

## **BUSINESS COMMUNICATION (PR)**

### **CHEIF FINANCIAL OFFICER:**

A CHEIF FINANCIAL OFFICER is a senior executive in the Finance department, He/She is responsible for managing the financial actions of a company.

### **My Role as CFO:**

Good afternoon to all, my name is Syed Muhammad Taimoor and I am the senior executive in the department. As we know that to run a company, we need money and we must know how to handle it. My duty is to make the plan and manage the company's financial affairs and encourage the Investors to invest in our company.

My role as a Chief of Finance Department is to track the records and make the list of how company manages its income and expenses and to keep the budget in control. As a CFO, I conduct SWOT analysis which means "Strength, Weakness, Opportunities and Threats" to make plans according to our company's strengths and weaknesses and to grab opportunities for our company's financial growth and to overcome threats which can come in next few years.

Thanks!!