

## CHAPTER OVERVIEW

### 9: Module 9- Financial Strategies in Retail

- 9.1: Introduction to Balance Sheets
- 9.2: Assets and Liabilities
- 9.3: Asset Turnover Rate
- 9.4: Return on Assets
- 9.5: Key Ratios
- 9.6: Introduction to Budgeting and Cash Flow
- 9.7: Budget Preparation
- 9.8: Zero-Based vs. Incremental Budgeting
- 9.9: Ongoing Budgeting Process
- 9.10: Seasonality and Cash Flow
- 9.11: Why It Matters- Financial Strategies in Retail
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- 9.13: Assignment- Financial Strategies in Retail
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- 9.15: Financial Goals
- 9.16: Profit-and-Loss Statements
- 9.17: Performance Objectives and Measurements
- 9.18: Introduction to Income Statements
- 9.19: Sales, Costs, and Expenses
- 9.20: Gross Margin Percentage
- 9.21: Net Profit Margin

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