



**BUSINESS PLAN**

“Failing to plan is planning to fail”

Pub Name:

Submitted By:

The content of your business plan could determine whether you are offered a tenancy opportunity. Please take time and effort to complete all sections thoroughly and add any supporting documents.

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| **YOUR EXPERIENCE** |
| Give a brief account of your industry experience including bar work, managerial roles, catering/kitchen and/or experience of running a business |
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| **THE CURRENT BUSINESS** |
| What times of the day have you visited the pub?  Please give a brief description of your overall impressions of the business |
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| Detail your knowledge of the local area, investment, out of home leisure choices, schools, universities etc |
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| Describe the local demographics and who lives in the area  What type of people currently use the pub? Think about their occupations, housing, cultures |
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| **TARGET MARKET** |
| Describe the types of customers that you would like to attract into the pub Would you build on the existing customers or change the type of clientele? |
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| Are there any specific changes you could implement to make the pub appeal to other customers? |
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| **COMPETITION ANALYSIS** |
| Look at competition in the area.  Do not restrict this to pubs, think about other business For example, restaurants, coffee shops, cafes etc.  Please detail a minimum of 3 competitors. Give information of the name and type of business, the average cost of a menu main course and the cost of a pint of standard lager/cask ale   |  |  |  | | --- | --- | --- | | Business: | | | | Main course £ | Lager £ | Cask Ale £ | | Business: | | | | Main course £ | Lager £ | Cask Ale £ | | Business: | | | | Main course £ | Lager £ | Cask Ale £ | | Business: | | | | Main course £ | Lager £ | Cask Ale £ | |
| How would you attract your target market from the competition?  How would you improve on their offer to make your pub the preferred choice? |
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| **MYSTERY CUSTOMER** |
| **ACTING AS A MYSTERY CUSTOMER,**  **VISIT THE PUB AND COMMENT ON THE FOLLOWING...** |
| KERB APPEAL  How is the pub presented from the outside? What was your first impression? |
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| INTERIOR  Give your thoughts on the appearance and atmosphere inside the pub |
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| STAFF AND SERVICE  How was the service you received? |
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| BAR  Is there a good product range? |
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| FOOD (IF APPLICABLE)  Give your thoughts on the current menu |
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| MARKETING  Are promotions advertised via A-boards, posters etc? |
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| Does the pub have a website or use social media channels? Please comment below |
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| LASTING IMPRESSIONS? |
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| **INDUSTRY TRENDS** |
| PUBS IN THE CURRENT DAY AND THE FUTURE...  We all know that times are changing for pub businesses. Pubs need to be relevant to the times and appealing to the consumer. Please consider the key trends below and describe how you would react to these changes, and when possible, use them to the advantage of your business |
| Less consumption of alcohol - Pubs cannot rely on alcohol only |
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| People are more health conscious |
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| Continual rising expectations of quality and value for money |
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| People are living longer, with the 45-65 age group the most wealthy |
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| Mixed cultures and ethnicities |
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| Deregulation of traditional eating / meal times (not strictly breakfast-lunch-dinner) |
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| New technology wifi , mobile payments, smart technology |
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| People look for novelty, new experiences to complement tradition |
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| Customers seek non-healthy choices on certain occasions |
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| **INDUSTRY TRENDS** |
| Specifically describe how you will attract customers. Please consider: 1 Opening hours  2 Bar products and pricing 3 Food offer and pricing  4 Staff and training 5 Entertainment   1. Letting rooms (if applicable) 2. Marketing (print, digital including social media)   Consider timescales and what you would achieve in 3, 6 and 12 months |
| 1 |
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| **ADDITIONAL INFORMATION** |
| Please add any supporting documents for your business plan such as:   * Sample menus * Examples from previous/other pubs - awards, recognition, press exposure, ratings * Association with professional bodies - BII, Cask Marque etc. * Association with community groups relevant to the pub/area |

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| **TWELVE MONTH PROFIT AND LOSS FORECAST** |
| Using the rent Profit and Loss calculation provided, complete the template using your own estimations. Take into consideration other costs such as those associated with fixtures and fittings and personal outgoings. Does the anticipated profit match your personal income expectations?  Please note that the guide rent for the pub will not change regardless of your forecast. You may wish to employ the services of an Accountant to assist with this exercise.  **SALES OPERATING COSTS**   |  | | --- | | Drink Sales: | | Food Sales: | | Machine Takings: | | Accommodation: | | Other (specify): | | **TOTAL SALES:** |  |  | | --- | | Rent: | | Business Rates: | | Wages (inc. NI): | | Utilities (Electric, Gas, Water): | | Music, Entertainment and Promotions: | | Satellite TV: | | Rental Equiptment: | | Advertising and Entertainment: | | Cleaning Materials: | | Glassware and Crockery: | | Flowers and Garden: | | Telephone and Postage: | | Travel and Transport: | | Repairs and Decorations: | | Insurance: | | Stocktaking Fees: | | LegalFees and Licensing: | | Accountacy Fees: | | Bank Charges: | | Loan Repayments: | | Other Costs (specify): | | **TOTAL COSTS (1):** |               **PURCHASES**   |  | | --- | | Drink Purchases: | | Food Purchases: | | Other (specify): | | **TOTAL PURCHASES:** |           **GROSS PROFIT % GP% = Total GP (£’s) divided by total**  **sales multiplied by 100.**   |  |  | | --- | --- | | Drink: | Wet GP%: | | Food: | Dry GP%: | | Machine Takings: | | | Accomodation: | | | Other (specify): | | | TotalGP($’s): | Overall GP% (2): | | DRAWINGS: | | | NET PROFIT (before drawings): | |   **e drawings)**  WEEKLY BREAK EVEN SALES CALCULATION  1 Total cost ﬁgure / total operating costs 2 Overall GP% from above  3 Divide (1) by (2) and multiply by 100 4 Add VAT by multiplying by 1.2  5 Divide by 52 to give weekly break even point   |  | | --- | | **Weekly Break Even = £** | |

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| **SOURCE OF FUNDS** |
| Cash Secured Loan  Unsecured Loan  Overdraft  Other (specify) TOTAL |

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| **SIGNING OFF YOUR PLAN**  Pub Name: Signature: |