

Studio P&L Modeller

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

Models the studio annual/monthly P&L from discrete lines — shoot revenue and album/print income, crew/freelancer cost, editing cost, equipment depreciation/rental, studio rent, marketing and overheads — to margin. Use it to understand profitability. For per-project use the Per-Project Economics tool.

Purpose of this tool & output

Model the whole studio profit and loss

How the output is used

Use it to model the whole studio profit and loss — a P&L across bookings, crew, gear, editing and overhead to the real bottom line.

Who should vet it

Your CA or finance lead, to confirm the revenue and cost assumptions against your actual books.

Important cautions

Crew and editing are usually the biggest costs; validate with your books. Bookings (utilisation), average booking value and editing efficiency are the main profit levers — and rent/own equipment wisely given seasonality.

Companion documents

- Per-Project Economics
- Break-Even Analysis
- Pricing Profitability Review
- Equipment Buy-vs-Rent & ROI
- Cash Flow & Seasonality Plan
- Day Rate Calculator

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.