



## Business Plan

**Pub Name**

**Pub Address**

**Applicant's Name**

**Partner's Name**

**Company Name (if applicable)**

**Correspondence Address**

## Starting up a Business

The purpose of your business plan is to outline how you intend your business to succeed. This will involve looking in detail at the current business and market place and identifying how you believe the business can be improved.

A good business plan will evolve over time and needs to be reviewed on a regular basis.

**Hook Norton Brewery** believes that the relationship with your Operations Manager will assist you in developing your plan. At the end of each year a full review is held to discuss your current business plan against business performance. This is also the time and opportunity to amend the plan for the next year.

This document will take you through the basic processes of business planning and will be used for discussion at an interview. If you are successful with your application then the plan will be held by you and your Operations Manager as a live working document.

**Hook Norton Brewery** would recommend that you also seek independent, professional guidance and advice before taking on any business venture. The Company can provide you with certain information, however, you will need to complete your own research specific to the pub you are interested in.

Please note that the Operations Manager will appoint someone to a pub not only on the experience of an applicant, but also on the strength and relevance of the business plan. Both you and the Operations Manager need to sign below as an acceptance of this business plan and acknowledge that the pub will be operated in accordance with this plan. The plan will then form part of your tenancy agreement and will be formally reviewed annually.

Applicant (Signature)

Operations Manager (Signature)

Print Name

Print Name

Date

Date

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## Executive Summary

This is an overview of the business you wish to start and should be a summary of the key points of your entire plan. It is advisable to write this section once you have completed the business plan. The purpose of this summary is to explain the basics of the business in a way that both informs and interests the reader.

# You and Your Team

Your experience in the Licensed Trade

**Self**

**Partner**

What relevant skill, experience and knowledge do you bring to the business?

**Self**

**Partner**

Who will be running the business on a day to day basis?

Qualifications – please detail below any qualifications you hold that are relevant to running a pub Business.

**Self**

**Partner**

# Competitor Analysis

## Local Marketplace

Identify key competitors (pubs/restaurants/coffee shops etc)

Competitor	Key Offer	Core customers	What are they famous for?

## Customer Analysis

Describe the current and future customers

	Current	Future
Daytime		
Evening		
Weekends		

# The Pub and its Market

## SWOT analysis

This section will help you review the current position of the business and help identify opportunities

**STRENGTHS of the business** – these must be both protected and promoted

**WEAKNESSES of the business** – identify all business issues that need addressing

**OPPORTUNITIES** – highlight the areas of greatest opportunity to help reduce weaknesses

**THREATS** – must be removed if possible in order that your vision for growth can be achieved

## The Offer

What will ensure that customers return to this pub?

How will you differentiate from your competitors?

How do you plan to develop the business?

How will you manage the issue of no smoking in the pub?

# The Offer (continued)

Please outline here how you currently see the pub being run, but more importantly how you intend to operate the pub in the future.

	Current Offer	Proposed Offer
<b>Drinks Range</b> Consider sales mix, product range and pricing, type of beer dispense		
<b>Food</b> Consider availability, formal or informal dining, table layout, pricing policy (starters, main course, dessert, coffee etc.)		
<b>Gaming Machines</b> How many machines, type of machines and price of play?		
<b>Entertainment</b> What style of entertainment, licensing requirements required?		
<b>Garden/Patio (if applicable)</b> Consider style of seating, layout, covered areas, heating		
<b>Other</b>		

# Sales & Marketing

## Potential Customers

Are there people in the area not catered for? Would they move pub for a better offer?

## Target Customers

Who are your target customers to help increase and maximise trade?

## Products & Pricing

Please indicate below the current and proposed product range and prices

Category	Current	Pricing	Proposed	Pricing
Standard Lager				
Prem Lager/Cider				
Cask Ale				
Keg Ale				
PPL/PPS				
Spirits				
Wine (glass/bottle)				
Minerals				
Food (main meal)				

12 Months Profit and Loss Account Forecast

Your projected profit & loss account will help you decide on your forecast turnover and forecast expenditure. This will in turn determine the potential profitability of your business plan and help you to decide whether you wish to proceed with your application.

## **First Year Cashflow Forecast**

The cashflow forecast analyses the movement of cash in and out of the business over a 12 month period. Unlike the Profit and Loss forecast the cashflow includes VAT and therefore VAT payments. The forecast will also enable you to demonstrate seasonal trends that occur within the business.

We would recommend that you seek assistance from a financial advisor or accountant if you are unsure how to complete the Profit and Loss Forecast or the Cashflow Forecast on the next two pages.

## **Profit and Loss**





## Overall Costs

This section helps you to outline the overall cost of starting the business and how the business is to be funded.

### Start up costs

Ingoing Capital	Cost £
Fixtures & fittings	
Deposit	
Stock on valuation	
Working Capital	
Investment Capital	
Other	
<b>Total Required</b>	

### Where will the funds come from?

Funded From	Cost £	Source
Cash		
Secured Loan		
Unsecured Loan		
Overdraft		
Other		
<b>Total</b>		

We will require verification of your available finance. Please supply a copy of proof of funding when applying for a pub e.g. recent bank statements or loan documentation.

**Notes**

# Year 1 Business Review

Date of meeting:

Operations Manager:

## Business Plan – The Offer

Licensee Comments	Operations Manager Comments	Amendments to plan

## Business Plan – Sales & Marketing

Licensee Comments	Operations Manager Comments	Amendments to plan

## Business Plan – Financial

Licensee Comments	Operations Manager Comments	Amendments to plan

## Summary of Review

Signed – Tenant

Signed – Operations Manager

# Year 2 Business Review

Date of meeting:

Operations Manager:

## Business Plan – The Offer

Licensee Comments	Operations Manager Comments	Amendments to plan

## Business Plan – Sales & Marketing

Licensee Comments	Operations Manager Comments	Amendments to plan

## Business Plan – Financial

Licensee Comments	Operations Manager Comments	Amendments to plan

## Summary of Review

Signed – Tenant

Signed – Operations Manager

