

## A Penny Saved Is...

worth more than a penny earned.

The first few years of business is tight on money as every penny is invested into the business or waiting in the bank in case it is needed later. Whenever money is spent, it should be used carefully as it is a lot of work to get sales and it is not easy to get this money back.

Why is a penny saved more than a penny earned?  
When money is earned there are usually costs that take away from the revenue or the price that is charged to the customer. These could include the salary of the employee, the cost of rent of an office or store, and the materials in a

product.  
Also, tax is charged on any profit that remains.  
So a penny saved can be a LOT more than a penny earned.

### Business Solver Modules:

- ❖ What Should I Spend Money On?
- ❖ Keep Cash In Your Business
- ❖ Get Cash In Your Business

TIP: Every penny saved in the start-up stage increases the chance that your business will be successful.

