

Ready Mixer

INDUSTRY DATA

Short Load Concrete
Mixing Market Insights,
Pricing Guide, and Mix
Ratios Guide

**QUESTIONS?
CONTACT US.**

Daniel Brandon
Sales Representative

800-770-3956
sales@readymixer.com
www.readymixer.com



**Ready
Mixer**

INDUSTRY DATA



Mini Batch Plant Statistics

Using third party research and survey questions from mini batch plant owners across the US, we were able to share our data on different statistics we found.

Check the Mini Batch Plant Statistics Information facts below.

In accordance with the facts, given the average mini batch plant owner is in operation from Monday through Friday every week of the year you should hit 1700 yards poured each year.

The total operating days for that comes out to 260 days.

The graph below has statistics based on

Mini Batch Plant Statistics

Average Customer Acquisition Growth Per Year

40 to 50 new concrete customers captured per year

Customer Retention

84% of your customer base will be repeat customers
36% will use your service every week
32% will use it every month

It is imperative that you have excellent customer service if there is competing mini batch plants in your area.

Demographics of your customer base

63% Contractors

31% DIY Customers

6% Municipalities

Best ways to market your service

Referrals from Big Batch Plants
Social Media Presence/Website
Facebook Ads

Total number of short load concrete poured per year across the US

7.8 million

Average yards of concrete poured per year for mini batch plants

1700 yards

Average number of yards poured per day

6.3 yards

Gross Profit Margin Per Yard

\$50 - \$120

HOW TO PRICE



Pricing Math

We recommend you price based on local ready mix plants near you.

For a pricing framework and example please see the referenced chart "Concrete Pricing Math"

Below

Once you have established your sell price and are comfortable with your profit per yard.

You can use these calculations for smaller and larger loads

You can calculate your prices for orders larger or smaller than 1 yard based on quarter percentages of your cost of materials.

The base Profit is \$55 per yard

The cost of Materials is \$75

$$\$75 * 2 + \$55 = \$205$$

$$\$75 * 1.75 + \$55 = \$186.25$$

$$\$75 * 1.50 + \$55 = \$167.50$$

$$\$75 * 1.25 + \$55 = \$148.75$$

$$\$75 + \$55 = \$129.96 \text{ per yard}$$

$$\$75 * 0.75 + \$55 = \$111.12 \text{ for } 0.75 \text{ yards of concrete}$$

$$\$75 * 0.50 + \$55 = \$92.50 \text{ for } 0.50 \text{ yards of concrete}$$

$$\$75 * 0.25 + \$55 = \$73.75 \text{ for } 0.25 \text{ yards of concrete}$$

Concrete Pricing Math

Local Ready Mix Batch Plant Companies
Pricing Examples

Company	3000 PSI Mix Price	Short Load Fee	Minimum to Deliver
Company A	\$156 per yard	\$40 per yard	3 Yards
Company B	\$176 per yard	\$110 per yard	-
Company C	\$126 per yard	\$80 per yard	4 Yards

Local average cost per yard	Local average short load fee cost	Local average cost of 1 yard of concrete
\$152 per yard	\$76 per yard	\$228 per yard

Percentage you want to price under your competition/profit you make per yard

Example:0.57%

$$\$228 \text{ per yard} * 0.57\% = \$129.96 \text{ per yard}$$

Based on this, we would sell concrete at \$129.96 per yard

The average cost of materials in the US is \$74.96 which we would subtract from our per yard price to get our profit per yard

$$\text{Our Per Yard Sell Price} = \$129.96 - \text{Average Cost of Materials} = \$74.65 = \$55 \text{ profit per yard}$$

This percentage is entirely up to you based on how much lower you want to be under your competition and also how much profit per yard you want to make.

Our recommendation is to price anywhere from 50 - 80% of your competition price

MIX RATIO GUIDE



Mix Ratio Guide

The commonly used mix ratios for mini-batch plant owners are

1:3:3

1:2:4

1:2:3

Our math is based on one yard of concrete which can be a 5 or 6-bag cement mix.

So if you have 540 lbs of cement (6 90 lbs bags of cement), then you have a yard's worth of cement.

Based on the yardage you need you can multiply the desired total yardage you need. and use the different ratios and their correlating PSI to achieve the correct batch.

Most short-load concrete jobs will be between 3000 to 5000 PSI.

The Chart below breaks down the different ratios correlated with their PSI and the water-to-cement ratio to calculate PSI.

The water to cement ratio is a good way to check your batch on what PSI you delivered.

Mix Ratios Chart

Common Mix Ratios	Water to Cement Ratio	Calculating PSI
<p>Different Parts</p> <p>Cement - Sand - Gravel</p> <p>1 - 2 - 3 (4000 PSI)</p> <p>1 - 3 - 3 (3000 PSI)</p> <p>1 - 2 - 4 (3000 PSI)</p> <p>1 - 1 - 4 (5000 PSI)</p>	<p>Formula for Water to Cement Ratio (w/c)</p> <p>W = Water C = Cement G= Gallons 1 Gallon = 8.34 lbs $W \cdot 8.34 / C = \text{water to cement ratio}$</p> <p>Example W = 33 Gallons C = 517 lbs $33 \cdot 8.34 / 517 = 0.53 \text{ w/c ratio}$</p>	<p>W/C to PSI Chart</p> <p>0.70 w/c = 2000 PSI</p> <p>0.60 w/c = 3000 PSI</p> <p>0.50 w/c = 4000 PSI</p> <p>0.40 w/c = 5000 PSI</p> <p>0.30 w/c = 6000 PSI</p>