

SANAA PODS / SOKO LA PROS

Pricing for Profits

& Invoicing Like a Pro

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10:30-11:30 AM



Your tools for the next job

A price you can explain

Your time, project expenses, overhead and profit.

A clear written scope

What the client receives and where the work ends.

A complete invoice

What the client needs to process payment.

A client offers TZS 250,000

Would you accept?

Five social media graphics for a small cafe.
Delivery in five working days.

What would you need to know first?

The scope behind the price

Deliverables	5 static graphics, 1 size each.
Client inputs	Approved copy, logo and usable photographs.
Included work	Brief, design, 2 revision rounds and final exports.
Boundaries	No photography, printing, animation or extra sizes.
Timing and use	5 working days after inputs. Cafe social channels.

Three parts of your job cost

Your labour

Planning, making, revisions and delivery time.

Direct project costs

Transport, materials, assistants, rentals or licences.

A share of overhead

Software, workspace, internet and equipment wear.

Count each cost once. Your pay is separate from business profit.

A realistic hourly cost

Monthly assumptions	TZS	Hours
Your pay target	1,200,000	80 billable
Business overhead	240,000	80 billable

15,000

Labour cost per hour

3,000

Overhead per hour

Fictional example. Unbilled admin and sales time reduce billable capacity.

The cafe project costs TZS 200,000

Cost item	Calculation	TZS
Your labour	10 h x 15,000	150,000
Overhead allocation	10 h x 3,000	30,000
Direct expenses	Project estimate	20,000
Total job cost		200,000

10 hours = brief 1 + design 6 + revisions 2 + delivery/admin 1

A price with room for profit

TZS 250,000

200,000 total cost + 50,000 planned profit

Price = cost / (1 - target margin)

20% of the selling price remains after the listed costs.

Margin and markup use different bases

Method	Selling price	Profit margin
20% markup on 200,000	TZS 240,000	16.7%
20% margin on selling price	TZS 250,000	20.0%

Margin = profit / selling price

Markup = profit / cost. All figures exclude tax.

Cost gives you a starting point

- **Scope and complexity** How much work and responsibility does this job involve?
- **Usage and value** Where, for how long and by whom will the work be used?
- **Market and positioning** Compare services with similar scope and quality.

Choose the selling price, then check the resulting profit.

Pricing examples across creative fields

Creative work	Total cost (TZS)	Price (TZS)
Design	200,000	250,000
Writing	120,000	150,000
Makeup	80,000	100,000
Music	320,000	400,000
Fashion	240,000	300,000
Photo / video	600,000	750,000

Fictional scopes and costs. Each example uses a 20% margin, not a market rate.

Small changes can remove the profit

At a TZS 200,000 starting cost	Selling price	Profit
Original scope	250,000	50,000
10% discount, same scope	225,000	25,000
2 extra hours, original price	250,000	14,000

Two extra hours cost TZS 36,000. Agree changes before doing the work.

Your turn: a smaller cafe package

3 graphics. 6 hours.

Labour: TZS 15,000 per hour

Overhead: TZS 3,000 per hour

Direct costs: TZS 12,000

Target margin: 20%

Calculate total cost, selling price and project profit.

The smaller package: TZS 150,000

Calculation	TZS
Labour: 6 x 15,000	90,000
Overhead: 6 x 3,000	18,000
Direct costs	12,000
Total cost	120,000
Selling price at 20% margin	150,000
Project profit before income tax	30,000

Four documents, four jobs

Rate card	A starting price for a defined service and its limits.
Quotation	A price for this client, this scope and this period.
Invoice	A numbered request for payment under the agreement.
Payment record	Evidence of money received and the balance remaining.

Fiscal receipts and tax invoices follow applicable TRA requirements.

A quotation with a clear scope

DEMO Q-001 Kijiji Cafe 5 static graphics

Client-facing line item	Qty	Rate (TZS)	Amount
Preparation and concept	1	50,000	50,000
Design: 5 graphics	1	150,000	150,000
2 revision rounds and exports	1	50,000	50,000
Total before tax			250,000

14-day validity. Scope, exclusions and usage attached. Tax treatment to confirm.

An invoice the client can process

AMANI CREATIVE Invoice DEMO-001

Kijiji Cafe Issued 26 Sep 2026 Due 3 Oct 2026 Ref Q-001

Description	TZS
5 graphics, agreed scope	250,000
Advance already paid	(100,000)
Balance before tax	150,000

Include verified payment details, tax treatment and applicable business identifiers.

Profit and cash arrive at different times

Illustrative payment plan	TZS
Cash needed before starting	70,000
Agreed advance (40% of 250,000)	100,000
Advance less upfront cash costs	30,000
Remaining client payment	150,000

The TZS 30,000 is cash headroom, not project profit. Terms vary by agreement.

Tax treatment needs its own check

VAT

Confirm your registration, the supply and applicable treatment.

Fiscal documentation

Use the required EFD/VFD process where it applies.

Withholding

Reconcile any applicable deduction and supporting evidence.

The teaching examples exclude tax. A blank tax field is not a tax exemption.

Every completed job needs a record

At agreement

Save the accepted scope, quote and payment schedule.

At billing

Record invoice number, amount, due date and documents.

At payment

Record cash, supported deductions and remaining balance.

After delivery

Compare actual time and costs with the estimate.

One job you can price this week

Your scope.

Your costs.

Your price.

Complete one calculation.

Write the quote and payment agreement.

Prepare the information for your invoice.

Bring the scope and figures into Paul's Canva session at 1:35 PM.

Questions

**Which part of your next job
is hardest to price?**

Scope, time, expenses, usage or payment?

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