

Case Study (1/2)

Objective

The objective of the project was to pinpoint effective strategies and approaches to boost profitability and deliver insights into the competitive landscape for a coworking space.

Scope of the project

The scope of the project included the following:

- Evaluation of core and supplementary revenue sources.
- Analyses of historical and current occupancy rates to understand utilization.
- Review of fixed and variable expenses.
- Considering investments in technology and infrastructure and derive ROI and Payback period for the company.
- Calculation of gross and net profit margins to understand overall profitability.
- Determine break even point to understand minimum occupancy level required for profitability.
- Financial performance comparison against competitors and industry benchmarks.
- Scenario analysis to assess the impact of changes in key variables on profitability.



Case Study (2/2)

Methodology

The methodology adopted in the profitability analyses was as follows:

- Revenue analysis conducted through deep dive analysis of the sales register to spot growth opportunities, seasonality trends and anomalies.
- Expense analysis performed to uncover spending patterns, highlight inefficiencies, and identify cost-saving opportunities, supporting better budgeting and resource optimization.
- Scenario analysis conducted to evaluate and understand performance of the business under various circumstances.
- KPI analysis was utilized to examine critical metrics, evaluate performance, benchmark it against industry standards and evaluate areas for improvement.

Outcomes

The outcomes of the profitability were as follows:

- Identified areas that are not generating enough revenue and optimizing space usage and suggested additional marketing for those segments.
- Recommended incorporation of unique services for gaining an edge over competitors.
- Advised on the required CAPEX to support expansion.

