

Break-Even Analysis

Photography & Videography

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Computes break-even from discrete inputs — average profit-per-booking and monthly/annual fixed costs (rent, equipment, salaries, marketing) — giving the bookings needed to break even and the margin of safety, accounting for seasonality. Use it to set your target. For the P&L use the Studio P&L Modeller.

Purpose of this tool & output

How many bookings to cover your costs

How the output is used

Use it to find how many bookings cover your costs — a break-even analysis on fixed cost, average booking value and margin.

Who should vet it

Your CA or finance lead, to confirm the fixed cost and average booking value in the break-even.

Important cautions

Break-even is annual but bookings cluster in seasons — hit your booking target across the year and manage cash through lean months. Raising average booking value lowers the number of bookings you need.

Companion documents

- Studio P&L Modeller
- Per-Project Economics
- Pricing Profitability Review
- Equipment Buy-vs-Rent & ROI
- Cash Flow & Seasonality Plan
- Day Rate Calculator

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