

Client - A start-up involved in Lead Generation / Email Marketing

Sector - Digital Marketing

Since - 2013

Background

The Company is a platform for B2B lead generation using digital marketing channels. It works closely with Business Development teams of its clients to help generate sales leads & also come up with sales ideas. Their clientele is spread across various geographies.

Challenges

- Invoicing and Collection
- Working Capital Management
- MIS reporting
- Statutory Compliance



Solution

As would be the case with any start-up, managing working capital was the fundamental issue with this client. There was no standard process for accounting which led to issues in keeping track of invoices and respective collections. We worked with them in setting up standard operating procedures for Accounting across revenues and expenses, in not just recording but also managing AR and AP processes. This ensured that the invoices were error free and were being generated on time. We also designed a customized reporting system which gave them visibility into daily cash flows enabling them to manage their working capital more efficiently. Besides, the monthly MIS reports helped them in better decision making and comply with statutory requirements.



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