**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 materials  Payment of wages  Bank fees  Basic 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 makeover  Uniforms 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 bags  Magazine subscriptions  Others 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)**

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| **Not important** |  |  |