

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

STRICTLY CONFIDENTIAL

## MARKET MAKING ANALYSIS: Employer

### Spend on flexi-labor

Regular requirements likely to go through market

Already flexible work requirements

Future-flexi/new business

**Assumed annual bookings thru' market**

### Basics

Weekly spend

Av. hourly pay rate

No hours booked per week

Av. hours per booking

No bookings per week

### Capacity

Hours worked per worker per week

Hours available per worker per week

Utilization rate

Workers sustained by market

### Market fragmentation: distance

Distance workers will travel to bookings

No. of travel areas in the market

Travel area 1:

Travel area 2:

Travel area 3:

Travel area 4:

Travel area 5:

Travel area 6:

Travel area 7:

Travel area 8:

### Market fragmentation: skills

No. discrete skills in the market

Combine cells

Discrete skill 1:

Discrete skill 2:

Discrete skill 3:

Discrete skill 4:

Discrete skill 5:

## Activity growth

Week 1 hours

Week 52

Weekly incremental growth required (hours)

Bookings p.w.

Workers sustained

Weekly spend through system



s

-	\$ p.a.
-	\$ p.a.
-	\$ p.a.
-	\$ p.a.

Key	
	Figure to be input by user
	Background figure - not used for calculation
	Key metric for market making
	Alignment check (will the market sustain?)

DEDUCED AVERAGES		
\$	-	Weekly spend
#DIV/0!		Annual hours
#DIV/0!		Weekly hours
#DIV/0!		Weekly bookings
#DIV/0!		Workers sustained

\$	-
-	\$ p.h.
#DIV/0!	
-	hours
#DIV/0!	

-
-
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-	miles
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	Weekly spend	Annual spend	Hours p.w.	Bookings p.w.
100% of total =	\$ -	\$ -	#DIV/0!	#DIV/0!
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100%

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100% of total =	\$	-	\$	-	#DIV/0!	#DIV/0!
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Notes:

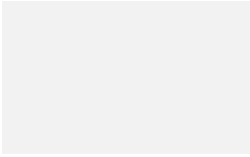
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	Week 1	Week 2	Week 3	Week 4
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	-	-	-	-
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\$	-	\$	-	\$

Workers sustained

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Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11
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Week 33	Week 34	Week 35	Week 36	Week 37	Week 38
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Week 39	Week 40	Week 41	Week 42	Week 43	Week 44
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Week 45	Week 46	Week 47	Week 48	Week 49	Week 50
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Week 51	Week 52
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-	-
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