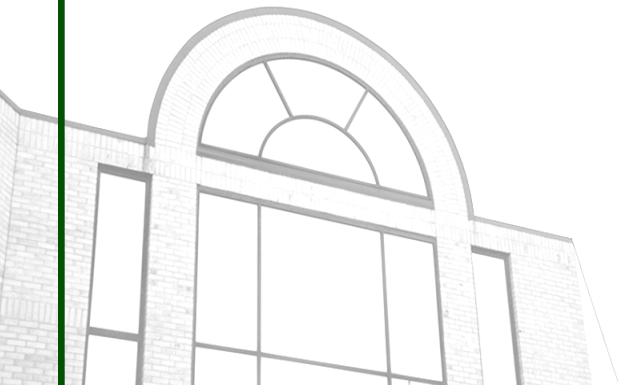
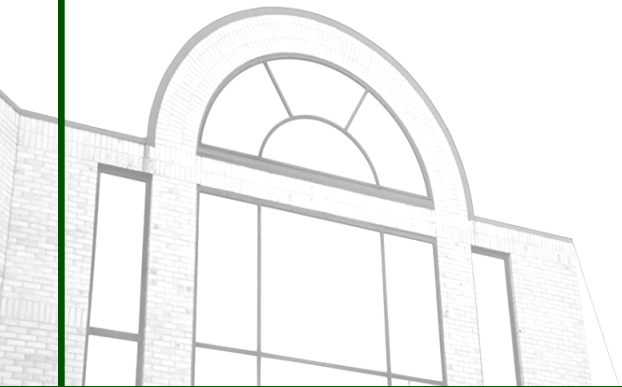


The Role of the Accountant In Organizing the Business Enterprise



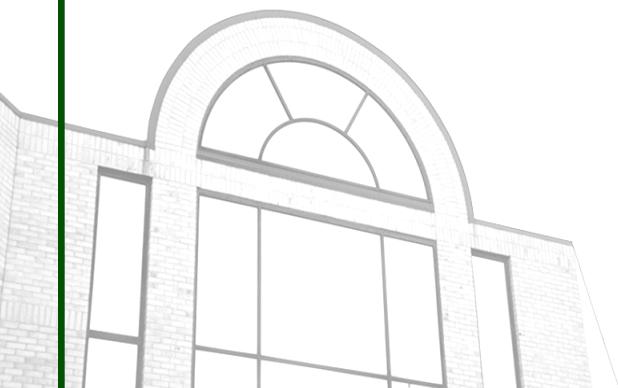
Question:

How important is the accountant in organizing the business enterprise?



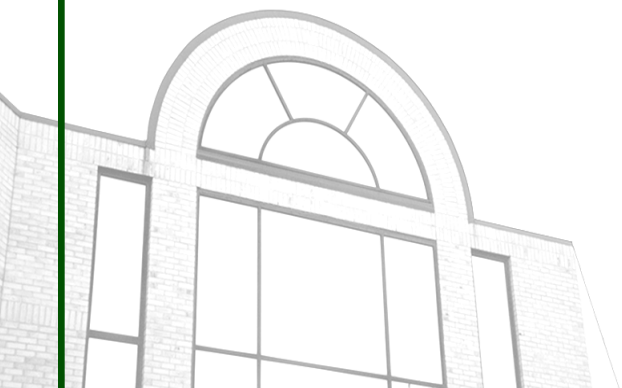
Answer:

It depends



Question:

It depends on what?

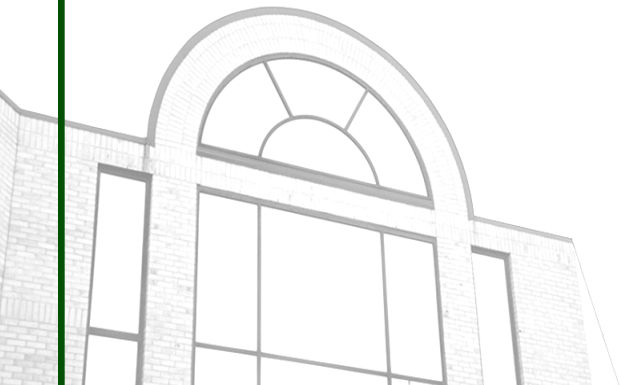


Answer:

- The stage of development
- The pace of growth
- The span of operations...or intended span of operations
- The complexity of the business
- The business plan and goals
- The source of financing
- The industry

Question:

How do I choose an accountant?



The Role of the Accountant in Organizing the Business Enterprise

- Bookkeeping
- Planning & Monitoring
- Compliance
- Advising & Communicating

Bookkeeping & Reporting and Internal Controls

- Cash transactions
 - cash disbursements, payroll, cash receipts
- Monthly closings
- Annual reporting
- Auditing

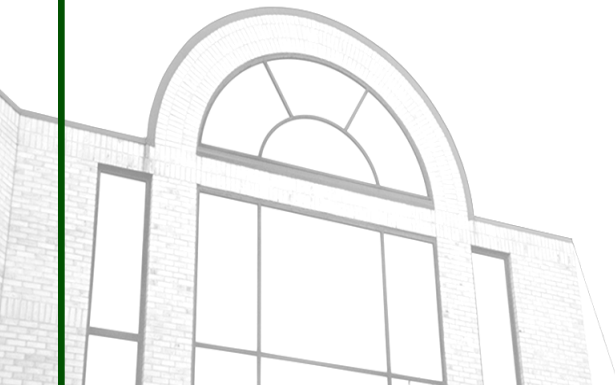
Planning & Monitoring

- The Business Plan
- Results to date
- Budgets
- Projections & Forecasts
 - modeling
- Market analysis & information gathering

Planning & Monitoring

cont'd

- **Monitoring:** Compares the bookkeeping & reporting to the budget and forecast.



Compliance

- Federal & State Income & Franchise Returns
- Payroll & Payroll taxes
- Real Estate Tax
- Sales Tax
- Financing Sources

Advising & Communicating

- Financing for growth
 - equity
 - debt
 - cash flow
- Systems development
- Wealth creation & retention

Advising & Communicating

cont'd

- Communicating your financial plans to:
 - investors
 - lenders
 - customers
 - other advisors