
Costs, Rates and Cost+ Pricing

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1. Adding New Rates

GoChart lets you customize the rates you want to charge depending on the time of year. This way you can have weekend rates, or special rates for holidays. Setting new rates is not complicated in GoChart. In order to begin, you must be at the main window. Then you will want to click on Utilities, then Look-up Tables. Then click Rate Adjustments.

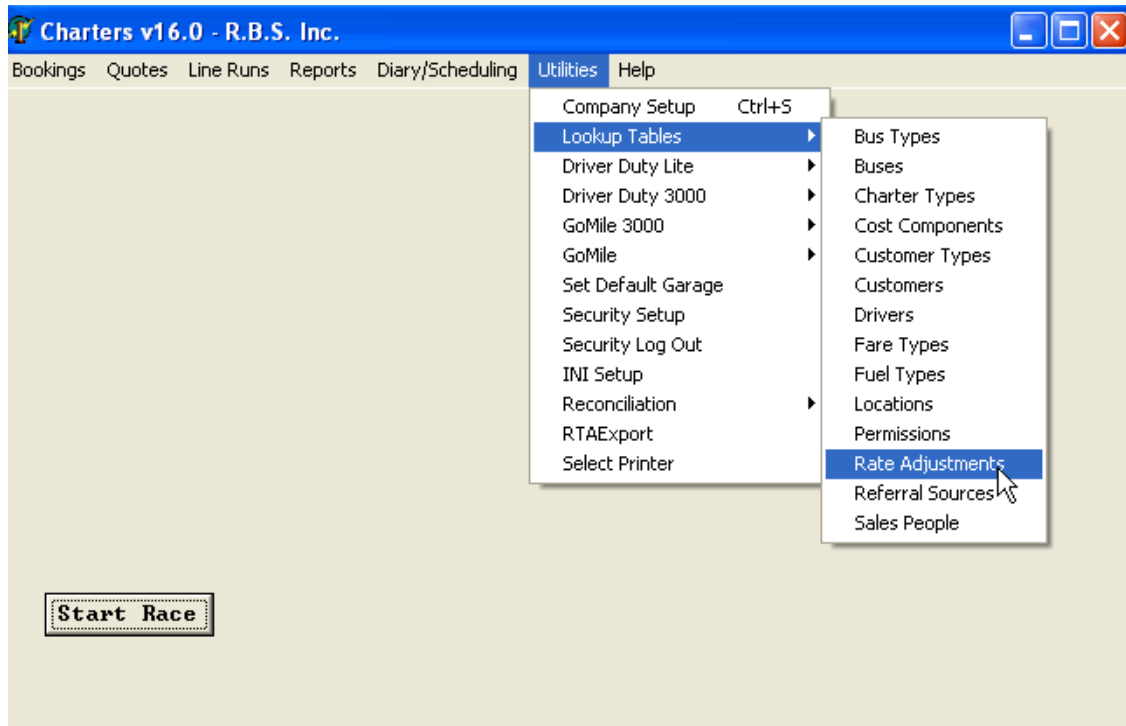


Figure 1. Main Screen

Below is the first screen you would see. If you click on Insert you will be able to add a new rate to the system.

Figure 4. Setting up a New Rate

As you can see we set the cost target to be 50.00%. This corresponds to the target profit margin. Also the rate adjustment is set to 40%. This means that 40% will be added to the base cost. This will add 50% markup to costs to calculate a suggested selling price (*See Cost+ Section*) or 40% to mile or hours fares for customers who do costing using this method. Also there is a drop down box where you can set a fare to be associated to this rate. For right now will leave the fare set to none. Now you will need to set the dates for this rate to be applied to. However, before you can edit the calendar you must save your new rate. So click the OK button. Now you will be back at the screen that lists all the rates.

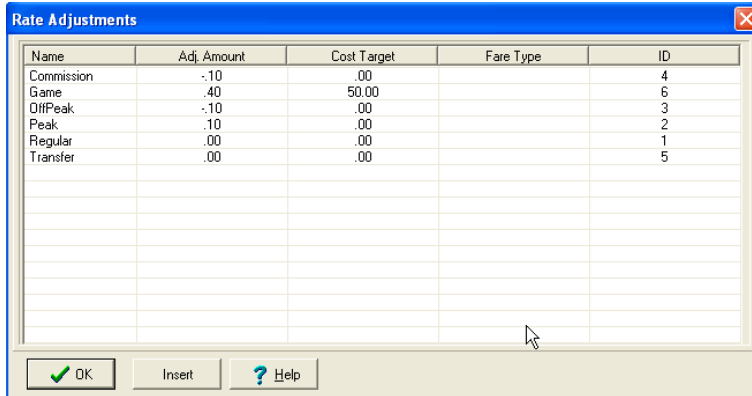


Figure 5. Rate Listing, Including New Rate

In order to edit the calendar on your new rate, double click on it from the list. This takes you to the rate form where you need to click on the Edit Rate Calendar button. Now you will be at the calendar screen. As you can see it is blank. This is because nothing has been associated with it yet. So, click the Insert button at the bottom of the screen. You will see your rate again and now you will be able to click the Edit Rate Calendar button. Below is what you would see.

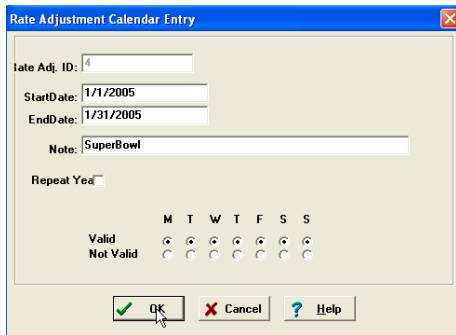


Figure 6. Rate Calendar

Here the dates have been set from January 1st to January 31st. The rate has also been set for the entire week. However you can pick whichever days you would like for your rate. Once you have set everything the way you would like it, click the OK button. This will save your rate. Now you can plan charters that use this rate. So, whenever you plan a charter in that time range that rate will be selected automatically and the default fare type that is associated. They can be changed at time of charter book-

ing.

2. Different Rates For Different Dates

Often when calculating costs you will want different rates for different times. For example, rates are sometimes higher in the summer or on-season months as well as weekends. With our charter peak rates are set for the weekends. For example, if you go to the Utilities menu then to Lookup Tables and click on Rate Adjustments you will be able to view the rates already available.

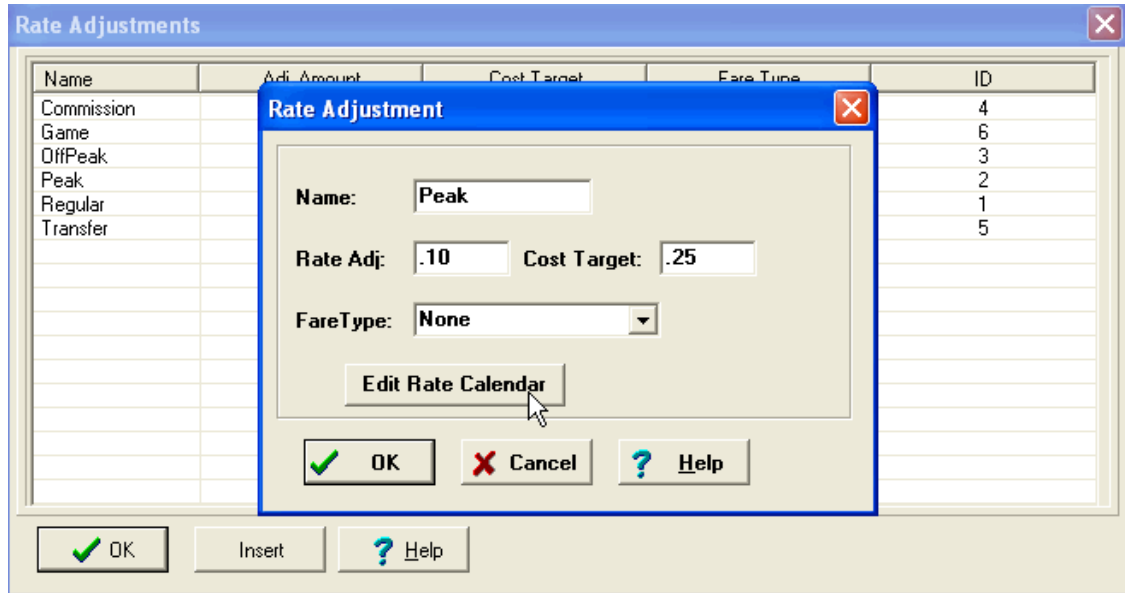


Figure 7. Rates Listing

As you can see there are a few rates already listed. If you double click any of them the Rate Adjustment box will pop up. This is shown on this figure as well. You'll notice that the cost target is set for 25.00. This means that you intend to make 25 percent from a charter. If you click the Edit Rate Calendar button, you will see the following.

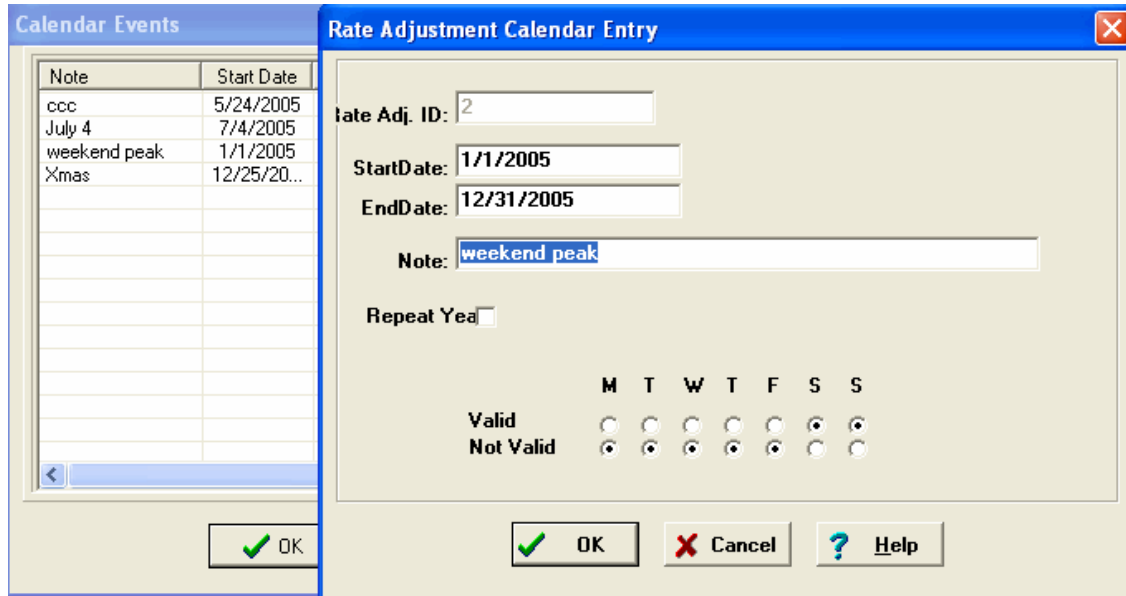


Figure 8. Rate Calendar

As you can see there are 4 peak options listed. If you double click any of them you will be able to adjust the entry. The Adjustment Calendar Entry for the weekend peak is shown as well. Notice how you can enter a start and end date for the peak options as well as what days. This one is set for the whole year for every Saturday and Sunday.

Now that you know how to view the different rate options, you can see how they affect a charter and its costing. If you go to your charter and change the dates it runs to, the rate will have to be re-adjusted. In order to go back to change the dates to test the rates, you will have to be at the charter under the Main tab. Then you can double click the move in order to change the dates.

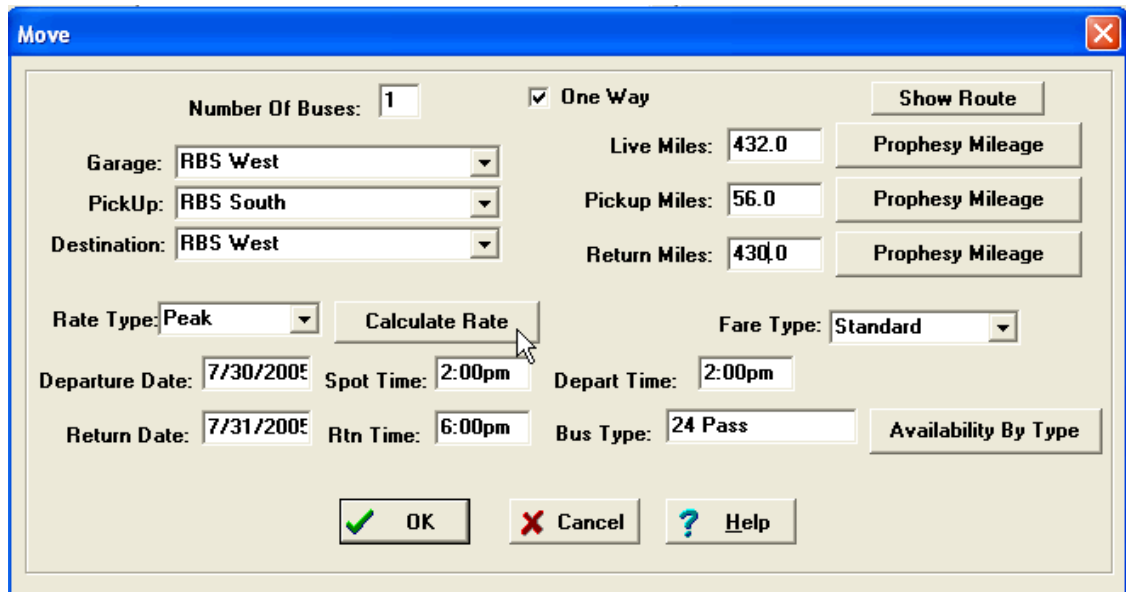


Figure 9. Weekend Peak Rates

As you can see the dates have been changed to a weekend. If you click the Calculate Rate button, the rate will change from Regular to Peak. In this figure, the button has already been clicked.

3. Fare Types

As mentioned before you can associate fare types to rate adjustments. Fare types are under the same menu as rate adjustments: Utilities and then Lookup Tables. Below is an example of a listing of fare types.

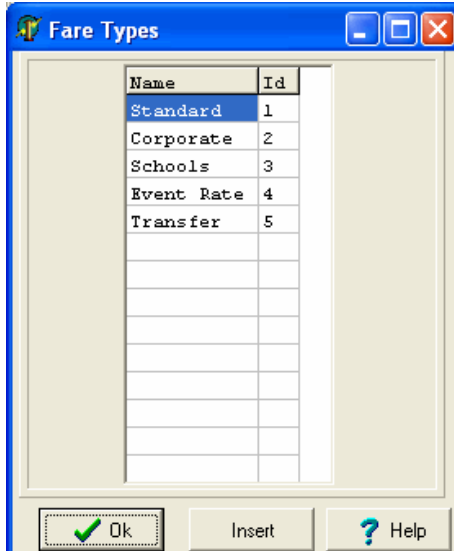


Figure 10. Fare Type Listing

You can either double click on an existing fare to view it or create your own fare using the insert button. The insert screen is shown below.

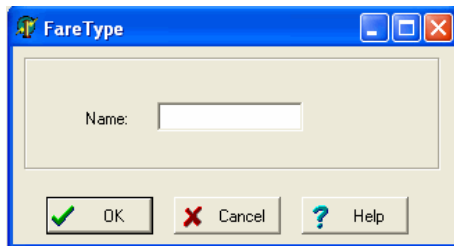


Figure 11. Insert Fare Type

As mentioned before in the rate adjustments section, you can connect a fare type to a rate. In order to do this, you need to go back to the rate you would like to work with. Remember, rate adjustments are under the Utilities menu under Lookup Tables. Once you are at the listing of rate adjustments you can double click on the one you want to add a fare type too.

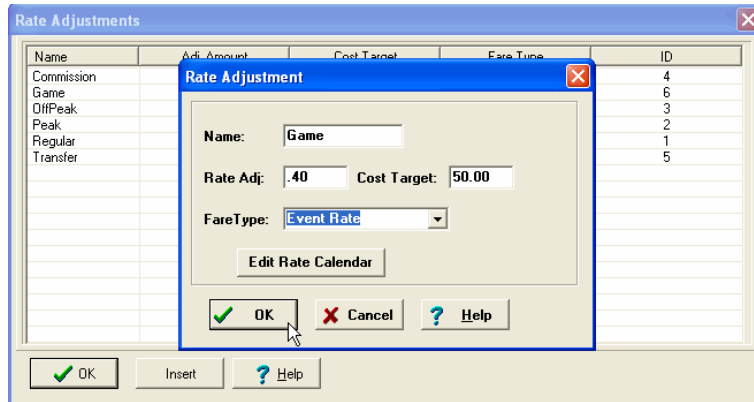


Figure 12. Adding a Fare to a Rate Adjustment

As you can see this is the same rate used in the first section. Now using the drop down box you can select a fare. Make sure to click the OK button to save your updates.

Now, In order to show how rates and fares are connected, we will quickly build an example charter. So, go to the Bookings menu and click on Create New. A blank charter screen will be shown.

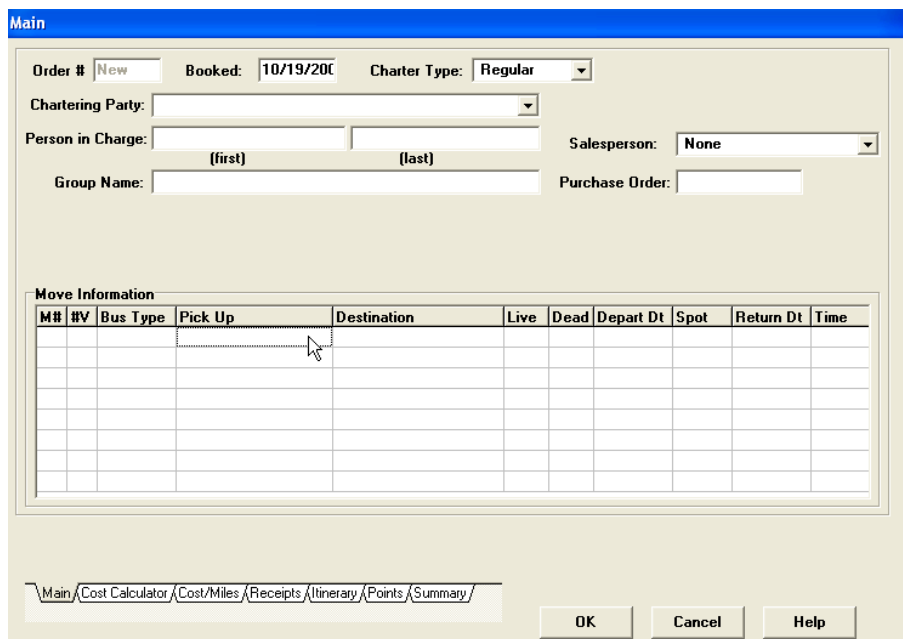


Figure 13. Charter Screen

In order to view the influence of rates you will need to create a move, so double click on a line in the move information box. This will bring you to a screen where you can create a move.

The 'Move' dialog box contains the following fields and controls:

- Number Of Buses: 1
- One Way
- Show Route button
- Garage: RBS East
- Live Miles: 0.0
- Prophecy Mileage button
- PickUp: (empty)
- Pickup Miles: 0.0
- Prophecy Mileage button
- Destination: (empty)
- Rate Type: (empty)
- Calculate Rate button
- Fare Type: Standard
- Departure Date: 1/8/2005
- Spot Time: 8:00am
- Depart Time: 8:15am
- Return Date: 1/8/2005
- Rtn Time: 8:00pm
- Bus Type: Unassigned
- Availability By Type button
- OK, Cancel, and Help buttons at the bottom.

Figure 14. Creating a Move And Calculating a Rate

As you can see some of the move information as been filled in. This information will be used to calculate the rate for the charter. Since the charter falls into the date range of the rate used in the first example we would expect to see that rate used. So, if you click on the Calculate Rate button you will see that the corresponding rate and fare is used.

The 'Move' dialog box after clicking 'Calculate Rate' shows the following changes:

- Rate Type: Game
- Fare Type: Event Rate
- The 'Calculate Rate' button is now disabled.
- All other fields and controls remain the same as in Figure 14.

Figure 15. Move, Cont

As you can see the correct rate adjustment and fare type as been filled in for you and the fare type associated with this rate is automatically selected.

4. Cost+

Figure 16. Cost+ Move Screen

When creating a move, after entering the departure data selecting calculate rate automatically selects the rate and associates fare for the data in the rate calculator.

M#	#V	Bus Type	Pick Up	Destination	Live	Dead	Depart Dt	Spot	Return Dt	Time
1	1	56 Pass	Cooperstown	1001 Island Cruises	432.8	56.2	7/21/05	8:00	7/21/05	20:00

Figure 17. Cost+ From Main Screen

After creating a move and selecting a rate and associated fare, either automatically or manually, select OK to return to the Main Screen. Right click and select Show Reconciliation. Below is the Main Cost+/Reconciliation Screen.

Reconciliation

Move Information

No. of Buses: IH <input type="text" value="1"/> SC <input type="text" value="0"/>	OneWay: <input type="checkbox"/>	Charter #: <input type="text" value="3712"/>
Garage: <input type="text" value="RBS East"/>	Live Miles: <input type="text" value="432.80"/>	Move #: <input type="text" value="0"/>
Pickup Up: <input type="text" value="Cooperstown High S"/>	Pick Up Miles: <input type="text" value="56.20"/>	Status: <input type="text"/>
Destination: <input type="text" value="1001 Island Cruises"/>	Spot Time: <input type="text" value="8:00"/>	Driver: <input type="text" value="UnAssigned"/>
Depart Date: <input type="text" value="7/21/05"/>	Return Time: <input type="text" value="20:00"/>	Dept. Time: <input type="text" value="8:15"/>
Return Date: <input type="text" value="7/21/05"/>	Off Duty Time: <input type="text"/>	Bus Type: <input type="text" value="56 Pass"/>
On Duty Time: <input type="text"/>		Total Hours: <input type="text" value="12.00"/>

Cost Information

Bus Type: <input type="text" value="56 Pass"/>	Per Vehicle: <input type="text" value="876.94"/>	Estimated Miles: <input type="text" value="489.00"/>
Calculated Price: <input type="text" value="876.94"/>	Per Vehicle: <input type="text" value="866.35"/>	Addn. Miles: <input type="text" value="0.00"/>
Estimated Cost: <input type="text" value="866.35"/>		Adjusted Total: <input type="text" value="489.00"/>
Per Diem: <input type="text" value="0.00"/>	Other Misc Cost: <input type="text" value="350.00"/>	Fare Type: <input type="text" value="B- Basic"/>
Tolls/Parking: <input type="text" value="0.00"/>	Fuel Cost: <input type="text" value="114.10"/>	Rate Type: <input type="text" value="B-Basic"/>
Meals/Lodging: <input type="text" value="100.00"/>	Maint. Cost: <input type="text" value="122.25"/>	Price Target%: <input type="text" value="35.00"/>
Other Misc. Exp.: <input type="text" value="0.00"/>	Labor Cost: <input type="text" value="150.00"/>	Est. Contrib: <input type="text" value="10.59"/>
Total Direct Exp.: <input type="text" value="100.00"/>	Labor Taxes: <input type="text" value="30.00"/>	% of Price: <input type="text" value="1.21"/>

Reconciled

Figure 18. Cost+/Reconciliation Screen

On the Reconciliation Screen click on Recalc Costs. This will state the cost of the charter based on a combination of data in the company setup system variables, and the specifics for this vehicle type.

Variable	Value
Ave. Hourly Wage:	12.50
Ave. Day Rate:	155.00
Hours per Day Rate:	15.00
Maint./Misc. Cost/mi.:	0.20
Other misc. Cost/Hour	325
Misc. Hours/Day Cap	1
Vehicle Prep Time (minutes):	30
Transfer Time (hours):	4.00
Driver Pay Markup:	20.00

Figure 19. Cost+ System Variables

Estimated selling price is based on a combination of variables from the systems variables table in Company Setup and the specifics from the bus type. Contribution per mile and other non-direct musc cost, insurance and bus travel cost, can be set for each bust type and will overwrite the company defaults.

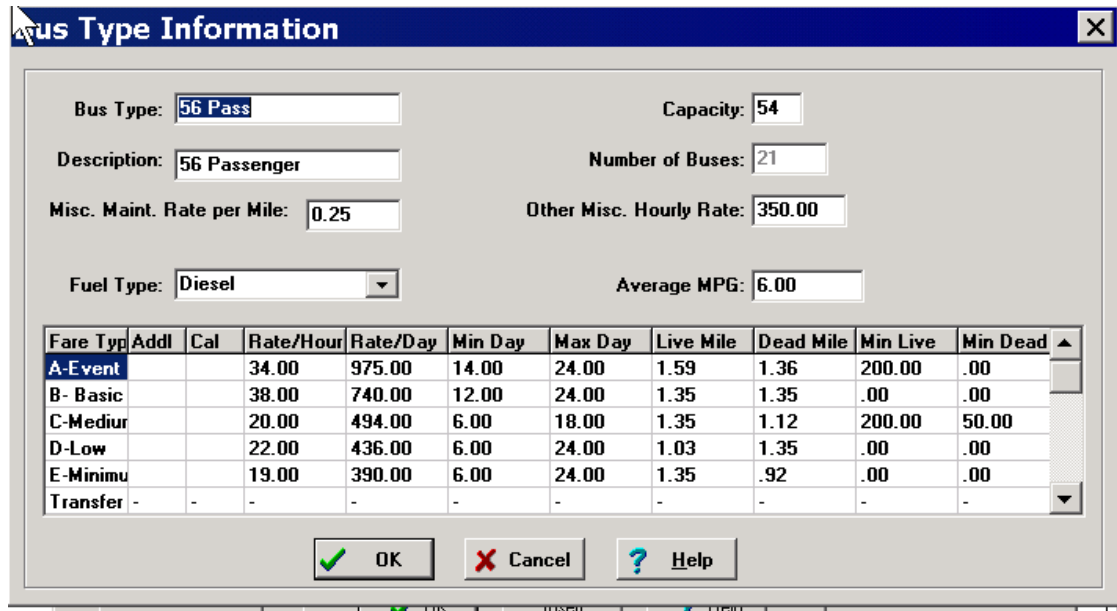


Figure 20. Cost+ Bus Type Configuration

In this example of Cost Plus we assigned a 56 passenger coach to the move. This vehicle type commands a higher maintenance per mile, .25 Vs. .20, and higher other misc cost, \$350 Vs. \$325, than is in Company Setup.

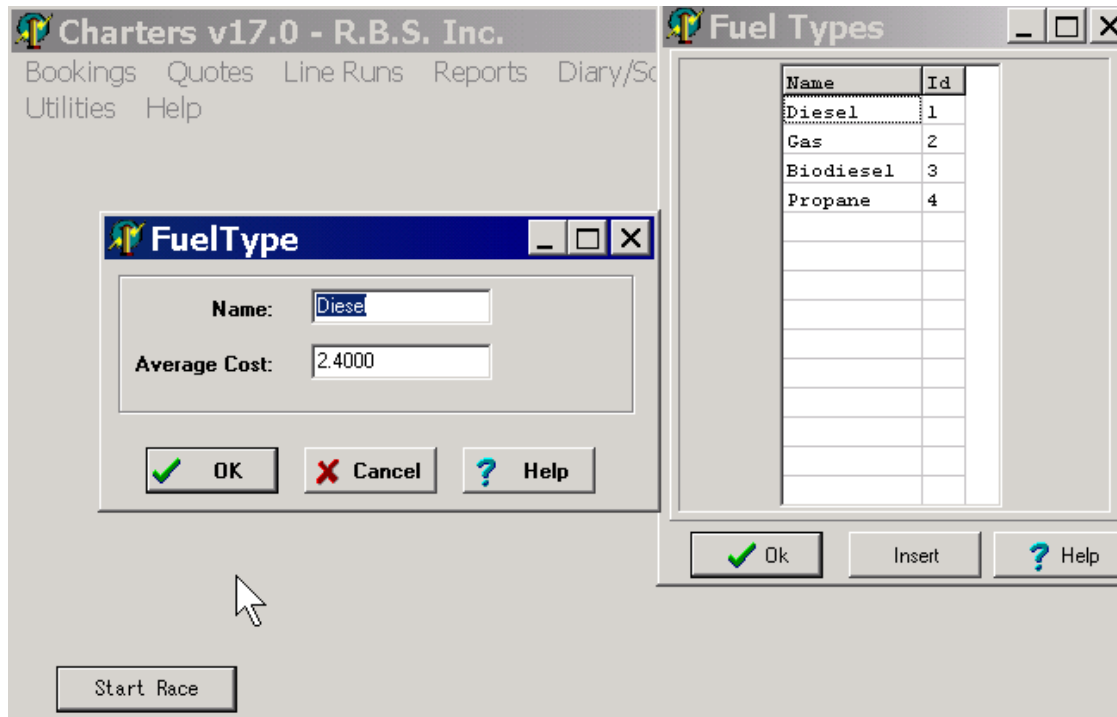


Figure 21. Cost+ Fuel

In the Cost+ calculation the cost of fuel calculation for the move is based on the price of fuel in the Fuel Types Table which can be changed as the cost of fuel changes. By going to Utilities, Lookup Tables, Fuel Types and clicking on the type you want to change.

So how does Cost+ calculate a suggest selling price?

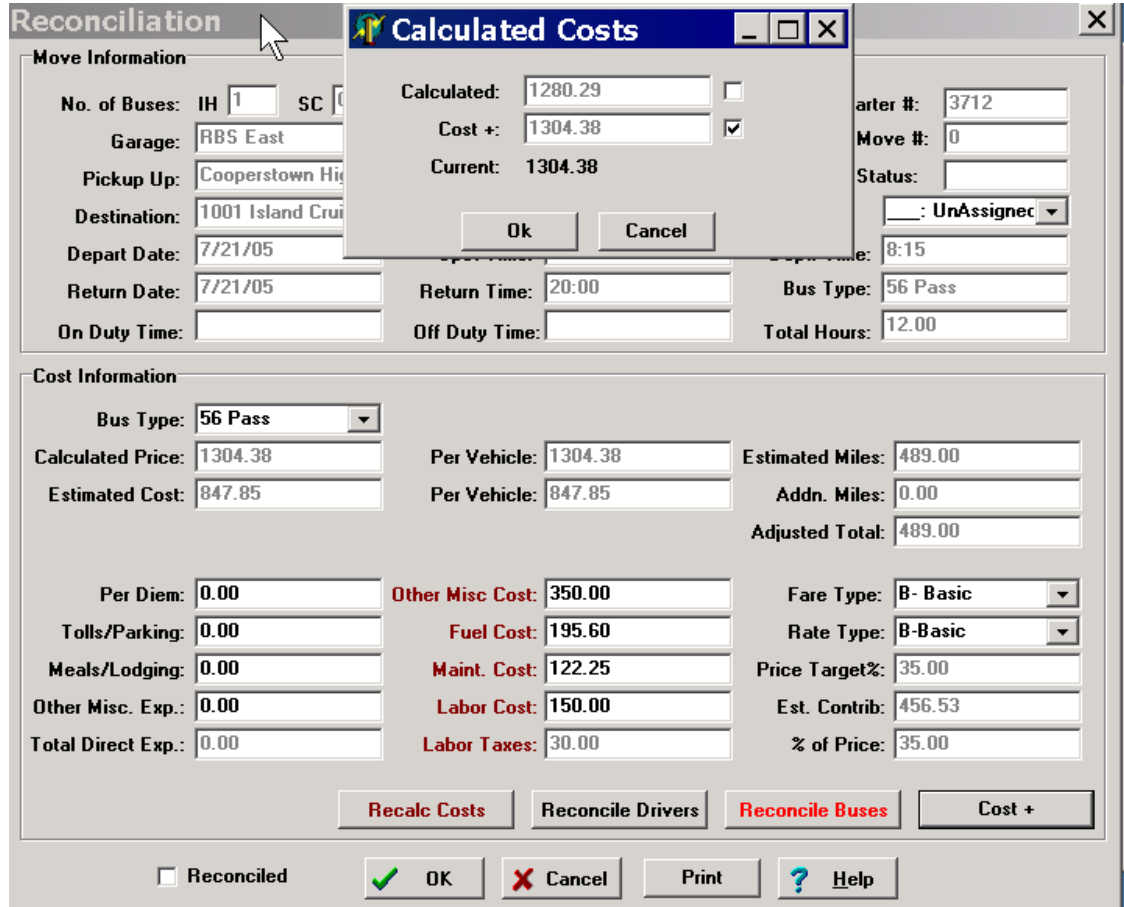


Figure 22. Cost+ Reconciliation Screen

In this example the move was assigned to a 56 Pax vehicle. Which has a .25 per mile maintenance reserve and gets 6.00 MPG. The move is 489 miles. Therefore fuel cost would be 489 Miles/6 MPG. That equates to 81.5 Gallons at 2.40 per Gallon. Which is \$195.60.

The maintenance cost is .25 X 489 miles. That equates to \$122.25.

The Labor cost is 12 hours X \$12.50 which is \$150.00.

The Labor Tax and Benefit is 150.00 X .20 which is \$30.00

Misc contribution to overhead is \$350.00

All these add up to a total cost of \$847.85.

The basic rate which was selected for this move based on the departure data commands a 35% mark up over cost. The Cost+ suggested selling price is: \$847.85/.65 or \$1,304.38.

Click the Cost+ Button and you are presented with teh comparison of the Cost+ selling price and the price that was calculated using the more 'Traditional' time Vs. money costing method.

The screenshot shows a software window titled "Reconciliation" with two main sections: "Move Information" and "Cost Information".

Move Information:

- No. of Buses: IH 1 SC 0
- Garage: RBS East
- Pickup Up: Cooperstown High S
- Destination: 1001 Island Cruises
- Depart Date: 7/21/05
- Return Date: 7/21/05
- On Duty Time: [Empty]
- OneWay:
- Live Miles: 432.80
- Pick Up Miles: 56.20
- Spot Time: 8:00
- Return Time: 20:00
- Off Duty Time: [Empty]
- Charter #: 3712
- Move #: 0
- Status: [Empty]
- Driver: [Empty] UnAssignec
- Dept. Time: 8:15
- Bus Type: 56 Pass
- Total Hours: 12.00

Cost Information:

- Bus Type: 56 Pass (dropdown menu open showing: 56 Pass, 26 Corporate, 54 ADA, 47 Pass, 47 Economy, 24 Pass, Van, 57 pass)
- Calculated Price: 56 Pass
- Estimated Cost: 54 ADA
- Per Diem: 57 pass
- Tolls/Parking: 0.00
- Meals/Lodging: 100.00
- Other Misc. Exp.: 0.00
- Total Direct Exp.: 100.00
- Per Vehicle: 1332.85
- Per Vehicle: 866.35
- Other Misc Cost: 350.00
- Fuel Cost: 114.10
- Maint. Cost: 122.25
- Labor Cost: 150.00
- Labor Taxes: 30.00
- Estimated Miles: 489.00
- Addn. Miles: 0.00
- Adjusted Total: 489.00
- Fare Type: B- Basic
- Rate Type: B-Basic
- Price Target%: 35.00
- Est. Contrib: 466.50
- % of Price: 35.00

Buttons: Recalc Costs, Reconcile Drivers, Reconcile Buses, Cost +

Footer: Reconciled, OK, Cancel, Print, Help

Figure 23. Cost+ Differences

While you are in this Reconciliation Screen you can select different bus types and fare types to quote different rates and types while are are on teh phone with the customer. to do this use the pull down on the Bus Type then select Re-Calculate costs and then select Cost+ to see the re-calculated suggested selling price.

Cost/Miles

Charter # Party: Name:

Move:

Costs						
Move	Cost Type	Unit		SubTotal	Addl	Note
		Units	Cost			
1	Calculated Cost	1.00	1,304.3800	1,304.38	N	0

Total Additional Cost: Total Miles: Total Cost:

Price:

Main / Cost Calculator / Cost/Miles / Receipts / Itinerary / Points / Summary /

Figure 24. Cost+ Miles Screen

When you use the Cost+ module to calculate the suggested retail selling price, the entry 'Calculated Price' is put as a line item in the Cost Miles Screen.