

COSTING YOUR YOGA BUSINESS

FIXED COSTS	MTHLY
RENT	1400
INSURANCE	59
ADVERTISING	120
LOAN REPAYMENTS	292 (BUSINESS LOAN)
ACCOUNTING FEES	100
WAGES TO SELF	3000
INTERNET	59
TOTAL FIXED COSTS	5030
VARIABLE COSTS	
UTILITIES	40
PHONE	49
FUEL	240
REP/MAINTENANCE	60
OFFICE EXP	100
TOTAL VARIABLE COSTS	489
BREAK EVEN POINT	5519 (BEP)

STEP 1 ; WORK OUT YOUR COSTS & OWN WAGE

STEP 2 ; DIVIDE YOUR BEP BY COST YOU WILL CHARGE PER STUDENT PER CLASS.

EXAMPLE ; BEP = 5519 /18 CLASS FEE PER STUDENT = 307 STUDENTS PER MONTH

STEP 3 ; NOW USE THE STUDENTS NUMBERS TO CALCULATE HOW MANY CLASSES PER MONTH

DIVIDE NUMBER OF STUDENTS REQUIRED PER MTH BY NUMBER OF CLASSES YOU WANT TO TEACH MTHLY.

EXAMPLE : 307 STUDENTS PER MONTH ESTIMATED 12 STUDENTS PER CLASS = 26 CLASSES PER MTH.

SO IN SUMMARY KNOW YOUR EXPENSES , YOUR CHARGES PER CLASS ,YOUR ESTIMATE OF STUDENT NUMBERS ATTENDING , USING THIS INFORMATION YOU CAN WORK OUT CLASSES REQUIRED AND VARY TO SUIT YOUR BUSINESS PLAN .

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