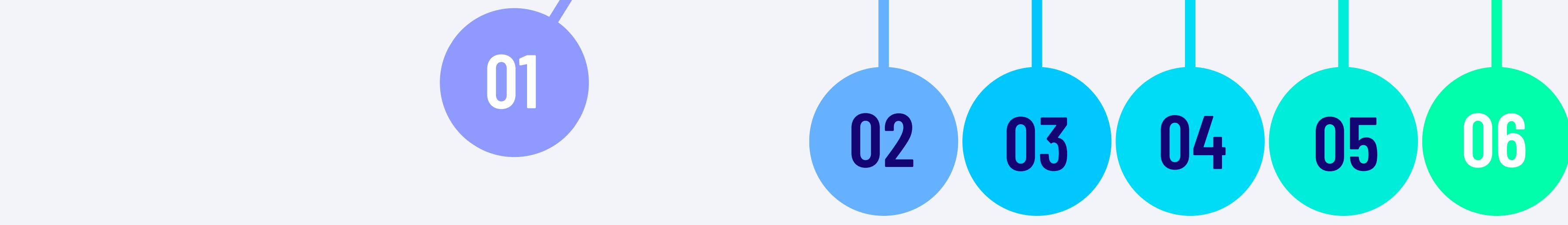


The Core Four



01

Bookkeeping

Captures raw financial data to build an accurate, organized foundation for all subsequent reports—such as the income statement, balance sheet, and cash flow statement.

02

Income Statement

Measures profitability and operational performance over a specific time period.

03

Balance Sheet

Provides a snapshot of financial position, showing assets, liabilities, and equity at a specific time.

04

Statement of Cash Flows

Tracks cash inflows and outflows across operating, investing, and financing activities.

05

Statement of Changes in Equity

Details changes in owner or shareholder equity over time, including net income, dividends, and capital activities.

06

Decision-Making

Each financial statement supports informed decision-making by evaluating profitability, efficiency, financial stability, liquidity, solvency, and strategic direction.

*Key Components:
Revenues, expenses, net income or loss.*