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Capacity Planner

These are examples, not promises. The people and businesses are illustrative. Figures are for general business education, not financial, legal or tax advice. Results vary. Your numbers will be different. loftybiz.net

1. Measure the capacity you have

Count the hours your team can actually deliver, not the hours on the door. Write weekly capacity and profit per hour on one page. Every later change is judged against those two numbers. Keep the capacity numbers in Systex, our own product, at loftybiz.net.

What to write	How to get it
Units (people, rooms, crews)	The teams or people who deliver the work
Jobs each unit can finish in a day	From a typical full day, not a heroic one
Working days in the week	Days you actually run, not days you hope to
Weekly capacity (formula)	Units × jobs per day × days
Work already sold this week	From your booking board or job list
Gap	Sold minus capacity. A positive gap means you have sold more than you can delive

2. Use the capacity you have, in this order

First: raise prices when you are full — it is often the cheapest capacity you will ever buy. Give regular customers notice. Track how many you lose, and profit per hour. Second: change the ratio, by asking which work does not need one expert for one customer. Third: let tools take the small jobs (booking, reminders, short how-to). Each no-show you prevent is a slot you did not have to build. Fourth: hand off what does not need the expert, with a written checklist.

3. Add people before you add demand

Run the throughput check before you sell: work waiting, divided by people, times jobs per person per day. Know what one unit earns at full load, after wages and the costs of doing the work. Slow sales while you catch up, and give new customers an honest start date. Train the next leader ninety days ahead. Keep a bench of two or three trusted part-timers you have already trained. Wages start before new revenue does, so plan the cash gap.

4. Your capacity check this week

Count the capacity you have and your profit per hour. Pick one price change, one ratio idea and one task to hand off. Do the throughput check for next month, and write the date your next leader needs to start training. Put those numbers into Systex.

5. Worked examples (illustrative only)

Dilnoza runs a physiotherapy clinic in Tashkent, with four therapists and one front-desk assistant. A one-to-one session costs about $25. Four therapists, about thirty sessions each a week: 120 sessions, all taken, and a six-week wait. She raised new-client sessions to about $32 with two months' notice and a small evening peak, started group classes (six patients, one therapist, about $12 each, about $72 for the hour instead of $32), used booking tools and reminders, and handed room setup and payments to her assistant. Within three months, weekly revenue went from about $3,000 to about $4,100 with the same four therapists, and the wait fell from six weeks to about one. She won back about six sessions a week from fewer missed appointments.

Kemar runs a garden and landscaping company in Bridgetown, with three crews of three. A regular visit is about $90. A radio campaign signed 95 weekly gardens; the crews could do about 75 (three crews × about five gardens a day × five days). Twelve new clients cancelled. One crew at full load does about 25 visits a week: about $2,250, and he kept about $800 a crew after wages, fuel and equipment. He stopped the ads, gave honest start dates, trained Shamar for three months, and built a bench of two or three trained part-timers. Missed visits fell from about twelve a week to about one. The fourth crew started in month four, led by Shamar.

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