



What our research costs

Most single studies land between A\$1,200 and A\$1,950, with multi-site and replication work above that, and ongoing monitoring from A\$200 a quarter. Every job is quoted as one fixed fee after a free consultation, but you should not have to book a call just to find out whether we are in your budget. All figures are in Australian dollars and include GST.

INTRODUCTORY RATES: these prices apply to our first five Australian engagements as we build our local case-study base, and will be reviewed once those are complete. Anything quoted in a written proposal is locked for that job.

Typical investment by scope

Free consultation + pre-screen snapshot

No charge

30 minutes, no obligation. Where it helps we follow up with a short snapshot: local demand signals, benchmark cost bands and early red flags. Tailored proposal within 24 hours.

Single-site feasibility study

A\$1,200

One concept, one location. The most common engagement.

- Catchment, demand and competitor analysis
- Full financial model: P&L, break-even, working capital
- Sensitivity analysis and risk register
- A clear Go / Refine / Pause verdict

Acquisition pressure-test

From A\$1,950

The flagship study, for buying an existing venue.

- Everything in the single-site study
- Vendor-numbers screening: what the seller's figures actually support
- The asking price tested as an earnings multiple
- Lease assessment and modelled-vs-verified callouts
- Due-diligence conditions to attach to your offer

Multi-site comparison

From A\$2,600

Two or three locations or concepts side by side. Roughly +A\$700-850 per extra site.

- Demand, rent-to-revenue, break-even and sensitivity per site
- Ranked recommendation with the reasoning shown

Concept replication study

From A\$2,950

For an already-performing venue: where else would it work? Three phases, one engagement.

- Fingerprint why your existing venue actually performs, graded against your real numbers
- 10-15 lookalike areas screened and scored, short-stay regulation checked on each
- Top candidates compared side by side, with one recommended
- Add a full feasibility study on the area you choose for +A\$1,000

What our research costs

Add-ons and ongoing work

Lender & investor pack From +A\$650

An extension to any study: three-year monthly cashflow, debt-service coverage against the 1.25 lender benchmark, serviceability sensitivity, funding-structure summary, and an editable financial model that agrees with the report to the dollar.

Refine-to-Go re-assessment Reduced fee

If your report came back Refine, adjust the levers we flagged (rent, concept, capex, hours) and we re-run the model at a reduced fee within six months of delivery.

Market Pulse From A\$200 / quarter

For clients with a delivered report. We re-check the assumptions your decision rested on against the live market each quarter and tell you whether the verdict still stands. Monthly cadence available.

For context: the closest specialist comparable - an Australian CPA practice offering a market, operational, financial and economic feasibility study - starts at A\$2,785, and experienced Australian consultants bill A\$250-450 an hour. We are deliberately priced below that reference point.

What moves the price

Two cafes are not the same job. These factors decide where in the range a quote lands.

Number of sites or concepts

Each additional location adds roughly A\$700-850. The catchment and competitor work is done again from scratch for each one.

Greenfield vs acquisition

Buying a going concern means screening the vendor's numbers and drafting due-diligence conditions. That is the acquisition pressure-test tier.

Who the report is for

A study for your own decision is lighter than one a bank or investor will read. Lender-ready formatting and evidence standards add scope.

Data availability in the location

Metro sites with rich public data are quicker. Thin regional markets take more primary work to reach the same confidence.

Venue complexity

A 40-seat cafe is a smaller model than a licensed multi-revenue venue with accommodation, functions and a bar.



What our research costs

Outside Australia

We produce studies for the United Kingdom on the same model, priced against local comparables rather than converted from Australian dollars - see marketondemand.co.uk/pricing for UK figures. The United States, Canada, New Zealand and Ireland are quoted on request.

Common questions

Is the price fixed once quoted?

Yes. You receive one fixed fee in a written proposal before any work starts. No hourly billing, and no variation unless you change the scope yourself.

How do payments work?

Fifty per cent on acceptance of the proposal, which starts the work, and fifty per cent on delivery. Invoicing runs through Xero.

How long does it take?

A single-site study is usually delivered within five to seven business days of the deposit clearing. Acquisition and multi-site work takes longer and the timeline is confirmed in the proposal.

What do I actually receive?

A 13-18 page report plus a debrief call to walk through it, and for lender packs an editable financial model that agrees with the report to the dollar.

Find out what your job would cost

A 30-minute conversation, then a tailored fixed-fee proposal within 24 hours.