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Pricing Profitability Review

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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

Reviews your package pricing for profitability from discrete inputs — each package price vs its true cost (crew, editing, album, overhead) — showing which packages/tiers make money and which are under-priced, so you fix loss-making packages and raise prices. Use it to audit pricing. For the base model use the Pricing Model (via pricing).

Purpose of this tool & output

Check if your packages actually make money

How the output is used

Use it to check if your packages actually make money — a pricing profitability review across each package cost and margin.

Who should vet it

A CA or finance-savvy owner, to confirm the package costs and margins are real.

Important cautions

The cheapest package is often loss-making once editing time, travel and overhead are counted; audit every package margin on true cost and raise prices or cut costs — a booking at a loss is worse than no booking.

Companion documents

- Studio P&L Modeller
- Per-Project Economics
- Break-Even Analysis
- Equipment Buy-vs-Rent & ROI
- Cash Flow & Seasonality Plan
- Day Rate Calculator

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