# Business Plan

### Pub Name

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### Business Development Manager

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**Applicants’ Name & Contact Details**

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### Partner’s Name & Contact Details

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**Company Name (If applicable)**

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**Personal Licence number (please provide a copy)**

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# 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 marketplace 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. At Robinsons we believe that the relationship with your Business Development Manager (BDM) will assist you in developing your plan. At the end of each year a full review will be held to discuss your current business plan against business performance. This is also the ideal time to amend your plan for next year.

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

Robinsons 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.

**A business plan can help you:**

* Consider all aspects of the business.
* Decide the best course of action to take things forward.
* Have a clear understanding of the pub and how you can make it work.
* This will evolve over time, and you need to be constantly mindful of changes in market focus and how they will affect your business.

Please note that the BDM 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 BDM need to sign at the end 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 plan.

# You & Your Business

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| *What experience do you have?* |  |
| *What experience does your partner have?* |  |
| *Experience of other key members of your team.* |  |
| *Qualifications – please give details of any trade qualifications that you have.* |  |
| *What relevant skills, experience and knowledge do you bring to the business?* |  |
| *Who will be running the business on a day-to-day basis?* |  |
| *What appeals to you about running a pub?* |  |
| *Accountant details – from the panel.* |  |
| *Stocktakers details – from the panel.* |  |

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| ***THE SITE***  *Provide a description of the pub, its facilities and trading history. Also talk about the immediate area surrounding the pub, focusing on possible sources of customers.*   * *Are there any areas suitable for alternative use or redevelopment?* * *Describe the existing buildings – shape facilities and condition.* * *Include the exterior and outside areas.* * *What is the immediate area like? Residential, businesses, shops, roads, etc.* * *Do you aspire to replicate or change the trading style?* |  |
| ***DEMOGRAPHIC***  *Describe what sort of people live, work, or visit the area. Mention things such as age, occupation, wealth, housing etc. This is your chance to show that you can attract your intended clientele.*   * *Have you driven or walked around the area? Have you talked to future/existing customers, competitors, and local businesses?* * *The people who live nearby – how affluent are they? What is their age range? Do they have families? What sort of houses do they live in? What jobs do they have? What sorts of cars do they drive? Is it a student area?* * *Who comes into the area and why? Shoppers? Office workers? Nightlife? Tourist?* * *Think about which people will be your target market.* |  |
| ***LOCAL MARKET***  *Show an understanding of where people drink, eat, and take part in other leisure activities. Talk specifically about the competition and why people choose to go there. If there is a circuit, describe it – both for day and night trade. Attach any relevant maps to the plan.*   * *Have you visited and talked to local competitors?* * *Where are those venues in relation to your pub? Could you/do you fit in the circuit?* * *How successful is the competition? Why are they successful? What do they offer to their customers?* * *Is there anything missing from the circuit that people may be looking for?* * *Describe what your pub will be famous for.* * *What is currently resisting the growth of the business?* |  |
| ***THE OFFER***  *Describe what you intend to offer to attract custom. Make specific mention to food, drink, music, entertainment, promotions, games, social media. Show reasons why the people you would want to attract would come to your pub. What is your unique selling point? What is your rhythm of the week?*  ***GENERAL***   * *What sort of pub is it going to be? How will it differ during the day?* * *Describe the current trading operation and consider whether you aspire to change the style.* * *What is currently restricting the growth of the business?* * *What will your trading hours be?*   ***DRINK***   * *Is the business going to be driven by cask ales, keg ales, standard or premium lagers, wines, spirits, cocktails?* * *What will make your offer stand out from the rest?*   ***FOOD***   * *What sort of food is going to be on offer? How big will the menu be? Please provide some example menus. What will the price be? How will the food offer change during the day? What will your trading hours be?*   ***MUSIC***   * *How will the music be provided? What sort of music will it be?*   ***ENTERTAINMENT/PROMOTIONS/GAMES***   * *Will entertainment be part of your offer?* * *What will your rhythm of the week look like?* * *How much additional income do you expect to achieve?*   ***SOCIAL MEDIA***   * *How are you going to use social media to promote your pub? What will you promote?* * *Google my business?* * *Facebook/Instagram/TikTok etc.*   ***MARKETING***   * *How will tell people what’s going on?* * *What will your pub be famous for?* * *How are you going to train your staff? What will they look like?* |  |
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# The Pub & its Market.

**SWOT** analysis is a useful tool for understanding the risks and opportunities associated with a business. **SWOT** is an acronym for:

**S**trengths **W**eaknesses **O**pportunities **T**hreats

Please complete the following table, which is divided into four quarters.

Strengths and weaknesses tend to relate to factors specific to the pub, opportunities represent your view of the potential growth in trade and threats tend to be driven by external factors such as competitors.

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| **Strengths of the business.** *These must be both protected and promoted.* |
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| **Weaknesses of the business.** *Identify all the business issues that need addressing.* |
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| **Opportunities.** *Highlight the areas of greatest opportunity to help reduce weakness.* |
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| **Threats.** *Must be removed, if possible, in order that your vision for growth can be achieved.* |
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| **LOCAL MARKET/ COMPETITORS** |  |  |  |
| **MAIN COMPETITORS**  *Not necessarily pubs. Coffee shops, cinemas, restaurants, supermarkets?* | **WHO ARE THEIR CUSTOMERS?** | **WHAT DO THEY OFFER TO ATTRACT CUSTOMERS?** | **COULD/SHOULD WE ATTRACT THEIR CUSTOMERS, AND IF SO, HOW?** |
| **VENUE:** |  |  |  |
| **VENUE:** |  |  |  |
| **VENUE:** |  |  |  |
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| **CUSTOMER PROFILE** |  |  |  |
| **EXISTING** | **AM** | **PM** | **PM/LATE** |
| Who are the existing customers in the pub?  Why do they use the pub? |  |  |  |
| Who are the potential customers? |  |  |  |
| Are there customers who could move from your competitors, or aren’t catered for in the area? |  |  |  |
| Who are the target customers? |  |  |  |
| What should your target market be to increase and maximize your trade and profit? |  |  |  |

# Products & Pricing

Please indicate below the current and proposed product range and prices.

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| --- | --- | --- | --- | --- |
| **CATEGORY** | **CURRENT PRODUCT** | **PRICING £** | **PROPOSED PRODUCT** | **PROPOSED PRICING £** |
| **STANDARD LAGER** |  |  |  |  |
| **PREMIUM LAGER** |  |  |  |  |
| **CIDER** |  |  |  |  |
| **CASK ALE** |  |  |  |  |
| **KEG ALE** |  |  |  |  |
| **PPL/RTDS**  **(Bottle beers and ciders)** |  |  |  |  |
| **SPIRITS** |  |  |  |  |
| **WINE**  **BY THE GLASS**  **BY THE BOTTLE** |  |  |  |  |
| **MINERALS** |  |  |  |  |
| **COFFEE** |  |  |  |  |
| **FOOD – please show an example menu** |  |  |  |  |

It is essential that you forecast how much money you are likely to make. This should be the major factor in deciding whether you want to proceed with your business plan.

If you are unsure how to do this yourself, seek the assistance of an accountant or another independent professional adviser.

**FINANCES**

You will need to complete the following forecasts: The BDM will send you the templates by email which must be returned.

**A twelve-month profit and loss forecast.**

This predicts how profitable the business is likely to be.

**A twelve-month cash flow forecast.**

This will provide you with information on the actual flow of money into and out of the business. It will highlight the capital needs of the business, especially the working capital required.

**The money you will require.**

This will ensure you have a full view of the costs associated with starting your business.

**Source of funds.**

This will provide a detailed account of where you will obtain the finance needed.

**Your decision to take a Robinsons Agreement should be influenced by these forecasts. Therefore, every effort should be made to ensure the greatest accuracy possible.**

# Additional Information to support your proposals.

**Signatures**

**BOTH YOU, THE BDM, THE DIRECTOR OF PUB PARTNERSHIPS AND THE RECRUITMENT AND TRAINING 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 be reviewed and will be formally reviewed annually.**

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| **WHO** | **NAMES** | **SIGN** | **DATE** |
| **BUSINESS PARTNER** |  |  |  |
| **BUSINESS DEVELOPMENT MANAGER** |  |  |  |
| **DIRECTOR OF PUB PARTNERSHIPS** | **BEN ROBINSON** |  |  |
| **RECRUITMENT AND TRAINING MANAGER** | **ALEX KITCHEN** |  |  |

Please return your completed plan to the relevant BDM or Pub Partner Recruitment at:

#### [recruitment@frederic-robinson.co.uk](mailto:recruitment@frederic-robinson.co.uk)

Or post to:

#### Pub Partner Recruitment

#### Frederic Robinson Ltd Unicorn Brewery Stockport

Cheshire SK1 1JJ