

Intermediate

2
Cost-based pricing estimate

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
		J + E Current Ave. Tuition/Unit (half day, one day per week)	Current Number of Children Enrolled	FTE Children Enrolled	(From Child Care Tuition Rates Worksheet)	E + I	K + E		H * 5 days/ week * 2 periods/day	(From Child Care Tuition Rates Worksheet)	(From Breakeven Worksheet)	J - K	L * 52 weeks/ year	
3	Classroom				Units Used	% Utilization	Cost per unit at Current Enrollment	Licensed Capacity	LC in # of Units	Current Group Revenue/ Week	Current Group Expense/ Week	Weekly profit/(loss) per Group	Annual profit/ (loss) per group	
4	Classroom #1	\$ -	0	0	0	0.0%	\$ -		0	0 \$	#DIV/0!	#DIV/0!	#DIV/0!	
5	Classroom #2	\$ -	0	0	0	0.0%	\$ -		0	0 \$	#DIV/0!	#DIV/0!	#DIV/0!	
6	Classroom #3	\$ -	0	0	0	0.0%	\$ -		0	0 \$	#DIV/0!	#DIV/0!	#DIV/0!	
7	Classroom #4	\$ -	0	0	0	0.0%	\$ -		0	0 \$	#DIV/0!	#DIV/0!	#DIV/0!	
8	Classroom #5	\$ -	0	0	0	0.0%	\$ -		0	0 \$	#DIV/0!	#DIV/0!	#DIV/0!	
9	Classroom #6	\$ -	0	0	0	0.0%	\$ -		0	0 \$	#DIV/0!	#DIV/0!	#DIV/0!	
10	Before/After (a)	\$ -	0	0	0	0.0%	\$ -		0	0 \$	#DIV/0!	#DIV/0!	#DIV/0!	
11	Summer SA (b)	\$ -	0	0	0	0.0%	\$ -		0	0 \$	#DIV/0!	#DIV/0!	#DIV/0!	
12														
13														
14		Current Ave. Weekly Tuition	Average Monthly Tuition											
15	Classroom #1	\$ -	\$ -											
16	Classroom #2	\$ -	\$ -											
17	Classroom #3	\$ -	\$ -											
18	Classroom #4	\$ -	\$ -											
19	Classroom #5	\$ -	\$ -											
20	Classroom #6	\$ -	\$ -											
21	Before/After	\$ -	\$ -											
22	Summer SA	\$ -	\$ -											
23														
24	Footnotes: (a) Total Annual Tuition (Column M) is based on the 9 months of the school year or 36 weeks.													
25	(b) Total Annual Tuition (Column M) is based on the 3 months of the summer or 12 weeks.													
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Cost-based pricing: Ask your accountant to help you ball-park this
 Small Business Administration: http://archive.sba.gov/idc/groups/public/documents/sba_homepage/pub_mp29.pdf
 Classroom Cost Analysis Breakdown: <http://www.firstchildrensfinance.org/businessresourcecenter/centers-2/finance/finance-tools/>
 Additional tip: Full-time vs. part-time: a full-time has the same daily cost but has a higher "opportunity cost"

Advanced

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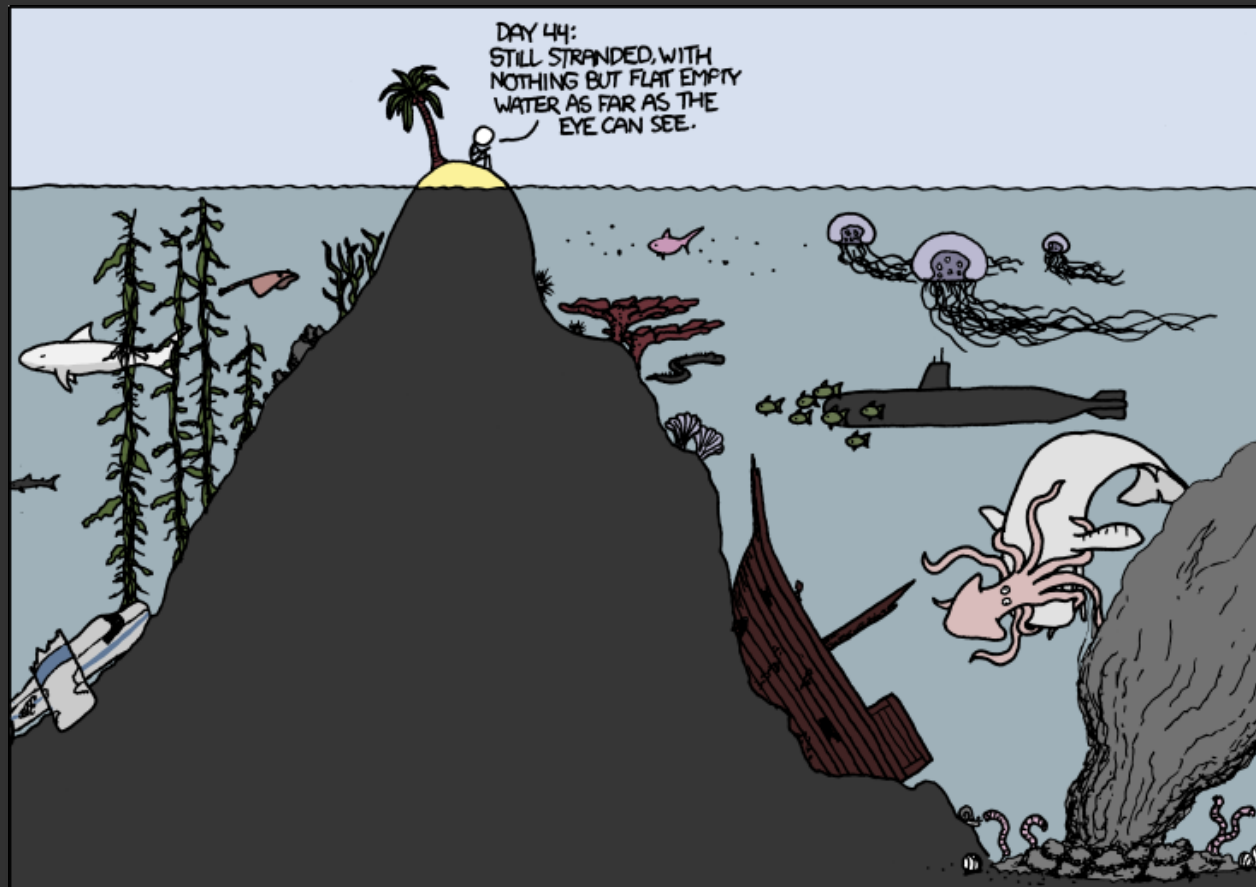
Offer Promotional Pricing*



***Disclaimer** - Run different pricing scenarios by your accountant or trusted financial advisor. Also consider the perception by existing families: 1st month free, 12th month free, no pay on vacation, free yoga class, discount for paying full 12 month tuition , discount for paying before 1st of the month, referral bonuses

Differentiate yourself from your competitors: All-Mandarin, all vegan, most environmentally friendly, best play facility, etc.

Having the perfect school that no one knows about is like being on a desert island surrounded by an ocean of possibilities



Questions?



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