will always be someone's fault when your business fails... or at least that's what you say. You can choose to succeed, or you can choose to fail. It's always a choice, not a default. So make the choice to be a financially informed business owner. Your business will thank you for your increased profitability and durability! Investopedia uses cookies to provide you with a great user experience. Using Investopedia, you accept our use of cookies. The methods used to analyze securities and make investment decisions fall into two broad categories: fundamental and technical analysis. Learn the main differences in these strategies and how to use each analysis effectively. Fundamental analysis is a means of studying commodities in an attempt to predict the future path of least price resistance. The basis for fundamental analysis is supply and demand. When looking at commodity prices, the concept of supply and demand is a simple equation. However, things get complicated when you're trying to predict prices for the future. Commodity trade in cyclical cycles. Sometimes the supply of a given commodity like oil or gold will be tight and this will push prices higher. In other cases, there is too many commodities and prices are falling. Fundamental analysis and traders would like to look at commodities that are trading at multi-year highs or lows. After all, the picture tends to change, leading to lucrative trade Commodity price movements using fundamental analysis can be broken down into simple formulas: Supply and demand, higher supply prices and demand - lower prices - this is the amount that has been moved from the previous year (s) of production (stocks) and the volume that is produced in the current year. For example, current supplies of soybeans include crops in the land and the amount left over from past agricultural years. Generally, the more the more is moved from the previous season, the lower the prices tend to move. Many factors influence the supply of goods such as weather, total acre planting, industrial strikes, crop disease and technology. The main thing to remember when using fundamental analysis is that high commodity prices will lead to increased production. Everyone wants to make a profit, so it is more profitable to produce this product when the prices are higher. As you would expect, demand tends to fall as prices move higher. If demand falls enough, it will put downward pressure on the price. Demand for commodities is the amount consumed at this price level. The rule of thumb is that demand will rise when the price of an item moves lower. Conversely, demand will decline as commodity prices rise. There is an old saying among commodity traders that low prices cure low prices. This means that most of the goods will be consumed at lower prices, which reduces supply and therefore prices will eventually increase. Just think about how you would drive more and use more gasoline at $1.50 per gallon than you would at $3 a gallon. Fundamental commodity analysis is a simple economy. Consumption patterns are changing as commodity prices rise and decline. Prices will fluctuate in the short term, so it is not easy to make fundamental forecasts of commodity prices for short-term trading. It's even harder for new commodity traders to do so. We encourage new traders and even experienced traders to use a long-term strategy when using fundamental analysis to predict commodity prices. You should look for trends that are evolving that encourage changes in supply and demand factors. To start fundamental commodity research, there are numerous reports that are compiled by government sources - USDA, Department of Energy and Futures Exchanges. Many large commodity brokers also publish basic research for their clients. It may seem like a daunting task to find all the current data and compare it with previous years to understand how prices reacted in these conditions. is to predict the supply and demand scenario for the future. This is virtually impossible to do as you will compete with experts who have a lot more data and experience, let alone resources. What's what want to do is look for trends in production and consumption and trade with this bias. For example, if corn shipments are at a five-year high and we've just planted a record number of acres of corn this season, it's likely that corn futures will trade with a downward bias. You probably want to trade from the short side. At some point, the price of corn will move to too low, and demand will increase. In addition, there may be weather problems during the current season, which will reduce the production of corn. In these cases you need to be flexible and understand that prices will not go down forever. Long-term trends in commodities are easier to detect through fundamental analysis, but we prefer to use technical analysis to capture short-term changes in commodity prices. Most professional commodity traders would like to know what the big picture is with commodities using fundamental analysis and then they use technical analysis to time their records and exits. This is the essence of the technometallic approach to commodity markets. 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