How to determine a sustainable price for a watch?

For: Trading company · limited liability company · limited company

Practical business guidance · Reviewed: 2026-11-15

Applicability: Not tied to a statutory date

Divide the target monthly amount for expenses and labour by the actual billable hours.

Billable hours are not all working hours.

Allocate your available time to sales, communication, administration, training and breaks. If you divide your monthly target by all the hours you work, you'll easily set a price that doesn't cover your actual needs.

Include operating costs, planned disbursements and your fee for work in your monthly target. The calculation serves as a baseline for minimum sustainability, while the market rate is further determined by the value of the deliverables, the scope and the level of responsibility.

How to prepare this in your business

Record the actual hours spent on several completed jobs, including preparation, communication and revisions. Compare them with the original estimate and base your next proposal on that experience. An hourly rate, without controlling the scope, can remain unsustainable even if it looks high on paper.

For a fixed project price, define what is included in the delivery, the number of revisions and how additional work will be agreed. This reduces the risk of unlimited revisions consuming the planned profit margin.

Example: €2,400 target and 80 billable hours

The basic calculation shows €30 per billable hour. If the number of billable hours falls to 60, the same target requires €40 per hour. That's why it's useful to test a month with lower occupancy as well.

Specific next steps

1. Estimate the costs and the target amount.
2. Separate administration, sales and holidays.
3. Test the price and market value.

Most common mistakes

• Forget the time for selling and finishing.

• Confuse the target amount for the owner with the already established net salary.

Limits of application

Adapt the guideline to the circumstances of your business.

If you need further assistance

Enter your monthly target and the actual billable hours; plan your tax and salary according to your status.

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