



Business case Example

Business case

Revenue per month	USD
Scenario 1:	
Group training 10 days/ 2 hours daily/3 attendees	600
Individual training 14 hours monthly and 20 EUR/ hourly rate	280
Total monthly revenue Scenario 1	880
Scenario 2:	
Group training 15 days/ 3 hours daily/3 attendees	1,350
Individual training 21 hours monthly and 20 EUR/ hourly rate	420
Total monthly revenue Scenario 2	1,770
Costs per month	
Rental for sewing studio incl. overhead costs	250
Commuting to classes	30
Marketing costs	30
Monthly costs in Total	310
Monthly cost + depreciation of initial investment	502
Initial investment	
Sewing machines	1,200
Tools (scissors, rulers, matts, needles...)	300
Equipment and furniture (tables, chairs, shelves, boxes..)	800
Investment in Total	2,300
Monthly depreciation of investment (Total inv./12)	192
Net income Scenario 1	378
Net income Scenario 2	1,268

Basic Assumptions	
Average number of students at the lesson	3
Hourly price group courses	10
Hourly price individual courses	20

Class type	Price per lesson	Duration minutes	Frequency in a month	Attendees	Total revenue
Class A	20	120	4	3	240
Class B	30	180	1	3	90
Class C	15	90	4	3	180
Class D	30	120	1	3	90
					600
Individual class	140	420	2	1	280



TEACH TO SEW

Business case Template

Class type	Price per lesson	Duration minutes	Frequency in a month	Attendees	Total revenue
Class A					
Class B					
Class C					
Class D					
Group classes Total					

Individual class					
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Revenue per month	
Scenario 1:	
Group classes	
Individual classes	
Total monthly revenue Scenario 1	
Scenario 2:	
Group classes	
Individual classes	
Total monthly revenue Scenario 2	
Costs per month	
Rental for sewing studio incl. overhead costs	
Commuting to classes	
Marketing costs	
Monthly costs in Total	
Monthly cost + depreciation of initial investment	
Initial investment	
Sewing machines	
Tools (scissors, rulers, matts, needles...)	
Equipment and furniture (tables, chairs, shelves, boxes..)	
Investment in Total	
Monthly depreciation of investment (Total inv./12)	
Net income Scenario 1	
Net income Scenario 2	