

**WE ARE UNABLE TO UPLOAD EXCEL FILES TO WORDPRESS.
IF THIS SPREADSHEET SEEMS USEFUL PLEASE CONTACT US FOR AN EMAILED COPY**

MODELLING A MARKET (HIGH LEVEL)

Spend/activity

- Spend over 12 mo.
- Av. Pay per hour
- Av. Charge per hour
- No. of hours (total)
- No. of hours per week
- Min. hrs per worker per week required
- No. workers sustained roughly)

Business case for buyers

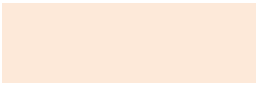
- Additional hours listed per week per worker
- "Headroom hours" per week

Business case for workers

- Total worker hours per week (av.)
- Worker utilization rate (av.)

Business case for intermediaries

- Revenue per hour (av.)
- Aggregate costs per hour (av.)
- Profit per hour (av.)
- Profit per week (total)



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Modelling project targets for one travel area

Proportion of hours offered that must be booked	50%
No. of workers to ensure employer needs met	500
Av. hours offered per week	20
Min. hours that must be booked per week	5,000
Av. hourly rate paid by employers	\$ 17.50
Weekly spend required across the market	\$ 87,500.00
Total annual spend if full weekly turnover from day one	\$ 4,550,000.00