



Business Plan

Successful businesses need targets and goals to aim for. Business plans are useful because they document these targets and goals, and allow you to assess your ambitions in 'black and white' and ultimately provide you with a tool to ensure you have the best chance of achieving success.

This is a template, which we hope you find helpful.

We are happy to receive business plans in whatever format you prefer, however, this template covers most of the issues that we believe are particularly important and which you will need to address.

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1. About Yourself

Your Experience in the Licensed Trade.

Your Partners' Experience in the Licensed Trade.

What Relevant Skills and Knowledge do you bring as Individuals and a Team to the Business?

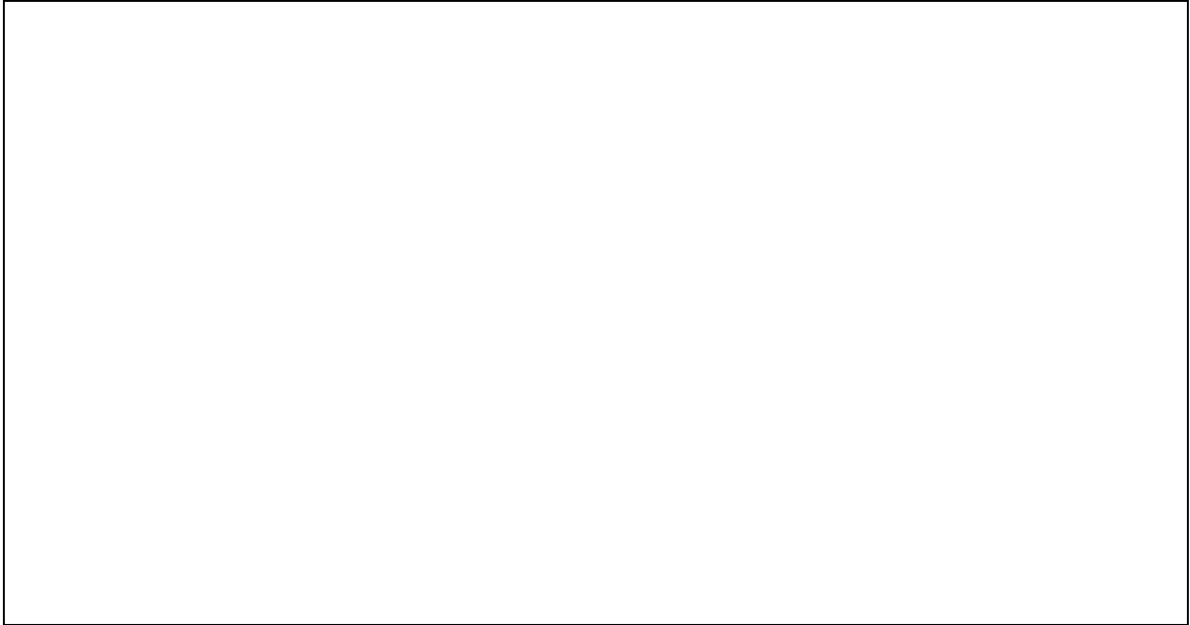
Aspirations / Ambitions

What are your motivations? What Personal Goals do you have both in the Short and Long Term?

2. Current Business

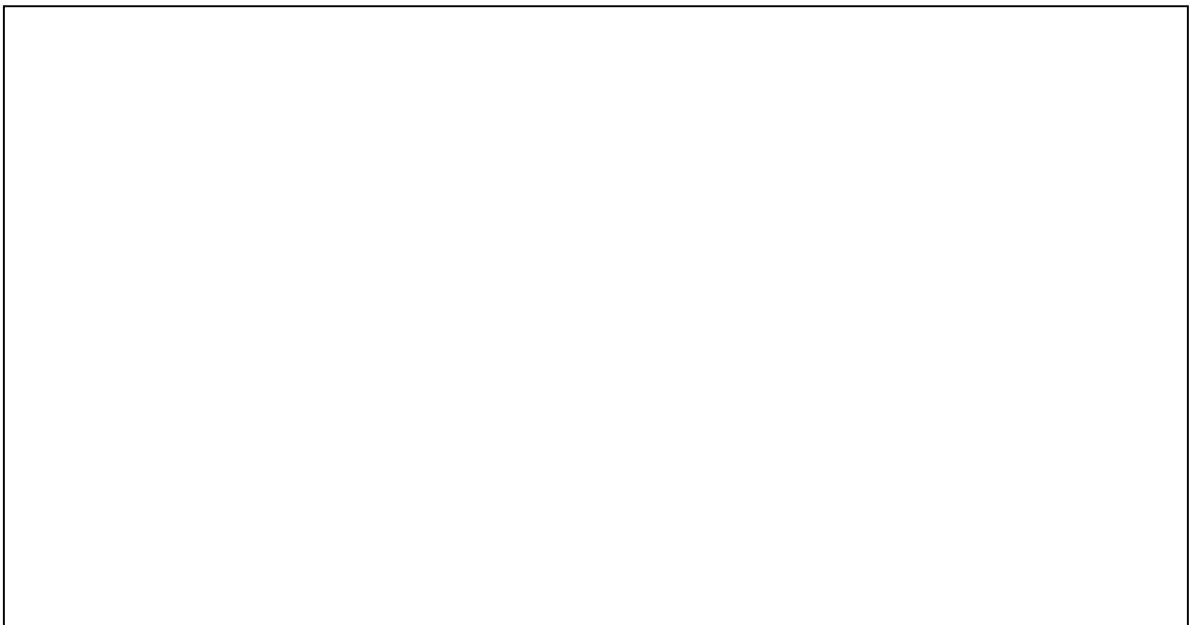
The Site

Describe the pub, the condition it is in, its facilities and any relevant trading history. Discuss what the immediate area is like i.e. whether it is residential, local business, shops or rural.



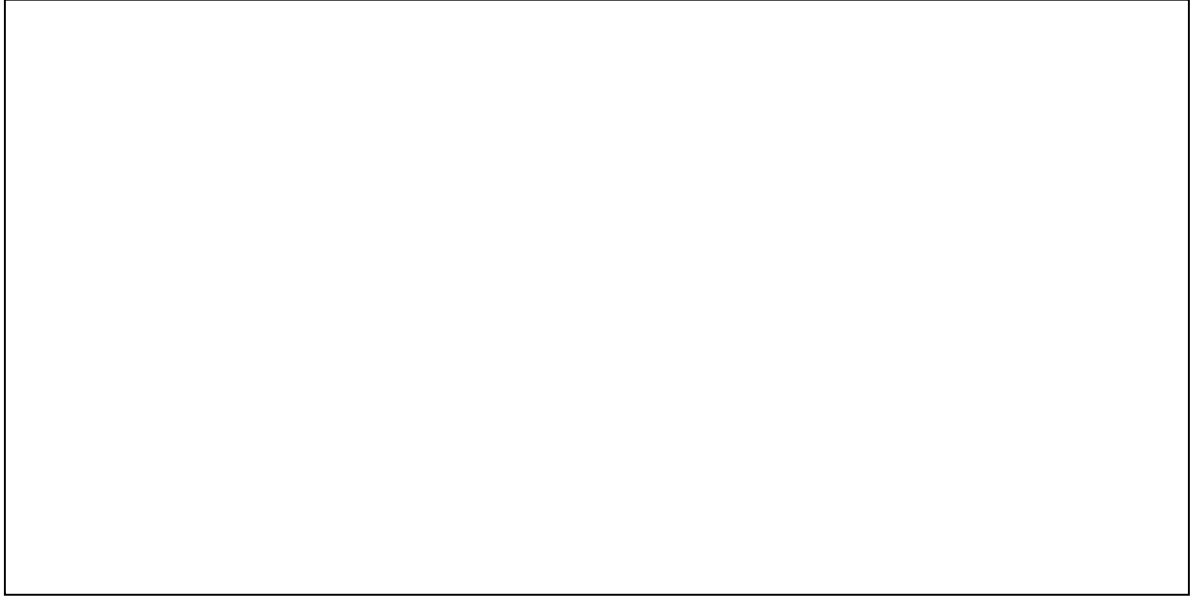
Demographics

Discuss the people that live, work and are in the immediate area. Think about their age, occupation, wealth and housing. It is important that you show a clear understanding of who is in the area i.e. who are your most likely customers.



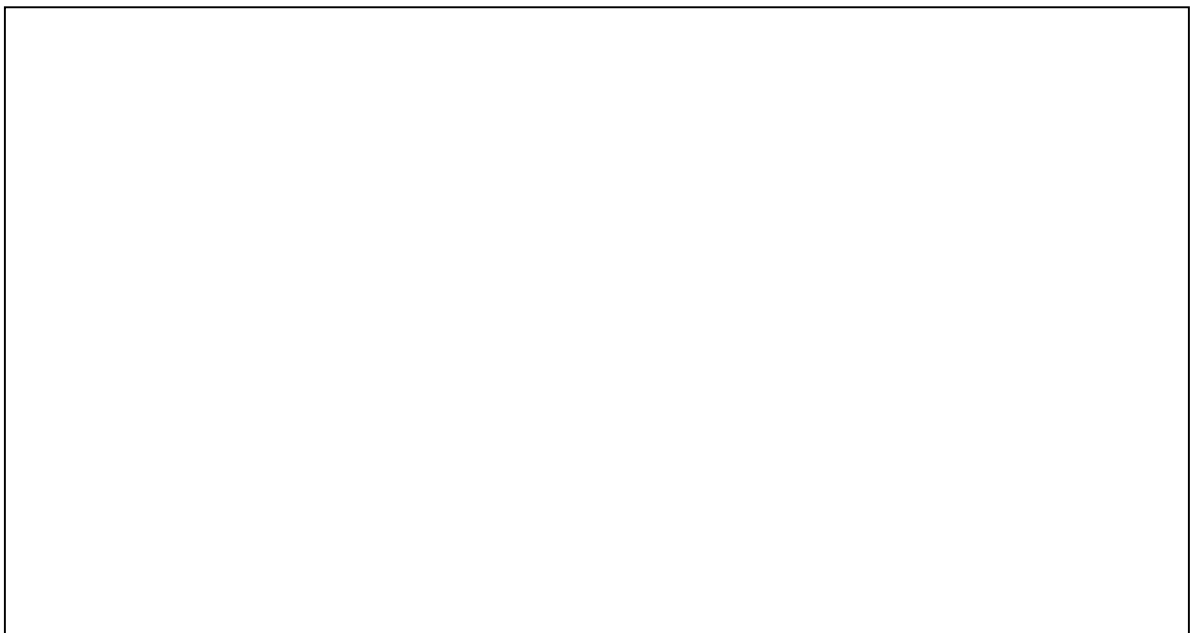
Local Investment

Are there any changes due in the area such as major building projects i.e. road schemes? Is the area improving or declining?



Local Market Place

Where do people in the area eat, drink and spend their leisure time?



3. COMPETITION ANALYSIS

Name	What do they offer?	Who are their customers?	Could / Should you attract their customers and if so how?

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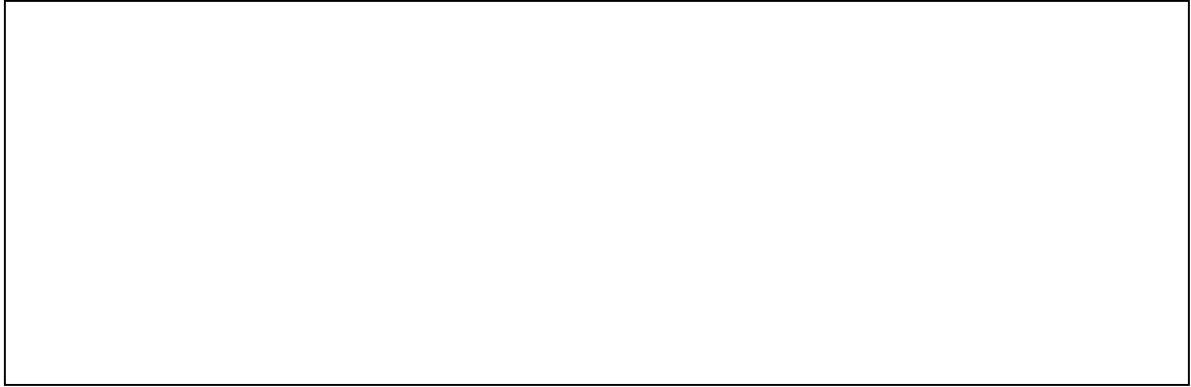
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4. Customer Profile Existing

Who are the existing customers?

AM / Lunchtime.

A large, empty rectangular box with a thin black border, intended for handwritten notes or a diagram describing the customer profile for the AM / Lunchtime period.

Mid afternoon/Early evening.

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Evening/Late.

A large, empty rectangular box with a thin black border, intended for handwritten notes or a diagram describing the customer profile for the Evening/Late period.

5. Target Market

Describe the customers you would like to attract?

AM / Lunchtime.

Mid afternoon/Early Evening.

Evening / Late.

6. S.W.O.T Analysis

Now you have formed an idea of the pub itself, the market place, current customers and potential customers it is useful for you to then identify areas of strengths and weaknesses within the business. This will help you to make the vital decisions to build your business and achieve maximum success.

Strengths

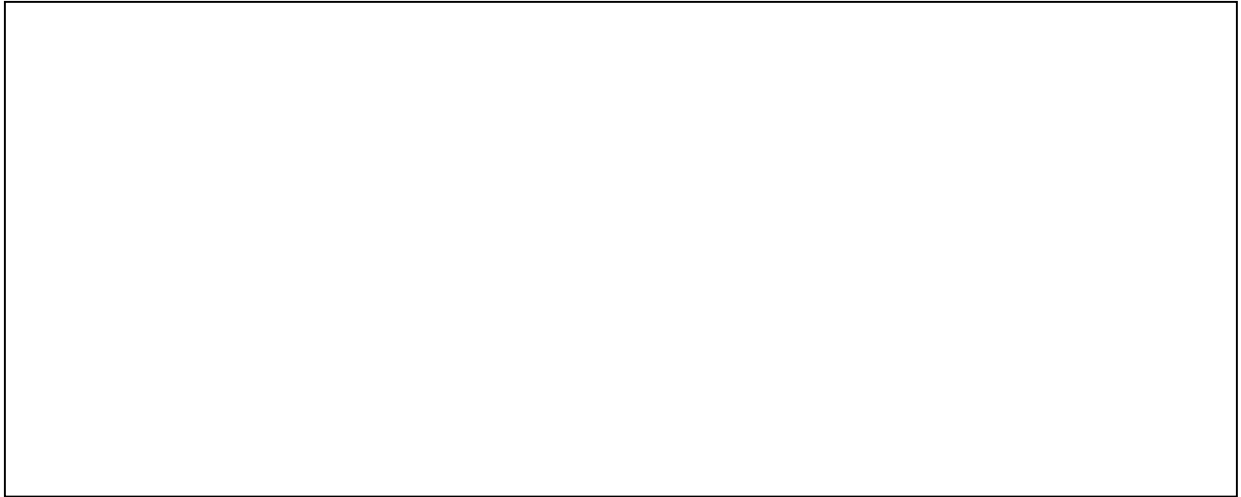
Identify all issues that are a positive benefit to the business.

Weaknesses

Identify all the issues that need addressing.

Opportunities

Describe what you think are the best opportunities within the business.

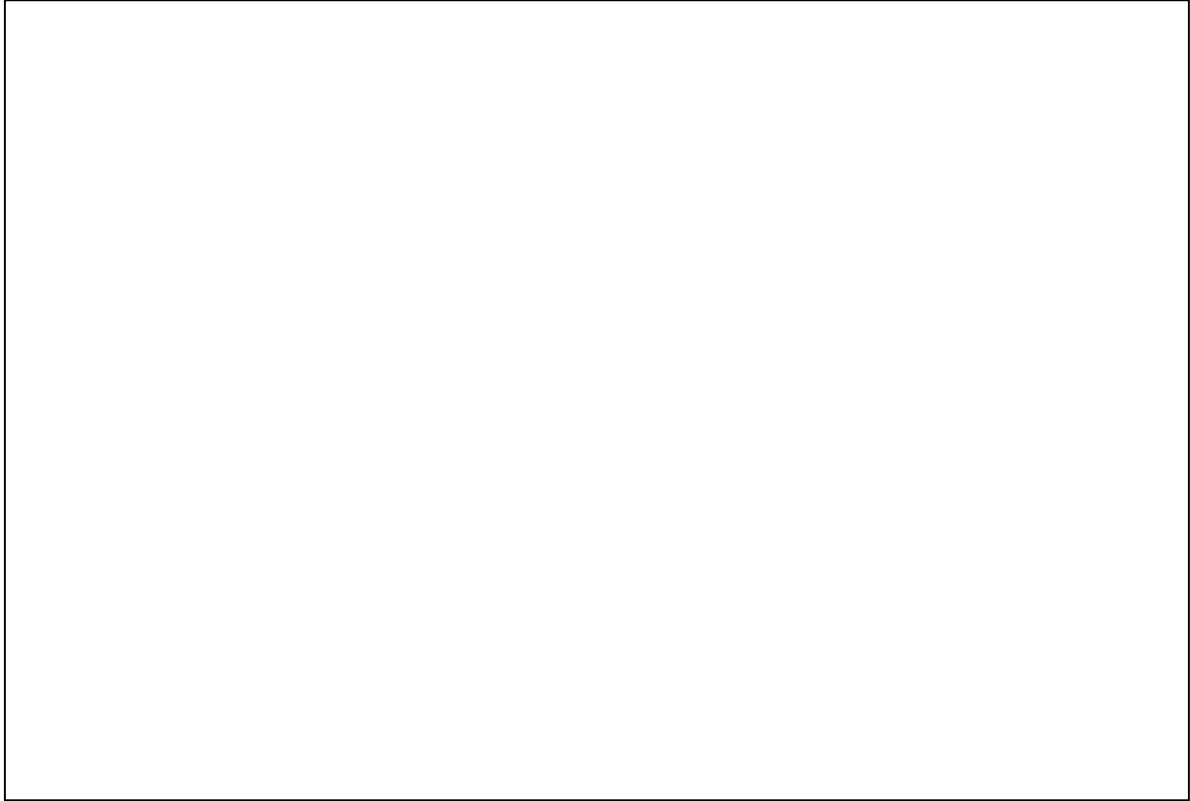
A large, empty rectangular box with a thin black border, intended for the user to describe the best opportunities within the business.**Threats**

Identify what you think are the risks to the business.

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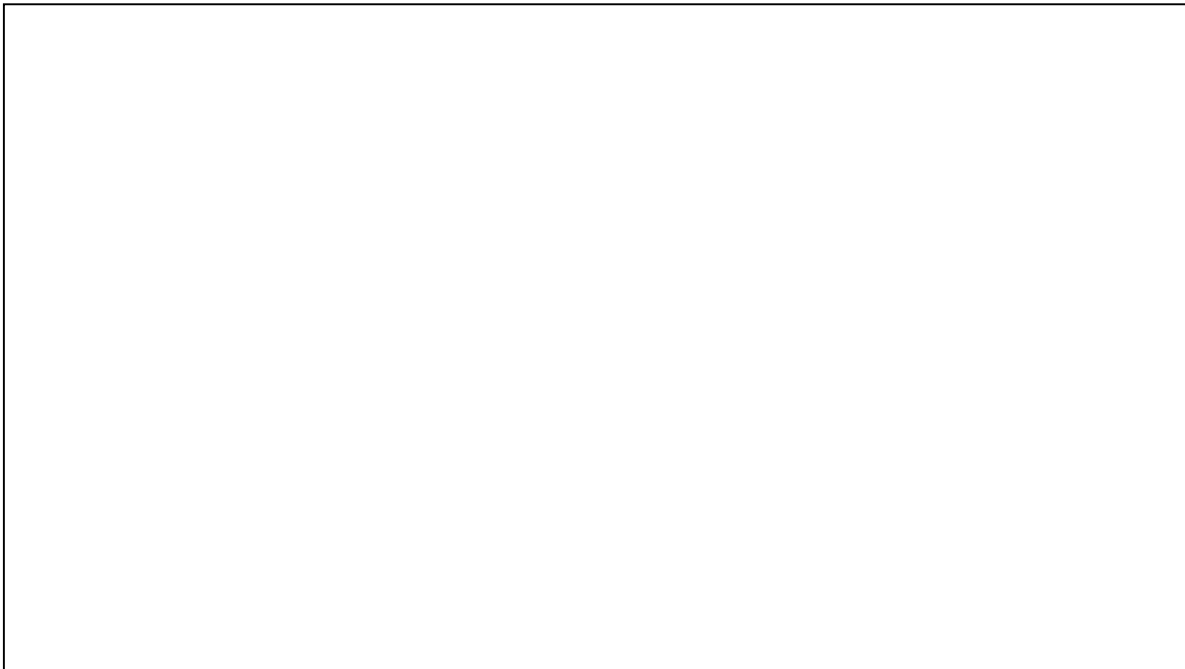
7. The Vision

Describe what you intend to do in order to attract custom. Mention specifically your intentions regarding drink, food, music, entertainment, promotions, marketing, teams, and games. How will you accommodate smokers that visit the pub? Earmark what is going to be special about what you are going to do to attract people to your pub.



8. Additional Information

Is there any additional information you would like to add.



10. TWELVE MONTHS PROFIT AND LOSS FORECAST

SALES

Drink Sales	
Food Sales	
Machine Takings	
Accommodation	
Other (specify)	
Total Sales	

PURCHASES

Drinks Purchases	
Food Purchases	
Other (specify)	
Total Purchases	

GROSS PROFIT

Drinks		WET GP%
Food		DRY GP%
Machine Takings		
Accommodation		
Other (specify)		
Total Gross Profit		OVERALL GP%(2)

GP = Sales minus Purchases multiplied by 100 divided by Sales.

Net Profit (before drawings)	
Drawings	
Net Profit after Drawings	

WEEKLY BREAK EVEN SALES CALCULATION:

- 1) Total cost figure from above
- 2) Overall GP% from above
- 3) Divide (1) by (2) and multiply by 100
- 4) Multiply by 1.15 to add VAT
- 5) Divide by 52 to give weekly break even point

Weekly Break Even = £

OPERATING COSTS

Rent	
Business Rates	
Wages Inc. NI	
Utilities, Electrics, Gas, Water	
Music, Entertainment & Promotions	
Satellite TV	
Rental Equipment	
Advertising	
Cleaning Materials	
Glassware and Crockery	
Flowers & Garden	
Telephone and Postage	
Travel and Transport	
Repairs and Decorations	
Insurance	
Stocktaking Fees	
Legal Fees & Licensing	
Accountancy Fees	
Bank Charges	
Loan Repayments	
Depreciation of Inventory	
Sundry Expenses	
Other Costs (Specify)	
Total Costs (1)	

11. FUNDING

Outline the overall cost of starting the business and if you have not already done so state the intended investment including VAT.

COSTS

Fixtures and Fittings	
Assignment fee if any	
Fuller's Letting fee	
Deposit	
Solicitors Fees	
Stock on Valuation	
Survey Report Fee	
Working Capital	
Improvement Costs	
Other (please state)	
TOTAL	

SOURCE OF FUNDS

Cash	
Secured Loan	
Unsecured Loan	
Overdraft	
Other (please state)	
TOTAL	

12. SIGNING OFF YOUR PLAN

Pub:	
Applicants Signatures:	
Date:	
Business Development Manager:	