

Costings

The Key to Success



Importance in business sustainability

- ▶ Costings Essential
 - ▶ Overall Profitability of the company
 - ▶ Cannot make a profit - without calculating a cost
 - ▶ Provide Effective Pest Management solutions
 - ▶ Not possible if not properly costed

Understanding your business

- ▶ What does a team cost per day?
 - ▶ Essential to know this - to quote profitably
- ▶ How?
 - ▶ Take monthly operational costs including overheads
 - ▶ Office rental/vehicle leases/staff (PCO & Office etc) Fuel etc.
 - ▶ Good idea of a gross monthly expenses .
 - ▶ Turn Over **MUST EXCEED** Break-Even to be profitable
 - ▶ Target **MUST** be met by the Pest Control teams
 - ▶ Assume : Monthly Overhead is R 150 000, the business employs 3 teams .
 - ▶ Then : $150\ 000 / 3 = R50\ 000$ (break-even)
 - ▶ Productivity : 5 hours per day per team (less travel up and down, other down time) - 21 days per month
 - ▶ Breakeven is R 476,19

How is this information useful?

- ▶ Understanding that the BREAK- EVEN is R476,19 per day
 - ▶ Plan to be profitable
 - ▶ Add a % Profit margin on - (e.g. 35%) and it means that your quotation rate is R642,85 per hour.
 - ▶ Quotation at this rate would be profitable .
 - ▶ Margin for adjustment
 - ▶ Large job (no travel downtime) - productivity increases to 7 hours per day (40% increase)
 - ▶ Jobs with a high-cost factor - cost needs to be added

Pricing Models



Cost 1

- Hourly Rate
- Profit %
- Add Costs
 - ✓ Chemicals
 - ✓ Materials
- X Time Allocation



Cost 2

- Hourly Rate
- Profit %
- Add a difficulty factor
 - ✓ Emergency
 - ✓ Risk
- X Time Allocation



Cost 3

- Hourly Rate
- Add Costs
 - ✓ Chemicals
 - ✓ Materials
- X Time Allocation
- Add Profit
 - ✓ Difficulty
 - ✓ Availability
 - ✓ Demand



Risk assessment
Key to Success

Costings

How to evaluate your site and
chemical usage

Risk Assessment Survey: Understanding the Client's Needs

- ▶ What industry is client in ?
 - ▶ Identify the risk profile
 - ▶ Food vs Non-Food/Manufacturing (sector?)/Commercial
 - ▶ Identify range of pests that are common to the industry?
 - ▶ Grade these:
 - ❑ Active - High - Medium - Low (levels of infestation)
 - ❑ Not Active - High - Medium - Low (Risk or Likelihood of infestations)
 - ▶ Contributing factors
 - ▶ Waste Management
 - ▶ Raw materials - Storage & Turn around
 - ▶ Condition and age of the facility
 - ▶ Cleaning & Maintenance programs
 - ▶ Surrounding area immediate

Risk Assessment Survey



- ▶ Surrounding area:
 - ▶ Neighbouring buildings i.e. are they abandoned
 - ▶ Shelter
 - ▶ Overgrown bush encroachment
 - ▶ Redundant Equipment
 - ▶ Food
 - ▶ Farming operations
 - ▶ Stables/Chicken Farm/Mill
 - ▶ Vegetables
 - ▶ Water
 - ▶ Old sewerage system
 - ▶ River
 - ▶ Previous Interventions
 - ▶ Past programs success evaluation



Measurements

An aerial satellite-style photograph of an industrial facility. A yellow dashed line forms a polygon around a paved area on the left side of the image. The polygon has several vertices marked with small red and blue squares. The facility includes large white buildings and various structures. A green semi-transparent banner is overlaid on the right side of the image.

Ensystem Warehouse JHB

Using Google Earth -
Polygon shape
measurement

205 Linear Meters or
2388 Square Meters

ENSYSTEX[®]
THE INNOVATORS

60 LM *2
260 SQM *2

132 LM
1008 SQM





What?

Where?

How?

When?

Final Analysis

- ▶ What range of pest are being treated?
- ▶ What products are we going to use ?
- ▶ Where are we going to treat?
 - ▶ Which area ?
- ▶ How long are you going to take?
 - ▶ Including traveling times/Set up times
- ▶ Range of interventions required?
 - ▶ Fogging/Misting/Spraying
- ▶ When can you do the treatment?
 - ▶ Time of day
- ▶ What follow- up/Treatment schedule needs to done ?
 - ▶ Initial with follow- up
 - ▶ Once off
 - ▶ Monthly/Quarterly treatment

Calculations



III. ANT, FLEA, FLY, COCKROACHES AND MOSQUITO CONTROL

MAXXTHOR[®] 100 is an effective residual pesticide. Ants, fleas, flies, cockroaches and mosquitoes are controlled by direct contact with the spray and also by the residual action as they come into contact with treated surfaces.

Pest	Dosage rate	Remarks
Ants, fleas, flies, cockroaches, mosquitoes, and ticks	100 mL / 10 L water	<p><u>Non-porous surfaces:</u> apply as a coarse spray at the rate of 1 L of spray mixture per 20 m².</p> <p><u>Porous surfaces:</u> apply at a rate of 1 L of spray mixture per 10 m².</p> <p>To control ants apply to trails and nests.</p> <p>To control fleas apply prepared mixture to outside surfaces of buildings and surrounds including but not limited to verandahs, window frames, eaves, patios, garages or other areas where pest congregate or have been seen.</p> <p>To control cockroaches, flies and mosquitoes apply prepared mixture to surfaces where insects rest or harbour.</p> <p>When treating porous and non-porous surfaces, do not exceed the point of run-off.</p> <p>Reapply applications as necessary.</p>



Areas	Maxxthor 100 *200 Sqm per 10L tank 50 tanks per 5L @ 100ml/10L			Maxxthor 100 100 Sqm per 10L tank 50 tanks per 5L @ 100ml/10L		
	SQM	10L	R 32,76	SQM	10L	R 32,76
Admin Block	520	3	R 85,18			
Warehouse	1008	5	R 165,11			
Outer perimeter				1120	11	R 366,91
	1528	8	R 250,29	1120	11	R 366,91
TOTAL	2648 SQM		R 617,20			
*Non-Porous surface treatments						



Pest	Situations	Dosage rate	Remarks
Ants, Cockroaches, Mosquitoes, Flies, Fleas, Ticks, Bed bugs, Spiders, Clothes moths, Fishmoths (silverfish)	Internal & external areas & surrounds of domestic, commercial, public and industrial buildings and structures including food handling premises	100 mL/ 10 L of water	<p>Apply product to the point of runoff. Typically this means:</p> <p>Non-porous surfaces e.g. glass, glazed tiles: apply mixture at a rate of 1 litre per 20 m². Semi-porous surfaces e.g. painted cement and wood and unpainted wood: apply mixture at a rate of 1 litre per 15 m².</p> <p>Porous surfaces e.g. cement and carpet: apply mixture at a rate of 1 litre per 10 m².</p> <p>For perimeter treatments, apply the prepared spray mixture to a band of soil two to three metres wide around and adjacent to the structure. Also treat the foundation of the structure to a height of approximately one metre.</p>

Areas	Bithor Dual Action *200 Sqm per 10L Tank 30 Tanks per 3L @ 100ml/10L			Bithor Dual Action 150 Sqm per 10L Tank 30 Tanks per 3L @ 100ml/10L		
	SQM	10L	R 78,00	SQM	10L	R 78,00
Admin Block	520	3	R 202,80			
Warehouse	1008	5	R 393,12			
Outer perimeter				1120	7	R 582,40
	1528	8	R 595,92	1120	7	R 582,40
TOTAL	2648 SQM		R 1 178,42			

*Non-Porous surface treatments



I CONTROL OF PESTS IN THE PUBLIC HEALTH SECTOR

SITUATIONS	PEST	RATE	REMARKS
Internal & external areas & surrounds of domestic, commercial, public and industrial buildings & structures.	Ants Bedbugs Cockroaches Fleas Flies Mosquitoes	50-100 mL / 10 L of water	<p>Use the higher rate in situations where pest pressure is high, when rapid knockdown and maximum residual protection is desired. The lower rate may be used for follow-up treatments.</p> <p>Non-porous surfaces: Apply as a coarse spray at the rate of 1 liter of mixture per 20 m². When treating non-porous surfaces, do not exceed the point of run-off.</p> <p>Porous surfaces or for use through power equipment: Spray at the rate of 1 liter of mixture per 10 m². When treating porous surfaces, do not exceed the point of run-off.</p> <p>Ants: To control ants apply to trails and nests. Repeat as necessary.</p> <p>Bed bugs: Spray areas where bed bugs hide such as bed frames, floors and skirting boards.</p> <p>Cockroaches: Apply to skirting boards, floors and carpets, behind sinks, stoves, and pipes paying particular attention to all cracks and crevices harbourages which might contain insects. Apply to all areas where insects are seen, and known harbourages.</p> <p>Fleas and Ticks: To control fleas and ticks apply prepared mixture to outside surfaces of buildings and surrounds including but not limited to long grasses, shrubs, scrub vegetation, soil, turf, trunks of woody ornamentals, foundations, verandahs, window frames, eaves, patios, garages, pet housing, or other areas where pests congregate or have been seen.</p> <p>Flies and Mosquitoes: To control flies and mosquitoes apply prepared emulsion to surfaces where insects rest or harbour. Reapply as necessary.</p> <p>Perimeter treatments: Apply the prepared mixture to a band of soil 2 to 3 metres wide around and adjacent to the structure. Also treat the foundation of the structure to a height of approximately 1 metre. Use a spray volume of 5 to 10 liter per 100 m². Higher volumes of water may be needed if organic matter is present or foliage is dense.</p>

Areas	Maxxthor Turbo *200 Sqm per 10L Tank 10 Tanks per 1L @ 100ml/10L			Maxxthor Turbo 100 Sqm per 10L Tank 10 Tanks per 1L @ 100ml/10L		
	SQM	10L	R 93,80	SQM	10L	R 93,80
Admin Block	520	3	R 243,88			
Warehouse	1008	5	R 472,75			
Outer perimeter				1120	11	R 1 050,56
	1528	8	R 716,63	1120	11	R 1 050,56
TOTAL	2648		R 1 767,19			

*Non-Porous surface treatments

COMBINATION TREATMENT

Areas	Maxxthor 100 100 Sqm per 10L tank 50 tanks per 5L @ 100ml/10L			Bithor Dual Action *200 Sqm per 10L Tank 30 Tanks per 3L @ 100ml/10L		
	SQM	10L	R 32,76	SQM	10L	R 78,00
Admin Block				520	3	R 202,80
Warehouse				1008	5	R 393,12
Outer perimeter	1120	11	R 366,91			
	1120	11	R 366,91	1528	8	R 595,92
TOTAL	2648		R 962,83			

*Non-Porous surface treatments

What about the other products?

CRAWLING INSECT
REG. NO. L10727 ACT/WET NO.3
READ THE LABEL BEFORE
OUT OF REACH OF CHILDREN

GROUP 3A INSECTICIDE

Effective protection against
crawling insects

ACTIVE INGREDIENTS:
g/kg IMIPROTHRIN
g/kg CYPERMETHRIN

DANGER

Contents: 350 g N

ENSYSTEX SOUTH AFRICA
Building 3, The Burns P
12A Jet Park Road
Boksburg, Gauteng

READ SAFETY DIRECTIONS BEFORE OPENING OR USING

HYMENOPHOR ULTRA
GRANULAR ANT AND COCKROACH BAIT

ACTIVE CONSTITUENTS: 0.1 g/kg FIPRONIL

GROUP 2B INSECTICIDE

Kills common household ants and cockroaches in domestic, industrial, institutional situations and/or other locations as per the Directions for Use.

ENSYSTEX PTY LTD. CUSTOMER SERVICE 13 35 36
2022 Durbanville 2144 EMERGENCY RESPONSE (ALL HOURS) 13 35 36
#11

Contents: 450 g

APVMA Approval No. 65833/62688
TradeMark of EnsysTex, Inc. used under
licence by EnsysTex Australasia Pty Ltd.

Apply to surface or to areas that are washed or irrigated, or if rain is likely within 24 hours of application, or to cracks and crevices or near where they have been applied.

PEST	RATE	CRITICAL COMMENTS
Ants	1-2.5 g per linear metre	Sprinkle evenly in a 30 to 60 cm band adjacent to the foundations of the building, along driveways, paths, gardens and around trees. For best results apply when ants are most active, usually late afternoon. Follow-up visits should be made to inspect bait placement. Reapply as necessary.
	1 g per m ²	Apply by shaking uniformly over lawns, gardens and other non-crop areas.
Ants and cockroaches	20 g per colony or mound (approx 2 tablespoons)	Sprinkle around each mound (DO NOT use food utensils). For best results do not apply directly to the mound, nor disturb the ants or cockroaches.
Indoor use	10 g per crack or crevice (approx 1 tablespoon)	DO NOT use in areas accessible to children. Indoor application is limited to inaccessible areas such as cracks and crevices, wall voids and crawl spaces in commercial and residential areas. Apply by shaking into cracks or crevices (DO NOT use food utensils). Remove any loose or excess granules.
	1-2.5 g per m ²	Apply to crawl spaces inaccessible to children and pets.

NOT TO BE USED FOR ANY PURPOSE, OR IN ANY MANNER, CONTRARY TO THIS LABEL UNLESS AUTHORISED UNDER APPROPRIATE LEGISLATION

ENSYSTEX
LEADING INNOVATION IN PEST MANAGEMENT

Hymenopthor

PEST	SITUATION	RATE	REMARKS
Ants	Outdoor perimeter treatment around structures	1-2.5 g per linière metre	Sprinkle evenly in a 30 to 60 cm band adjacent to the foundations of the building, along driveways, paths, gardens and around trees. For best results apply when ants are most active, usually late afternoon. Follow-up visits should be made to inspect bait placement. Reapply as necessary.
	Broadcast application	1 g per m ²	Apply by shaking uniformly over lawns, gardens and other non-crop areas.
	Ant mounds	20 g per colony or mound (approx 2 tablespoons)	Sprinkle around each mound (DO NOT use food utensils). For best results do not apply directly to the mound, nor disturb the ants or mound.
Ants and cockroaches	Indoor use	10 g per crack or crevice (approx 1 tablespoon) 1-2.5 g per m ²	DO NOT use in areas accessible to children. Indoor application is limited to inaccessible areas such as cracks and crevices, wall voids and crawl spaces in commercial and residential areas. Apply by shaking into cracks or crevices (DO NOT use food utensils). Remove any loose or excess granules. (Apply to crawl spaces inaccessible to children and pets.)

Sites		Hymenopthor Ultra 1-2,5g/sqm 180 portions per 450g		
		2,5g	R	3,52
Admin Block	520 SQM	520	R	1 830,40
Warehouse	1008 SQM	1008	R	3 548,16
Outer perimeter	252 LM	252	R	887,04
TOTAL			R	6 265,60

Products	Area	Dilutions	Cost
Maxxthor 100 SC 5L	2648 SQM	19	R 617,20
Hymenopthor Ultra 450g	*Consumables	1	R 319,00
Aerothor 350g	*Consumables	1	R 168,00
			R 1 104,20

- It is not necessary to add each dilution rate especially with products like baits and flushing agents as this is an unrealistic expectation. These types of products could be added as consumables and built into the costing of your evaluation.
- Add value to your time spent per site, how much is your labour worth
- Use AA rates as an indication of calculation of petrol used, considering the number of visits per site.

Questions

