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Cash Flow & Funding Plan

FMCG Brands & Distribution

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a cash-flow and funding plan from discrete drivers — inflows from sales/collections, outflows for RM/production/A&P/salaries/schemes, working-capital growth and any capex — so a scaling FMCG brand does not run out of cash. Use it to plan funding. For working-capital sizing use the Working Capital Planner.

Purpose of this tool & output

Keep cash ahead of a fast-scaling brand

How the output is used

Use it to keep cash ahead of a fast-scaling brand — a cash-flow and funding plan across stocking, credit and A&P.

Who should vet it

Your CA or banker, to align the cash-flow plan with your funding and credit lines.

Important cautions

Fast FMCG growth eats cash through inventory and trade credit; fund working-capital growth before it bites.

Companion documents

- Brand P&L Modeller
- Price & Margin Waterfall
- Working Capital Planner
- Brand Break-Even Analysis
- A&P / Trade Spend Budget Planner
- Pricing Strategy & Price-Pack Architecture

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.