

## ABSTRACT

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Title : The Cashflow Analysis on Financial Performance PT Cerita Bahagia at the Periode of May 2018 – May 2019 (Case Study through the Bridestory Pay Payment Method)

Every business organization has to handle its company's transaction process to maximize efficiency and profit that maintains the continuity of the business. This research titled " The Cashflow Analysis on Financial Performance PT Cerita Bahagia at the Periode of May 2018 – May 2019 (Case Study through the Bridestory Pay Payment Method)" has a problem formulation that talks about the development of the net cash flow of PT Cerita Bahagia through the application of transaction using Bridestory Pay and its affects on the company's financial performance. The purpose of this research is to know and depict the growth of PT Cerita Bahagia's net cash flow through the application of transaction using Bridestory Pay and its affects on the company's financial performance. This research uses a case study research method. The data will be analyzed with a descriptive method.

According to the research results, it can be concluded that PT Cerita Bahagia exhibits net cash flow that achieves its objectives and positively profits. This report hopes to give information about the company's liquidity, financial flexibility, and operational abilities. The most substantial complication found is the presence of pending payment transactions to vendors despite received payments from customers so as to creating a deficiency in balance. Therefore, PT Cerita Bahagia should be able to create a more detailed cash in cash out recording system, in order to observe a clearer process.