

OTA – Spotlight: Price Points

Establishing Price Points: The Equation and Calculation

- **Budgeting: Cost of Doing Business**
 - Factors: Employee Pay / Background Check Expense / Rental Fee / Revenue Share
 - Reference Note: Franchise Support Portal Budget Templates (Excel Docs)

- **Competitor Investigation (Type of Activity and Regional Factors)**
 - Reference Note: Franchise Support Portal – Selling, Competition (National Investigation)
 - Local Investigation
 - ASP Contacts Conversations – Target Prices and Playing Ball
 - ZIP Codes – Realities and Affordability

- **Price Points – Formulas and Recommendations**
 - Business Growth and Maturity Point
 - Strategies for Introductory Effort
 - Strategies for Promotional Effort
 - Strategies for Retention Effort
 - Partnership Factors
 - District/School Rules
 - Supply Fees

 - **ASP** – \$10-\$15 per Class (covers +10 to +50 Model)
 - **Camp** – \$150 - \$400 per Session (range based on numerous factors)
 - **League** – negotiated with Host Organization (if none, regional indicators)
 - **Clinic** – negotiated with Commissioners (if none, regional and level of play indicators)
 - **Birthday Party** – Franchise Support Portal Recommendations (based on number of kids)

- **Pricing – Risks vs Reward**
 - Existing ASP Environment (Robust Programming)
 - Over Saturation of Programming (Scheduling Realities)
 - Enrollment Goals (also as it relates to Staffing Options)
 - Outpricing Customer (can't even reach Minimums)
 - Waiting List “Problem” (indicators of healthy Customer Base)

- **Rising Costs and Customer Justification**
 - Be Prepared
 - Economic Environment (known vs unknown)
 - Reference Note: Franchise Support Portal – Pricing Memo

- **Scholarship Strategies**
 - “Rounding Numbers Method” of Scholarship Distributions and Offerings