**GUIDE 3: Organize business finances during complex times**

**Tool 4: EXPENSE PRIORITIZATION MATRIX**

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|  | **Urgent** | **Not urgent** |
| **Important** | **What are they?**Expenses without which the business cannot function in a short period of time(Vital business expenses)**Examples:**Purchase of raw materialsPayment of wagesBank feesBasic services (energy, water, telephone, internet, cell phone) | **What are they?**Expenses that support the operation of business but do not affect it in the short term(Important expenses for the business)**Examples:**Investment in business makeoverUniforms for staff |
| **Not important** | **What are they?**Expenses that must be executed immediately but do not compromise the operation of the business.(Expenses not important but already committed)**Examples:**Printed business logo bagsMagazine subscriptionsOthers with payment dates coming soon | **What are they?**Expenses that do not compromise the operation of the business, neither in the short or long term.(Superfluous expenses)**Examples:**Renewal of cell phones that still work.Gifts for clients |

**(INSERT BUSINESS NAME HERE)**

**EXPENSE PRIORITIZATION MATRIX**

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| --- | --- | --- |
|  | **Urgent** | **Not urgent** |
| **Important** |  |  |
| **Not important** |  |  |