



BUSINESS PLAN

PUB NAME

PUB ADDRESS

NAME OF APPLICANT (Individual and/or limited company if appropriate)

CONTACT NUMBER

DATE

This interactive plan should be filled out using Acrobat Reader, available from www.adobe.com. If your computer automatically displays it in your web browser window, the form function will not work. Save the document to your desktop and re-open it using Acrobat Reader.



INTRODUCTION

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.

CONTENTS

PAGE

CURRENT BUSINESS	3
COMPETITOR ANALYSIS	4
CUSTOMER PROFILE	5
TARGET MARKET	6
SWOT ANALYSIS (Strengths, Weaknesses, Opportunities and Threats)	7
THE VISION	8
ADDITIONAL INFORMATION	9
THE FINANCIALS	10
PROFESSIONAL ADVISORS	10
FUNDING	11
SIGNING YOUR PLAN	12

CURRENT BUSINESS

THE SITE

Describe the pub.

CONDITION

FACILITIES

HISTORY

THE IMMEDIATE AREA

LOCAL SURROUNDINGS

Understanding who your target customers are and what will appeal to them is essential in getting your business to move forward. (This website may provide some insight www.localstats.co.uk)

AGE

OCCUPATION

WEALTH

LOCAL INVESTMENT

COMPETITOR ANALYSIS

Where do people in the area eat, drink and spend their leisure time?
Choose the three most relevant.

NAME	
OFFER	
PROFILE OF CUSTOMER	
KEY REASON TO GO THERE	

NAME	
OFFER	
PROFILE OF CUSTOMER	
KEY REASON TO GO THERE	

NAME	
OFFER	
PROFILE OF CUSTOMER	
KEY REASON TO GO THERE	

CUSTOMER PROFILE (EXISTING)

Who are the existing customers?

EXAMPLE

TIME	% OF WEEKDAY SALES	% OF WEEKEND SALES	MALE / FEMALE / FAMILY SPLIT
AM / Lunch time	30%	20%	40/20/40
Mid afternoon / Early eve	40%	40%	70/30/0
Evening / Late	30%	40%	50/50/0
	100%	100%	

FILL FORM BELOW

TIME	% OF WEEKDAY SALES	% OF WEEKEND SALES	MALE / FEMALE / FAMILY SPLIT
AM / Lunch time			
Mid afternoon / Early evening			
Evening / Late			
	100%	100%	

TARGET MARKET

Describe how you will change things to attract the extra customers you want.

AM / LUNCHTIME – WEEKDAY & WEEKEND

MALE

FEMALE

FAMILIES

MID AFTERNOON / EARLY EVENING – WEEKDAY & WEEKEND

MALE

FEMALE

FAMILIES

EVENING / LATE – WEEKDAY & WEEKEND

MALE

FEMALE

FAMILIES

SWOT 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. Please complete the boxes below in bullet points.

STRENGTHS

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

WEAKNESSES

Identify all the issues that need improving.

OPPORTUNITIES

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

THREATS

Identify what you think are the risks to the business.

THE VISION

Describe what you intend to do in order to attract custom and what will make it special. Mention specifically your intentions regarding drink, food, music, entertainment, promotions, marketing, teams and games.

IN ONE SENTENCE, WHAT IS THE PROPOSED BUSINESS OFFER?

HOW DOES IT DIFFER FROM THE CURRENT OFFER?

WHAT WILL KEEP THE CUSTOMERS COMING BACK TO YOU?

WHAT IS UNIQUE ABOUT YOUR PUB FROM YOUR COMPETITORS?

WHICH PUB WOULD YOU LIKE YOUR PUB TO BE LIKE AND WHY?

HOW WILL YOU MAKE DRINKS MORE APPEALING AND STAND OUT FROM COMPETITORS?

OUTLINE THE FOOD OFFER AND ATTACH A SAMPLE MENU WITH PRICE POINTS?

WHAT WILL YOU DO TO MAXIMIZE THE OUTDOOR SPACE?

ADDITIONAL INFORMATION

Is there any additional information you would like to add?
(Attach any photos, menu samples, etc. you would like to include).

THE FINANCIALS

Without a clear understanding of the financials the best business plan will struggle. You can complete your own figures using the P&L/cashflow templates available from the BII found here. We strongly recommend however that this important task is completed with an accountant who specialises in the licensed trade.

PROFESSIONAL ADVISORS

Please list below who you are going to be using to support your business going forward.

ACCOUNTANT

STOCK TAKER

SOLICITOR

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	
One week's rent in advance	
Fuller's training fee	£1800
Deposit	£8000
DPS change fee	
Stock on valuation	
Working capital	
Improvement costs	
Solicitors fees	
Other (please specify)	
TOTAL	

SOURCE OF FUNDS

Cash	
Secured loan	
Unsecured loan	
Other (please specify)	
TOTAL	

SIGNING OFF YOUR PLAN

PUB

APPLICANTS' SIGNATURES

DATE

BUSINESS DEVELOPMENT MANAGER