

Budgetary Control

Specification requirement— Variance. Preparing master budgets from departmental budgets. Reviewing performance against budgets. Budgets as an aid to decision-making.

What is a Budget?

A Budget is a financial plan of action normally covering a specific time period, say six months or one year. A budget will describe expected levels of expenditure and revenues of a business. Large businesses will prepare budgets on a departmental basis or in relation to business functions. So for example a business will have an overall budget based upon the budgets of departments such as marketing, purchasing, personnel, and capital expenditure etc.

All budgets should be objective driven. This means that the expected revenues and expenditures of each department will be ultimately based on what the firm is trying to achieve. If a business has the objective of increasing sales by 20%, then the overall budget and departmental budgets should reflect this. So the advertising budget should be designed to help achieve the firms objective—marketing managers would look at the target of increasing sales by 20%, and design and cost the strategy used to achieve this.

The Budgeting Process

Budgeting and monitoring of budgets is an ongoing procedure in large businesses. The monitoring involves feedback, checking of targets, reference to budget holders etc. So budgets should be continually evolving to adapt to changes. This evolution should

though be controlled and based on the firms understood budgetary process.

Typically the budgetary process will involve the following procedure.

1. Establish the aims and objectives of the business - what are our profit targets, market share targets, what is our targeted turnover? These targets must be realistic, made within understood limits of the market and availability of resources. If not, they will have no meaning.

2. Set Production, Marketing and Financial budgets. These are the 3 main functional budgets and each is dependent upon the objectives of the business.

Production budget - the objectives of the firm will have established the output levels required. The production budget attempts to put these output levels into practice. So it will involve costs of purchasing raw materials and components, direct labour costs and other costs of production. This is an expenditure only budget.

Marketing budget. Here we combine both revenues and costs. Revenues from sales predicted and costs from operating the firms marketing strategy.

Financial budget. This will be based upon the firm's cash flow forecast. Will income, be able to cover expenditure or will we have to examine methods of raising funds to finance other budgets.

3. Next the budget should be further broken down. Within each of these budgets, there is the opportunity to break budgets down further, so there may be a training budget, a health and Safety Budget, a direct selling budget etc.

4. Procedures for monitoring budgets should be established.

5. Any variance from predicted budgets should be examined and reacted too.

6. The experience and knowledge gained from setting one period's budgets, should be applied to the setting of the following period's budgets.

Benefits of Budgeting

The budgeting process has important benefits for a business. These benefits include:

- **Improved management control of the organisation.** Managers know who is spending what, and why they are spending the money
- **Improved financial control.** Part of the budgeting process is monitoring of expenditure and revenues. Any changes from (variances from) budgeted amounts need to be explained and reacted too.
- **Allows managers to be aware of their responsibilities.** Managers who are in control of their budgets are aware of what they should be achieving, and how their role fits in with organisational objectives.
- Budgeting ensures, or should ensure, that limited resources are used where

most effective. The budgeting process allocates resources to where they are most likely to help achieve the firms objectives.

- **Budgeting can motivate managers.** When managers at all levels are involved in the budgeting process they will have a commitment to ensuring that budgets are met.
- **Can improve communication systems within organisation.** The budgeting process itself will involve communication both up and down the hierarchy, establishing formal methods of communication, which can be used for purposes other than setting and administering budgets.

Problems with Setting Budgets.

The budgeting process can cause problems. These include.

- **Those excluded from the budgeting process, may not be committed to the budgets and may feel demotivated.**
- **If budgets are inflexible then changes in the market or other conditions may not be met by appropriate changes in the budget, e.g. if a competitor starts a major new advertising campaign, and the marketing budget does not allow for a response to this, sales are likely to be lost.**
- **Also an effective budget can only be based on good quality information.** Many managers overstate their budgetary needs to protect their departments; this leads to lack of control and poor allocation of resources.

Other methods of setting budgets.

Zero Budgeting.

Zero budgeting involves managers starting with a clean sheet; they have to justify all expenditure made. This improves control, helps with allocation of resources and limits the tendency for budgets to increase annually with no real justification for the increase.

Competitor Based Budgets.

Another method of setting budgets is to base spending on competitors activities. So if a market leader is spending 5% of income on Research and Development, then 5% of income should be spent on R&D. This has the advantage of being simple, and all things being equal, relevant to the firm. But on the other hand, all things are rarely equal. The market leader may have a much higher income, and 5% for them may be enough to fund the sort of research that allows new products to be developed. But for a firm with a smaller income 5% may achieve very little. The same might apply to a marketing budget, with the market leader having established brands, whilst smaller, new entrant to a market is likely to need a proportionality much higher spend.

Budgetary Control.

The basis of budgetary control is variance analysis. A variance is any unplanned change from the budgeted figure.

Variations can be Favourable (F) or Adverse (A)

A favourable variance occurs when expenditure is less than expected or revenues are higher than expected.

An adverse variance occurs when expenditures are higher than expected, or revenues are lower than expected.

Budgets must be monitored for variances, so that they can be reacted to. Because each budget has a budget holder (the person responsible for the budget), then responsibility for variances can be traced to the right person, and that person should be able to explain why the variance has occurred. There can be valid reasons for variances, such as price increases of raw materials, or increased sales.

Calculation of Variances.

Calculation of variances is relatively simple. The actual figure must be compared with the budgeted figure and the difference shown as either Favourable (F), or Adverse (A). These variances should then be totalled, to gain an overall Favourable (F) or Adverse (A) figure.

Variances are always in £ value, not quantity, after all a budget is a financial statement.

	Budgeted	Actual	Variance
Sales Revenue	£163,000	£179,000	£16,000 (F)
Raw Materials	£73,000	£81,000	£8,000 (A)
Labour	£41,000	£43,000	£2,000 (A)
Total Variance			£6,000 (F)

Remember that ;

A favourable variance occurs when expenditure is less than expected or revenues are higher than expected. In the above example we have a Favourable Sales variance of £16,000.

An adverse variance occurs when expenditures are higher than expected, or revenues are lower than expected. In the above example we have Adverse variances of £8,000 for Raw Materials and £2,000 Labour.

Once we total the Adverse and Favourable variances, we have a total variance of £6,000 Favourable.

Conclusion.

Budgets are an important management tool, they help with financial control, help co-ordinate business activity, increase the chance of making the right decision based on accurate information and can motivate staff, but a poorly prepared budget is valueless, it wastes time, can demotivate, and may restrict business activities so that management cannot react to changes in the market place.

Notes