



**FULLER'S**



**FULLER, SMITH & TURNER**

# **BUSINESS PLAN**

**Pub Name:**



**Your Name(s):**



**Company Name (if applicable):**



**Date:**



# Introduction

Successful businesses need targets and goals to aim for. A business plan documents these and allows you to assess your ambitions in 'black and white'. It provides you with a tool that can be reviewed at regular intervals with your Business Development Manager as it will demonstrate the successes, innovations and future strategic planning of the business.

We will require you to seek independent professional advice on your business plan. You will also need to take advice from a suitably qualified accountant and conduct your own research specific to the pub you are interested in as well as the pub's competitors and local surroundings.

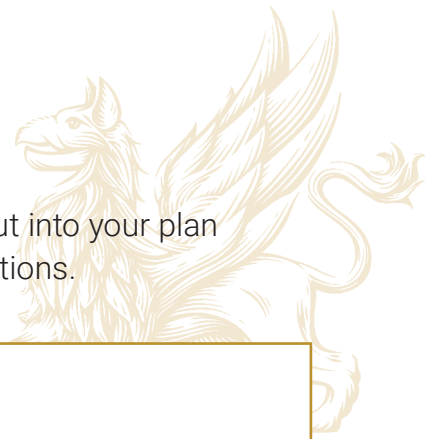
Remember that any business plan is a living document that evolves as your business develops and you will need to be constantly mindful of changes in market forces and how they will affect your business.

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## Overview of Business Plan

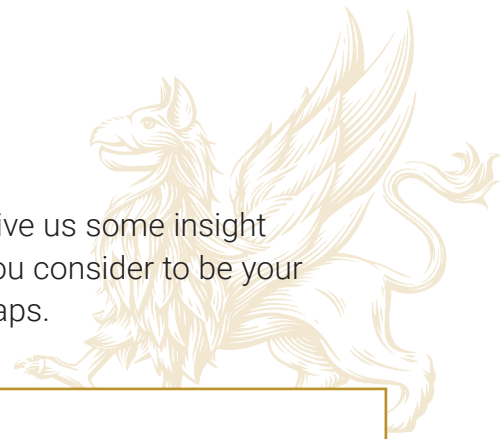
This section provides an opportunity to reflect on everything you have put into your plan and therefore should be completed once you have finished the other sections.



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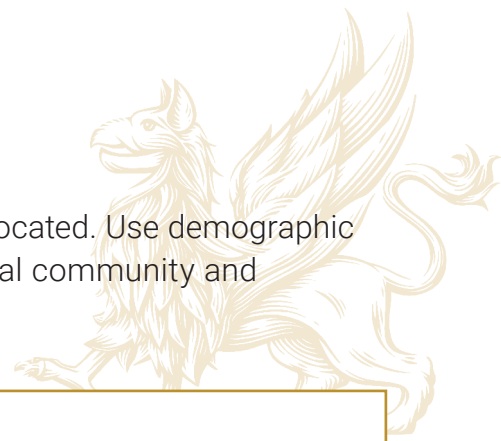
## A Little About Me/Us

Tell us about your background, experience and qualifications and give us some insight into your ambitions and motivations. We'd also like to know what you consider to be your key skills and whether you have any training needs or knowledge gaps.



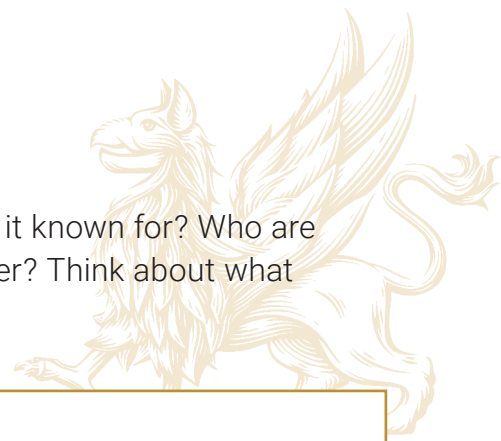
## The Area Around Your Pub

Give us some information and insight into the area that the pub is located. Use demographic data ([www.streetcheck.co.uk](http://www.streetcheck.co.uk)) to draw out key facts about the local community and customer base.



## The Pub

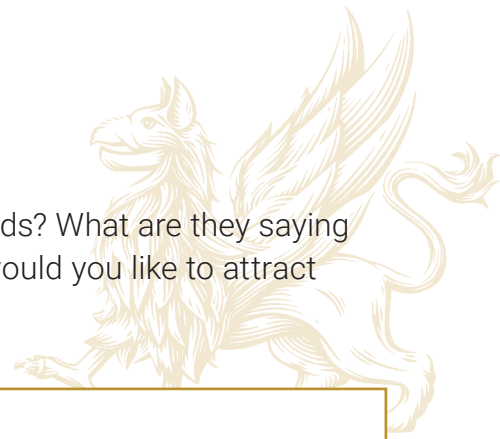
Analyse the current business. What facilities does it have? What is it known for? Who are their customers? What is it good at? What do you think of their offer? Think about what you would do differently.



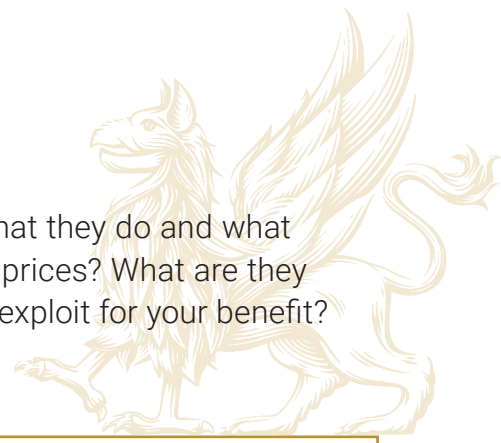
A large, empty rectangular box with a thin brown border, intended for the user to write their analysis of the current business.

## Your Customers

What is the current customer profile? What are their wants and needs? What are they saying about the business online? Are there any other customer groups would you like to attract and why? Think about what you need to do to appeal to them.



# Competitor Analysis



Identify other businesses in your area. Visit them to understand what they do and what customers they attract. What are their reviews like? What are their prices? What are they good at? What are they not good at? What weaknesses could you exploit for your benefit? Think about how you could do this.

**Competitor 1**

**Competitor 2**

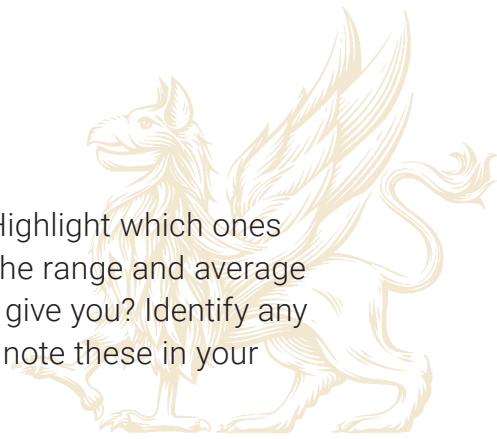
**Competitor 3**

**Competitor 4**

**Competitor 5**



# Competitor Pricing Matrix



Use this tool to collate the drinks prices of your competitor pubs. Highlight which ones are the cheapest and most expensive in each category. Compare the range and average of the prices in the pub you are applying for. What insight does this give you? Identify any changes you will make to your pricing based on this research and note these in your marketing strategy later on.

PRODUCT								
Dash Coke/Pepsi								
Pint Coke/Pepsi								
Vodka Single								
Entry Ale								
Entry Lager								
Cider								
175ml Entry House Wine								
Premium Ale								
Guinness								
Premium Lager								
Gin & Tonic Single								
250ml Entry House Wine								
175ml Premium Wine								
Vodka Double								
Gin & Tonic Double								
Glass of Prosecco								
250ml Premium Wine								
Bottle of Prosecco								
<b>AVERAGE PRICE:</b>								

# SWOT Analysis

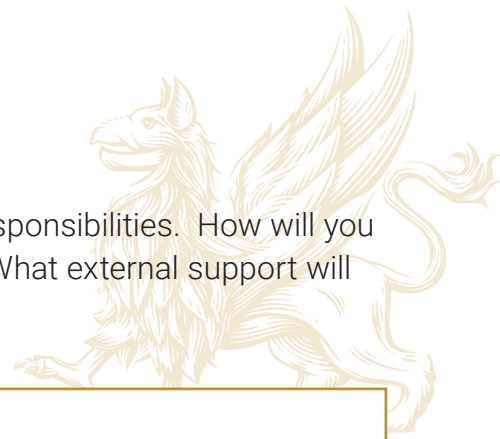


Using your analysis up to now, list out the **STRENGTHS** and **WEAKNESSES** of the current business. Then write a list of **THREATS** to the business. These will be external factors that you need to be aware of but are often outside of your control. Finally, identify a number of **OPPORTUNITIES** to focus your objectives and strategies on. These can either be by building on the strengths or targeting the removal of weaknesses.

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<b>OPPORTUNITIES</b>	<b>THREATS</b>

## The Wider Team

Who will be helping you on your journey? List out their roles and responsibilities. How will you train and develop them? How will you monitor their performance? What external support will you be using to review profit performance?



## The Dream

What will you be famous for? Describe your vision in one sentence. Make a list of objectives that you want to achieve and when you want to achieve them by. Group these into things you need to do before you take over and in the 100 days after.



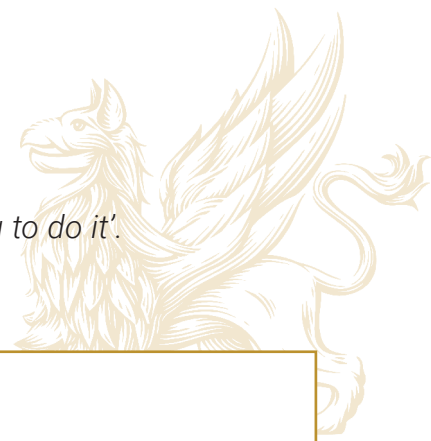
### VISION STATEMENT

We will be famous for...

Pre-Takeover Objectives

First 100 Days Objectives

# The Journey



This is about turning the 'What you want to do' into the 'How you're going to do it'.  
What strategies will you need to employ to meet your objectives.

**PRODUCT** – What are you going to offer your new and existing customers?  
(eg drinks range, food offer, entertainment, amenities)

**PRICE** – What is your plan with pricing?

**PROMOTION** – How will you promote your business?

**PLACE** – How will you improve and maintain retail standards? How are you going to invest in your business?

**PEOPLE** – A successful pub is all about people. How will you recruit and retain the best?

**PROCESSES** – How are you going to measure success?

## The Journey (continuation page if required)



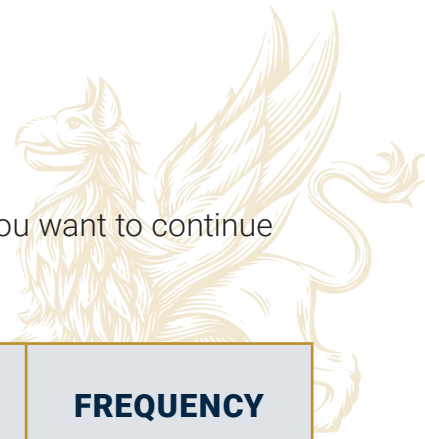
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## Your Inspiration

What other brands, businesses and people, either inside or outside our industry, inspire you and why? What other pubs that you have visited do you think are the best in their market and aspire to be like? Create a photo montage to provide a visual representation of what you want your pub to look like.



# Rhythm Of The Week



To help with your **PRODUCT** strategy, write a list of regular events that you want to continue with or introduce.

DAY	EVENT/ACTIVITY	HOW PROMOTED?	FREQUENCY
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			



# Annual Events Calendar



Use the table below to list regular annual and one off events to add into your **PROMOTION** strategy

MONTH	EVENT	IDEAS
January		
February		
March		
April		
May		
June		

## Annual Events Calendar (continued)



MONTH	EVENT	IDEAS
July		
August		
September		
October		
November		
December		

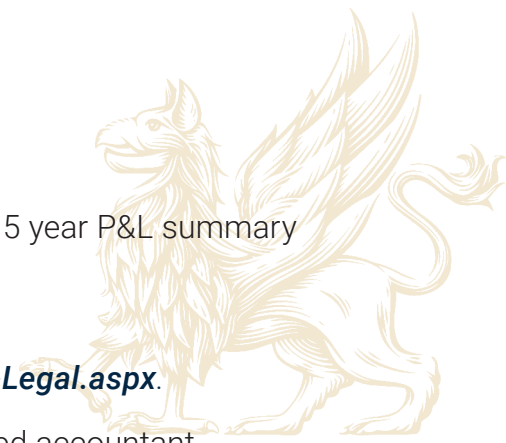
## Financial Forecasts

These need to include a full 12 month P&L and cash flow forecast, 5 year P&L summary and sensitivity analyses.

The BII have financial forecasting tools here:

<https://www.bii.org/BII/BII/Resource-hub/Business-Finance-and-Legal.aspx>.

All financial forecasts will need to be approved by a suitably qualified accountant.



<b>INGOING COSTS</b>	<b>£</b>
Deposit	
Fixtures & Fittings	
Stock At Valuation	
Rent In Advance	
Training	
Service Charge	
Licensing	
Professional Fees	
Investment Capital	
Working Capital	
<b>TOTAL:</b>	

<b>SOURCE OF FUNDING</b>	<b>£</b>
Own Cash	
Secured Loan	
Unsecured Loan	
Overdraft	
Other (please state)	
<b>TOTAL:</b>	

## Appendices

In this section you can add any documents that support your business plan, including food menus, wine lists, design mood board, price lists, rotas, competitor research.



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# Business Plan Sign Off



## Applicant Declaration

Name of Applicant(s) .....

Name and registered number of Limited Company (if applicable)  
.....

Financial information included in this business plan:

- Projected profit & loss first 12 months
- Projected profit & loss 5 year summary
- Cashflow forecast first 12 months
- Sensitivity analysis
- Funding requirement and proof of funding
- Details of independent professional financial advice taken

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I/We confirm that this is a realistic representation of my/our plans for the pub

Signed: .....

Signed: .....

Print Name:  
.....

Print Name:  
.....

Date: .....