School software pricing: per student or per branch?

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ABSTRACT

A Pakistan-focused guide to school software pricing, with published local rates, practical PKR examples and costs to check before quoting.

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> **TL;DR**
>
> For a small private school in Pakistan, I would start by testing a clear monthly price in rupees with a student limit, then quote larger or multi-branch schools separately. Published local offers include plans from PKR 1,000 per month and per-student plans from PKR 5, but features and terms differ. The right price must cover setup and support as well as fit the school's budget.

A neighbourhood school with 100 children and a multi-campus group do not buy software in the same way. Both may want fee challans and result cards, but the number of staff to train, the records to import and the budget available can be very different.

Low-fee schooling matters here. A 2022 RISE study of two urban neighbourhoods found families weighing private school fees alongside other education costs. It is a small, older study, not a measure of what every Pakistani school can pay today, but it is a reminder not to price every school like a large city chain. [6]

This is a guide to testing prices in Pakistan, not a disclosure of Oxygen LMS prices or a record of customer negotiations. Worked figures are hypothetical, not quotes.

What local vendors actually list

These are examples checked on 25 November 2026. They are advertised prices, not a survey of what schools ultimately pay. Modules, branch limits, tax and billing terms differ, so confirm the current written quote before comparing.

Published offer	Price and scope	Detail to check
MjFour	PKR 1,000/month for up to 200 students, one branch	No setup fee; sales tax may apply
Schooliee	From PKR 5 per active student/ month for its base mix	200-student minimum; modules affect the rate
PakEducate	PKR 1,500/month for up to 75 students; PKR 3,000 for up to 150	Confirm branch scope and included features
Edflo	PKR 2,999/month for 1–150 students per branch	Billed in advance on its stated cycle
EduSuite	Standard PKR 30/student/month; Pro PKR 50	Plan inclusions and yearly terms need confirmation

MjFour also advertises spreadsheet import and training included. Schooliee lists setup, import and training as free; its PKR 5 starting price is for a base mix, not the same package as every other plan. [4] [3] [5] [2] [1]

The practical point: a founder pitching PKR 6,000 per month to a 100-student school should be ready to explain why that offer is worth more than cheaper local alternatives. Do not claim all products are equivalent. Ask what the school uses today and compare the actual work each plan covers.

Per student or per branch?

Model	How the invoice works	What to watch
Per active student	Rate multiplied by a defined count	Minimum charge and count disputes
Flat per branch	One recurring price for each branch	The same bill can be heavy for a small campus
Branch size bands	A flat price per branch based on student-count bands	Price jumps when a branch crosses a limit

Suppose a fictional vendor charges PKR 10 per active student per month, while another hypothetical offer is PKR 2,000 per branch per month. Neither figure is an Oxygen LMS price or a recommendation; both are only for comparing the maths.

Active students in one branch	PKR 10 per student	PKR 2,000 per branch
100	PKR 1,000/month	PKR 2,000/month
200	PKR 2,000/month	PKR 2,000/month
500	PKR 5,000/month	PKR 2,000/month

At 200 students the prices are equal. A 200-student minimum would make the first plan PKR

2,000 even for the 100-student school. These totals assume the same service, payment period and tax treatment, and they do not show whether either offer is profitable.

For a first offer, I would test size bands rather than promise one unlimited branch price. A school can budget for a fixed amount, and the vendor can price a small campus differently from a 500-student one. Test the bands against actual offers and the cost of serving each school before publishing them. A per-student rate can also work if the invoice and counting rules are simple.

For two branches, do not silently apply a per-branch minimum twice. State whether the count and price apply to each campus or to the group. For example, a group with 100 students in each of two branches pays PKR 4,000 under a hypothetical PKR 2,000 per-branch offer, not PKR 2,000 for the whole group.

Sell the fee workflow, not a feature count

In the fee vouchers post, I wrote about what schools asked for: a voucher that follows their fee rules and a defaulter list they can trust. A pricing conversation should show that work on the school's own sample, with student names removed: tuition, transport, sibling concession, arrears and a partial payment. Then show how the office prints a challan and records a cash or bank payment.

A simple way to discuss value is to compare the price with time spent, without promising savings. If a clerk spends four hours a month preparing vouchers and checking receipts, and a school values that time at a hypothetical PKR 500 per hour, that work costs PKR 2,000. If the software costs PKR 2,000, it would need to save all four hours to cover its price on time alone. Actual savings need to be measured, and better records or fewer errors are separate possible benefits, not guaranteed extra revenue.

Ask whether the school needs printed bank copies, Urdu text, result cards or a phone-friendly screen for the office. A low sticker price is not useful if the required setup, custom challan or training is charged later.

Make the count and bill easy to check

Define an active student and agree a count date. One possible rule is to count enrolled students on the first day of each month, exclude archived records and apply admissions or withdrawals at the next count. Agree how transfers, duplicate records and holidays affect the invoice. That is a proposed rule, not a claim about all vendors.

For size bands, say what happens when a school moves from 150 to 151 students. Does the new price start immediately, next month or at renewal? Offer a count the office can compare with its register and put the minimum, any grace period and the branch rule on the quote.

Onboarding and support can eat the margin

A school may have student names in registers, fees in Excel and old balances on paper. Importing a clean spreadsheet is different work from reconstructing several years of arrears. Define what is included: the file format, the number of training sessions, who checks the balances and the price for extra cleanup or custom reports.

Suppose a school pays PKR 2,000 per month and recurring hosting and support cost PKR 500. That leaves PKR 1,500 before acquisition, development and other overheads. If setup costs PKR 6,000 and is free to the school, it takes four months to recover setup at that contribution, assuming the subscription stays active and those costs hold. It is a simplified example, not a profit forecast. Stripe's guide explains the distinction between direct delivery costs and other expenses. [8]

A vendor promising WhatsApp reminders also needs to cost them. Twilio, for example, describes a platform fee per message and Meta template fees that vary by type and destination. State whether messages are included, the allowance and overage, and who supplies the account. WhatsApp support for school staff is not the same thing as automated messages to parents. [7]

Payment terms that work locally

Quote in PKR and show the total due, not only a monthly equivalent. Offer a monthly or quarterly option to test if it suits the school, alongside an annual prepayment option if the business can support it. Some Pakistani vendors advertise bank transfer, JazzCash or EasyPaisa for paying the subscription; check availability rather than assuming every customer has a company card. PakEducate lists those payment methods on its site. [5]

At a hypothetical PKR 2,000 monthly price, twelve monthly payments total PKR 24,000. A 10% annual prepayment discount makes the upfront bill PKR 21,600. That saves PKR 2,400 over a year but requires much more cash on day one. State tax, renewal price, cancellation and refund terms; an annual discount is not free if the school is unsure it can continue.

For discounts, record the reason, duration and renewal price. A multi-branch discount should still cover training and support for each campus. Avoid bundling unlimited custom work into a low subscription without defining what it includes.

Send a one-page quote

Before asking a school to commit, write down:

1. Branches, student count or band, minimum and monthly price in PKR.
2. Payment frequency, total due, tax if applicable, due date and renewal price.

3. Included import, training, support hours and any one-time setup fee.
4. Messaging allowance, overages and any payment or integration charges.
5. Count and band-change rules, cancellation, backups and data export.

Run the numbers for a 100-student school, a 500-student campus and a two-branch group. If the smaller school cannot afford the quote, test a narrower service or a smaller band. If onboarding costs more than several months of contribution, charge separately or tighten the scope. The price has to work for both sides.

*[Figure: image]***Code is not a business: what 20 paying customers taught me:** I built a POS SaaS, sold it to about 20 shops, then saw it solved the wrong problem. How I validate a SaaS idea now, and the checklist I use before coding. *[Figure: image]***Distribution beats features: notes from cold-calling schools:** What cold-calling school principals taught me about selling software to schools: the script, the numbers, and why a rejected call beats a landing page.

> **Key takeaways**
>
> - Compare local PKR offers at several school sizes, checking features and terms.
> - Define active students, minimum charges and band changes in writing.
> - Account for import, training, support and messaging before setting a rate.
> - Show the full amount due, payment options, cancellation and renewal terms.
> - Ask for current vendor quotes rather than treating published prices as permanent.

Questions readers ask

Should school software be priced per student or per branch?

For a small Pakistani private school, start by testing a clear monthly PKR price with a student limit. Size bands make the bill predictable while recognising that branches differ in size. Compare it with per-student offers and check that it covers setup and support.

What counts as an active student for software billing?

There is no universal definition. Agree whether billing counts enrolled or archived records, when the count is taken, and how transfers, admissions and school holidays affect the invoice.

Are setup and WhatsApp messages included in school software prices?

That depends on the vendor and plan. Ask for the scope of data import, training and support, plus any messaging allowance, overage rate and applicable taxes in writing.

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