**Worksheet: Finance functional area**

Indicate if these activities would need to be carried out before, during or after the financial cycle. To make thinks more challenging, some activities are not the responsibility of finance. For these you need to indicate the correct functional area (marketing, HR, or operations).

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| --- | --- |
| Investigating the best value mode of advertising |  |
| Allocating the % of profits that can be paid to the staff as a bonus |  |
| Conducting a cash-flow statement |  |
| Reporting financial results to the business owners / directors |  |
| Sourcing a more efficient machine to reduce production costs |  |
| Conducting a cash-flow forecast |  |
| Allocating budgets to each functional area |  |
| Amending cash-flow forecast as new information comes to light |  |
| Reviewing the cash-flow forecast to ensure spending is in line with plan |  |
| Asking each functional area their financial obligating’s for the upcoming year |  |
| Comparing cash-flow statement to cash-flow forecast |  |
| Allocating which staff receive a financial bonus |  |

**Hints & Tips** – See below table for main responsibilities for each functional area

|  |  |  |  |
| --- | --- | --- | --- |
| **HR** | **Marketing** | **Operations** | **Finance** |
| * Recruitment and selection of employees * Training and development of employees * Performance management of employees * Responsibility for health and safety in the workplace * Ensuring compliance with employment legislation | * Market research   + i.e. to research the market and find out customer * opinions * Developing a marketing mix: Product, Price, Place, * Promotion (4Ps) | * Production planning * Producing the product or service * Quality control * Stock control * Logistics | * Organisation and allocation of financial resources * Financial performance reporting * - Monitoring of cash flow |