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The management of working capital in small- and large-scale businesses. The necessity of financial fluidity.

The management of finances in small- and large-scale businesses is one of the routine problems of any enterprise connected with the company's working capital and short-term financial fluidity. Maintaining financial fluidity is one of the cornerstones of the security and related development of any enterprise and, therefore, any decisions taken regarding the management of finances will affect the company's profitability as well as its stability. It is worth remembering, however, that maximizing financial fluidity will cause a rise in related expenditures, impacting the company's profitability. Furthermore, various strategies concerning the management of working capital have a multidimensional effect on the company, influencing its market value and the evaluation of its financial condition. Decisions taken in relation to the sphere of the management of the company's finances ought to be the outcome of the company's profit-centred strategy. Undoubtedly, apt net working capital management diminishes the risk of the loss of financial fluidity and complements the process of strategy application, creating proper conditions for the company to generate constant cash flow and secure the company's long-term existence.