

Inventory and Media Cash View

Can the next stock order and paid-media plan be funded at the same time?

WHAT THIS GIVES YOU

Expose the week in which committed stock, operating payments and media push cash below the agreed safety buffer.

01 See the cash pinch early

02 Sequence stock and media

03 Protect a minimum cash floor

WORKED EXAMPLE - A PROFITABLE PLAN WITH GBP 10K NEGATIVE HEADROOM

LINE	VALUE	WHAT IT MEANS
Opening cash	GBP 80,000	Start of week
Customer receipts	+ GBP 45,000	Expected cash in
Operating outflows	- GBP 30,000	Payroll, tax and suppliers
Inventory deposit	- GBP 35,000	Committed stock payment
Paid media	- GBP 20,000	Adjustable growth spend
Closing cash	GBP 40,000	After planned flows
Minimum buffer	GBP 50,000	Agreed cash floor
Headroom	- GBP 10,000	Plan breaches the buffer

TURN THE RESULT INTO A DECISION

PROTECT

Weeks with positive headroom after every committed payment.

RESEQUENCE

Move adjustable spend or negotiate stock timing before the pinch week.

STOP AND INSPECT

Any scenario that breaches the cash floor without a funded contingency.

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Run it on your brand

Use one consistent cut-off. The workbook performs the calculations; this page keeps the review disciplined.

1. COLLECT ONE COMPLETE PERIOD

WEEK COMMENCING	OPENING CASH	CUSTOMER RECEIPTS
OPERATING OUTFLOWS	INVENTORY COMMITMENTS	TAX AND PAYROLL
PAID MEDIA	MINIMUM BUFFER	

2. CALCULATE THE DECISION NUMBERS

- 01Closing cash = opening cash + receipts - all outflows
- 02Headroom = closing cash - minimum buffer
- 03Next week's opening cash = this week's closing cash
- 04Downside headroom = closing cash after delayed receipts and committed spend

3. APPLY A DECISION RULE

Headroom is negative	Do not approve the plan unchanged. Resequence or fund the gap.
Receipts drive the answer	Run a delayed-receipts downside before committing cash.
Media starts before stock lands	Align spend ramp with available inventory and fulfilment capacity.
Buffer has no owner	Finance should agree the floor and the conditions for using it.

BEFORE YOU ACT

- ☐Committed and adjustable spend are separated
- ☐Receipt dates use evidence, not revenue dates
- ☐Inventory deposits and balances are both present
- ☐Tax, payroll and debt dates are included