

Wasps Nest

Cost-based pricing

How many nests per day would you expect your operators to be able to do?
.....

All the activities required to run a wasp nest removal operation:

Direct labour

Indirect labour

Equipment required

Consumables required

Therefore: Cost per nest = £..... Price = £.....

Demand-based pricing

What price would 90% be prepared to pay: £.....
 50% be prepared to pay: £.....
 25% be prepared to pay: £.....
 10% be prepared to pay: £.....

What would be the profit per nest for each one?

You are receiving 200 enquiries per week: which pricing option is best for total profit?

Are there any reasons why you might not select this pricing option?

Competition-based pricing

The Council charge:

Rentokill charge: