
Chapter 4- WORKING CAPITAL MANAGEMENT

- 4.1 Introduction to Working Capital Management
 - 4.2 Operating Cycle
 - 4.3 Calculation of working capital
-

INTRODUCTION

It has been often observed that the shortage of working capital leads to the failure of a business. The proper management of working capital may bring about the success of a business firm. The management of working capital includes the management of current assets and current liabilities. A number of companies for the past few years have been finding it difficult to solve the increasing problems of adopting seriously the management of working capital. A firm may exist without making profits but cannot survive without liquidity. The function of working capital management in an organization is similar that of the heart in a human body. Also it is an important function of financial management. The financial manager must determine the satisfactory level of working capital funds and also the optimum mix of current assets and current liabilities. He must ensure that the appropriate sources of funds are used to finance working capital and should also see that short term obligation of the business are met well in time.

Working capital management is a business process that helps companies make effective use of their current assets and optimize cash flow. It's oriented around ensuring short-term financial obligations and expenses can be met, while also contributing towards longer-term business objectives. The goal of working capital management is to maximize operational efficiency.

By improving the way they manage working capital, companies can free up cash that would otherwise be trapped on their balance sheets. As a result, they may be able to reduce the need for external borrowing, fuel growth, fund mergers or acquisitions, or invest in R&D.

Working capital is essential to the health of every business and improving your working capital position can provide a boost to the operational efficiency of a business, but managing it effectively is something of a balancing act.

Companies need to have enough cash available to cover both planned and unexpected costs, while also making the best use of the funds available to fuel growth. This is achieved by the effective management of accounts payable, accounts receivable, inventory, and cash.

DEFINITION OF WORKING CAPITAL

1. *Gerstenburg* defines, "Circulating capital means current assets of a company that are changed in the ordinary course of business from one form to another, as for example, from cash to inventories, inventories to receivables, receivables into cash".
2. *Shubin* defines, "Working capital is the amount of funds necessary to cover the cost of operating the enterprise."
3. *Weston and Brigham* defines, "Working capital refers to a firm's investment in short term assets – cash, short term securities accounts receivables and inventories."

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