



HALL & WOODHOUSE
BUSINESS PARTNERSHIPS

Name of Pub:

BUSINESS PLAN

A Blueprint for Success

Please use this Business Plan to document your targets and goals. It should record your ambitions in 'black and white' and ultimately provide you with a tool to ensure you have the best chance of achieving success.

Completed by: **Date:**

Introduction

Please consider your Business Plan as a working document. It will be used by us to help support and advise you as your business grows. This plan will help to bring together your ideas and research into a structured format that should help you make the most of your business from both a turnover and profit perspective. You will need to take independent professional advice in completing this plan especially with regard the financial elements.

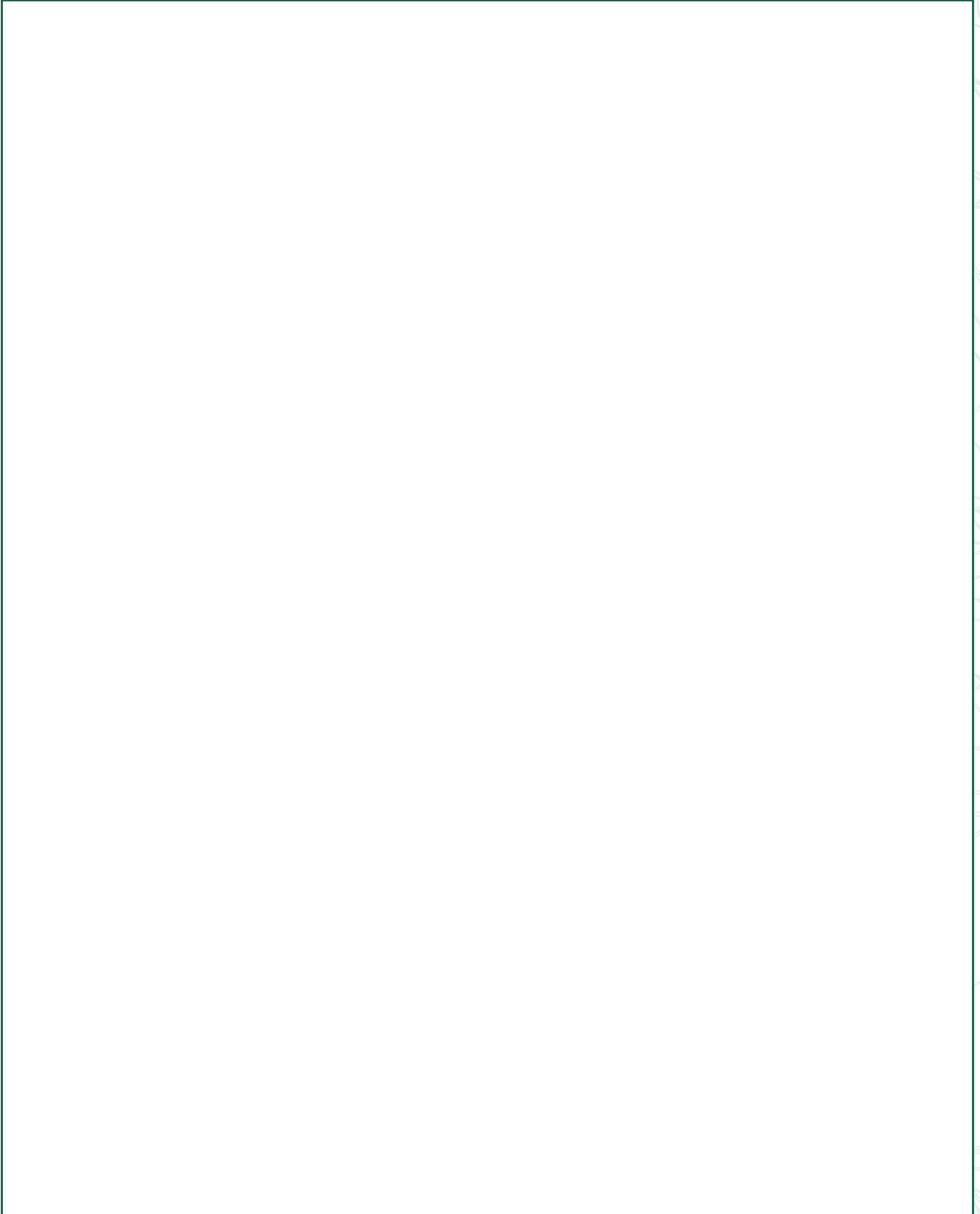
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Supporting financial documents should be attached to the back of the Business Plan and should include a minimum of the first years projected cashflow, Year 1 and 2 projected profit and loss statements and a breakdown of capital requirements on entry and how this will be funded.

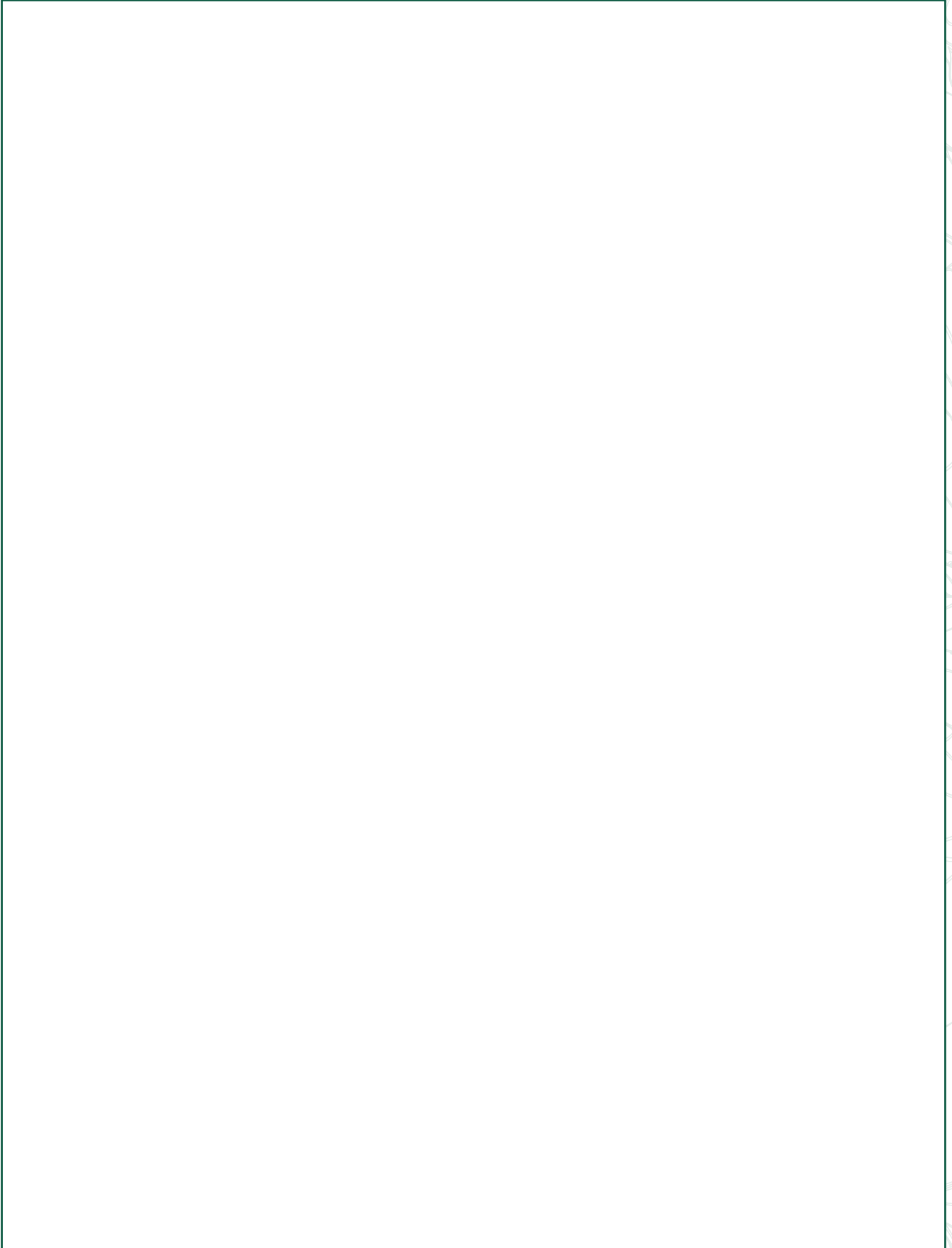
Executive Summary

This is an overview of the business and you, summarising the key points of your Business Plan. It is advisable to write this section once you have completed the rest of your Business Plan.



Personal Profiles

Detail the experience, knowledge, skills and qualifications of each applicant.

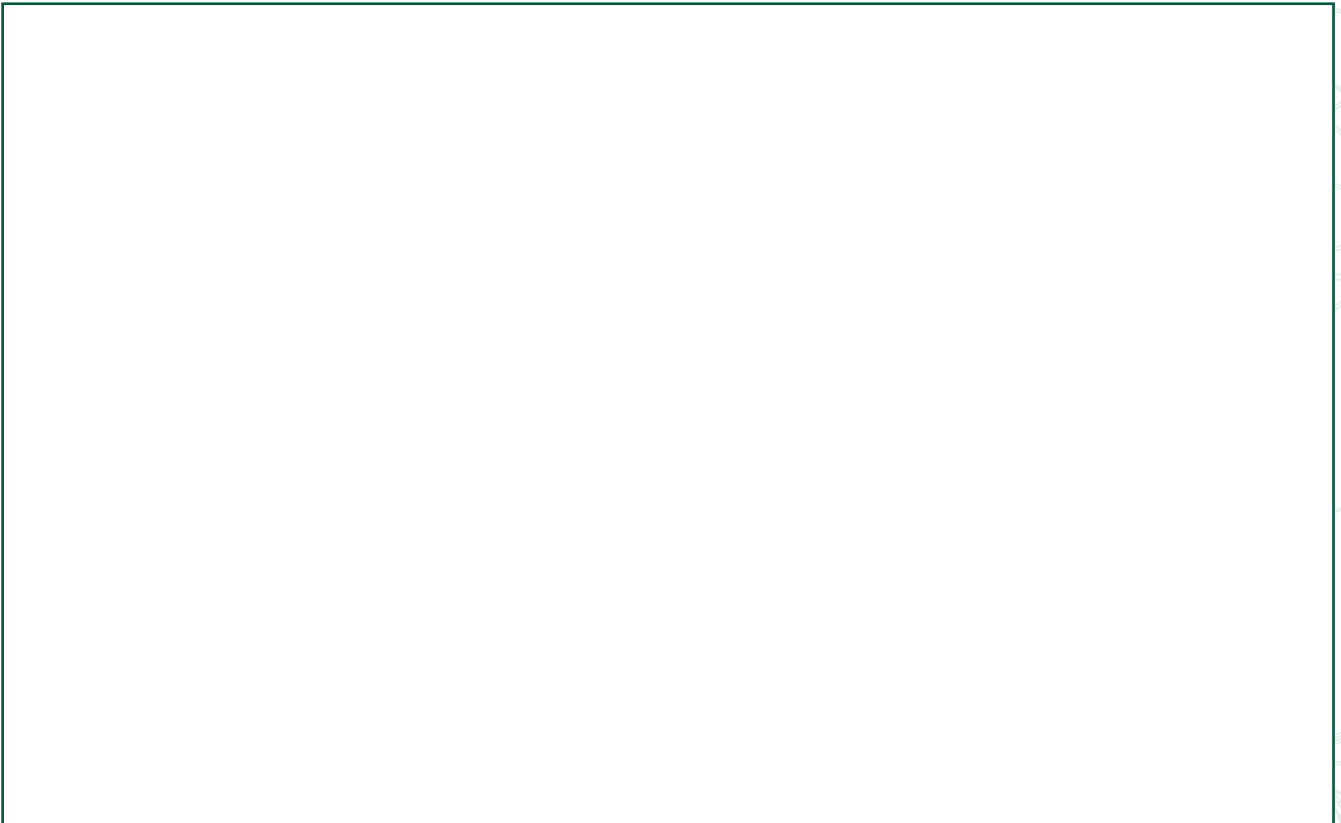


Aspirations/Ambitions

What are your motivations? What personal goals do you have in both the short and long term?

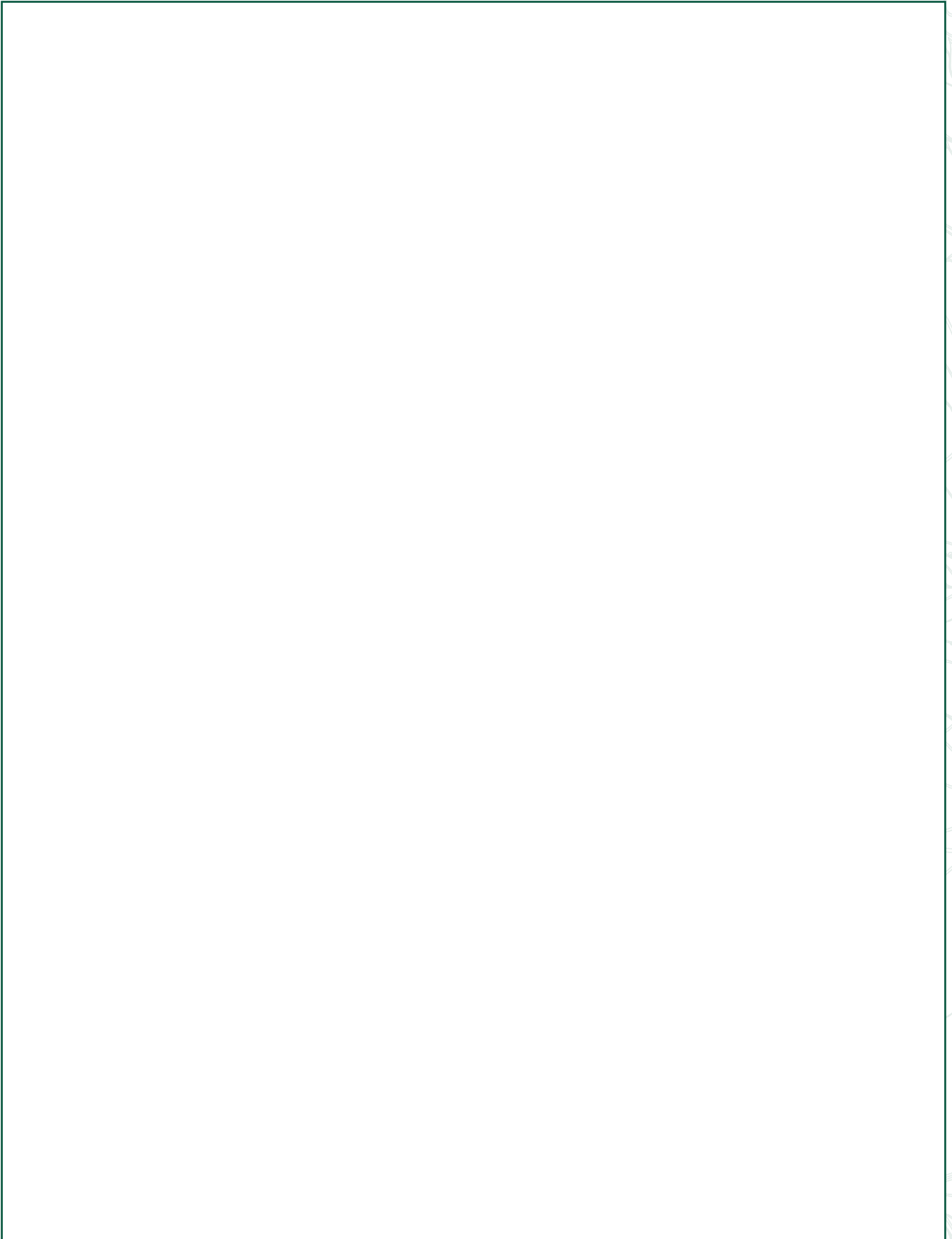


Who will be running the pub on a day to day basis. What team do you need?



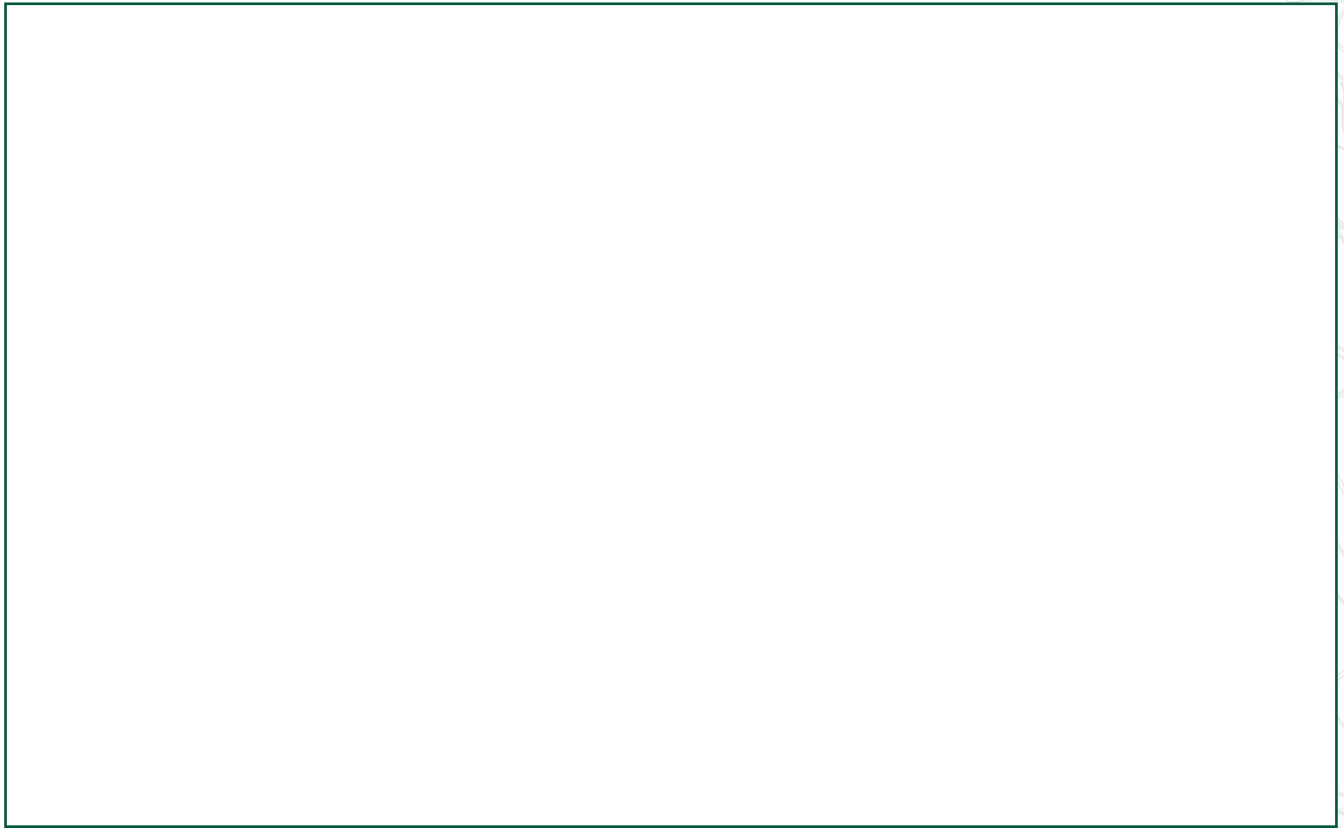
The Market

Consider the pubs location. What customers are in the area? What does the demographic analysis reveal?




SWOT Analysis

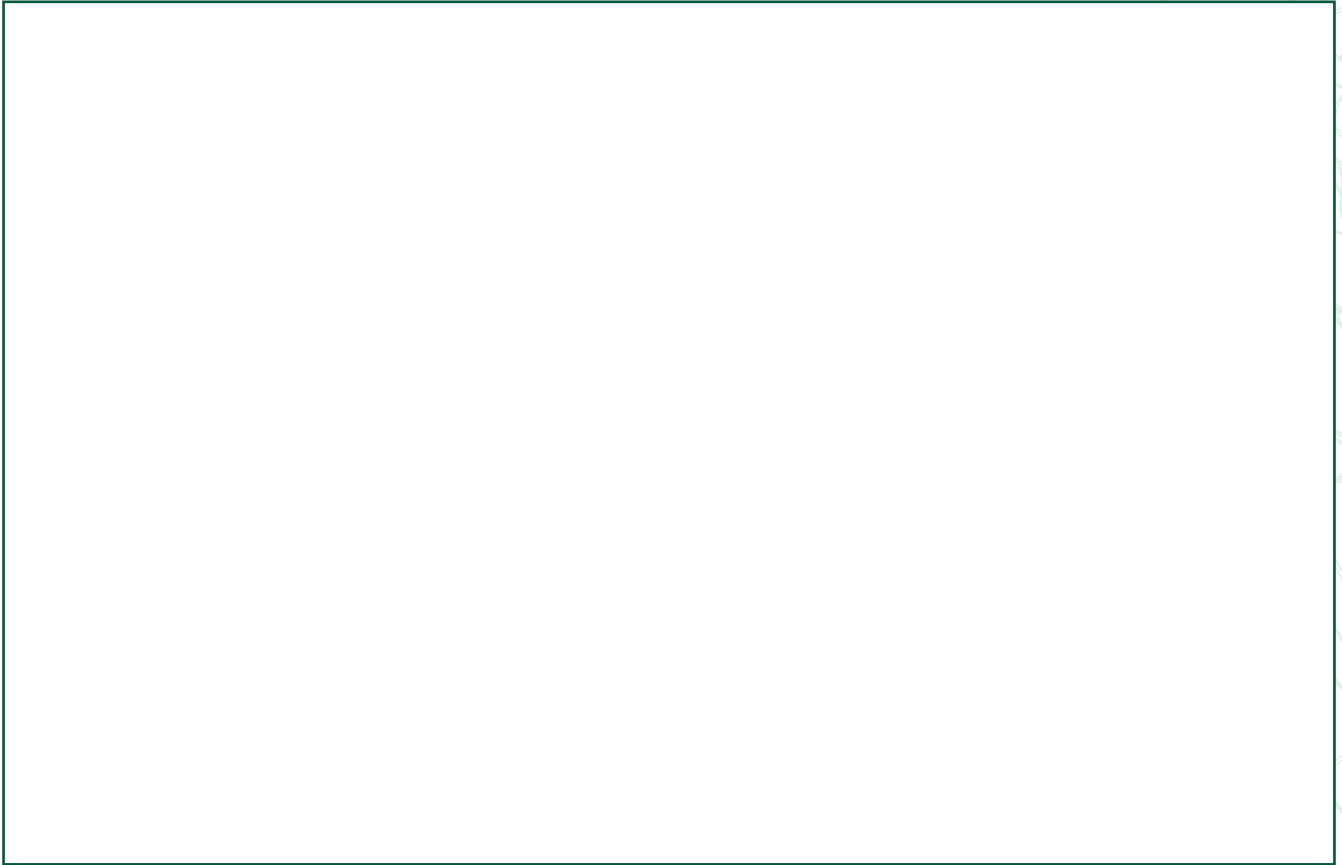
Detail the pubs **strengths** and their impact on your business



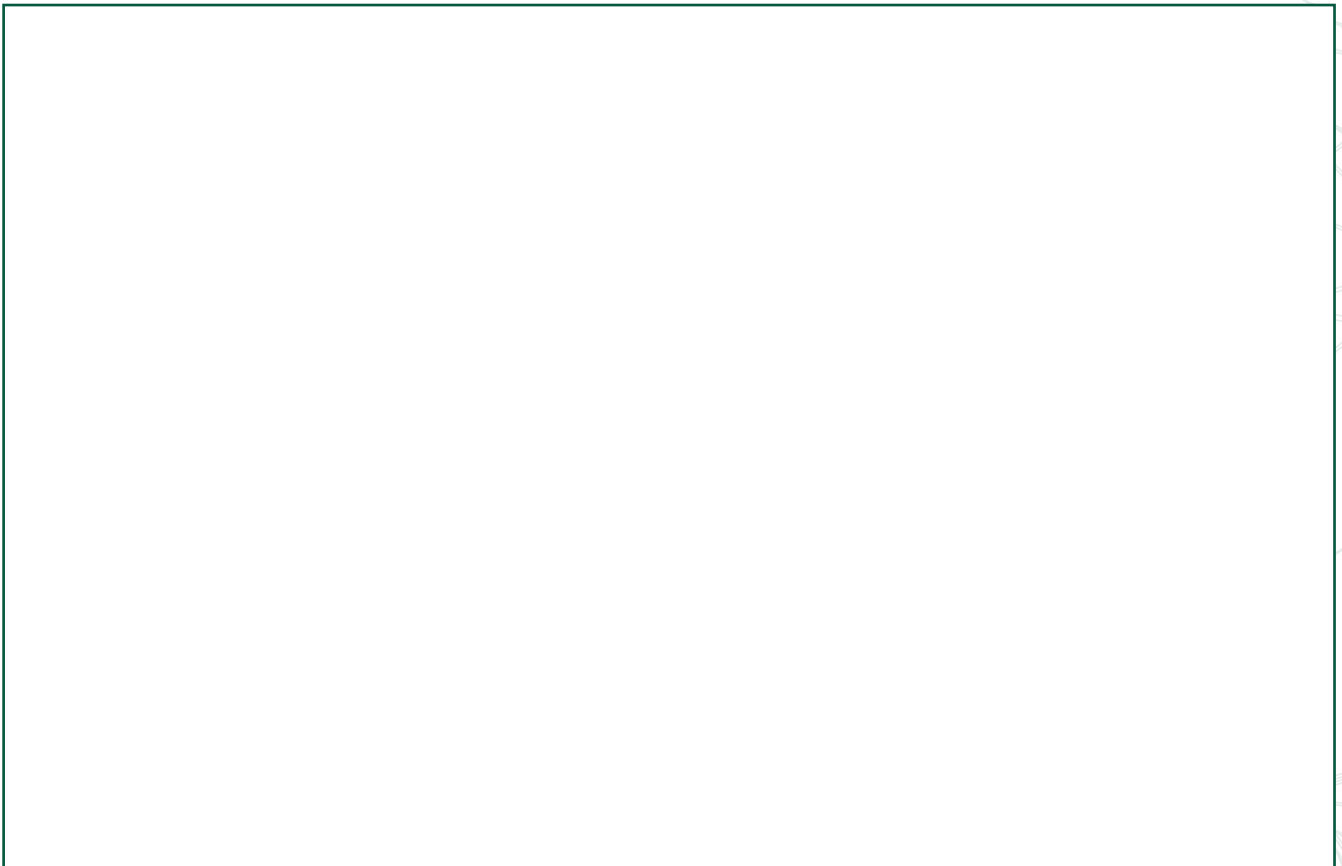
What are the pubs **weaknesses** and how can these be managed?



What do you see as the **opportunities** that you can exploit?

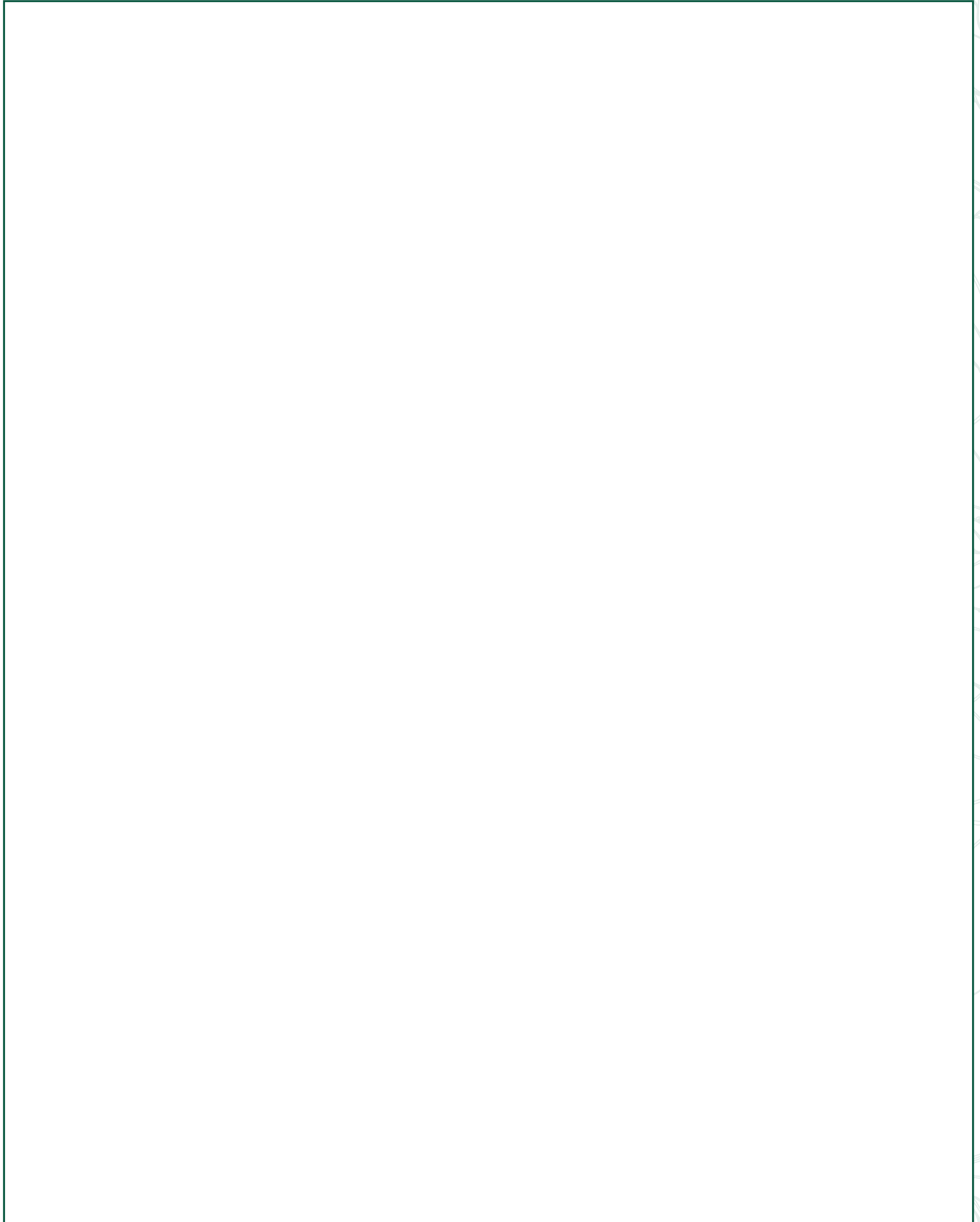
A large, empty rectangular box with a thin black border, intended for the user to write their response to the question about opportunities.

Are there any potential **threats** and how can these be tackled?

A large, empty rectangular box with a thin black border, intended for the user to write their response to the question about potential threats and how to tackle them.

The Guests

Consider your target customers and how your market research has identified them. How will your offer appeal to them? Are there any changes that need to be carried out to deliver your offer?

A large, empty rectangular box with a thin black border, intended for the student to write their response to the questions above. The box occupies most of the page's width and height.

Business USPs (Unique Selling Points)

How can the business stand out from the competition?

Competition

Who do you see as real competition and why. What is their offer?

Competitor 1

Competitor 2

Competition (cont'd)

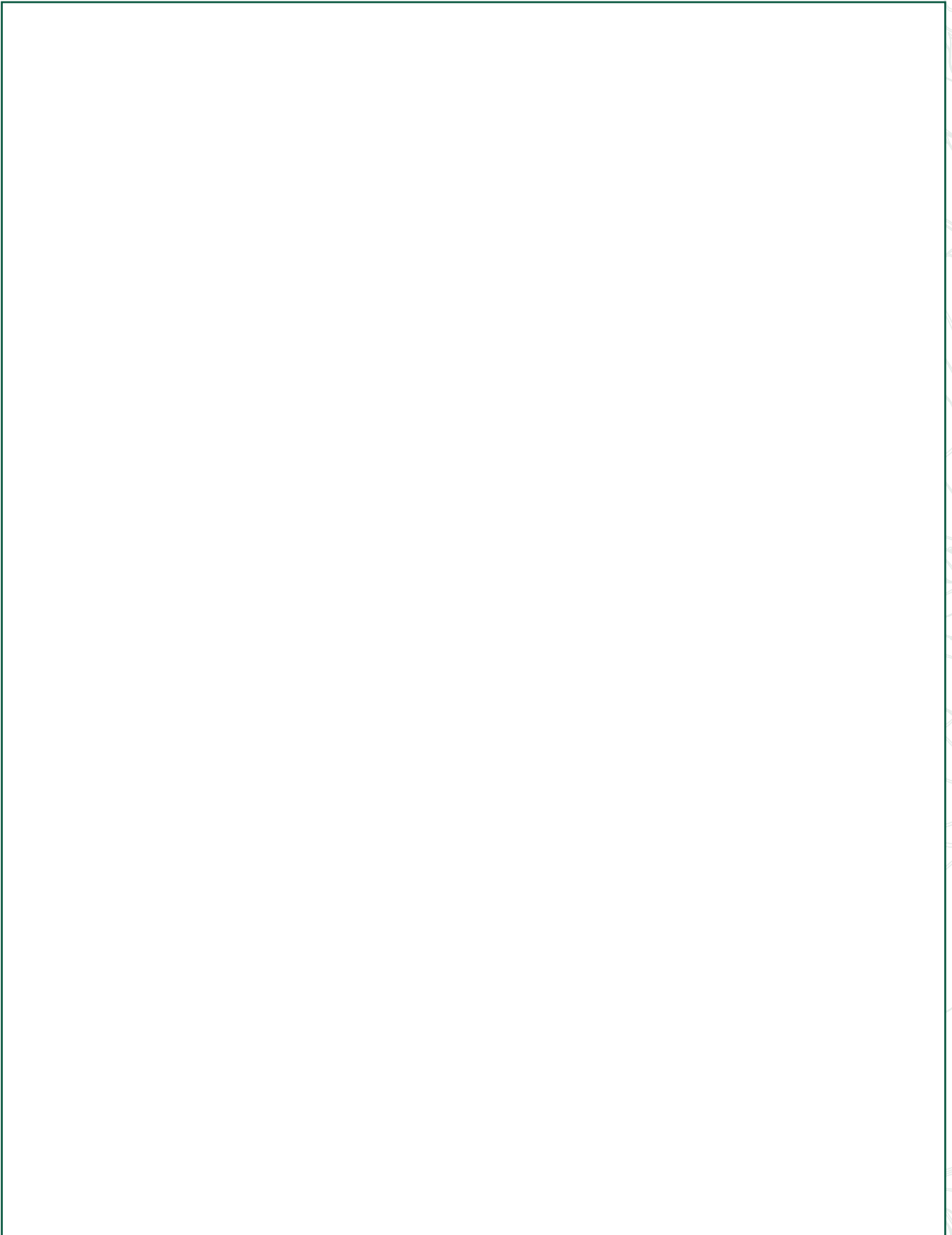
Competitor 3

Competitor 4 (if applicable)

Competitor 5 (if applicable)

The Offer

What is the current offer and how does it need to change? Consider areas such as drinks, food, other income streams, entertainment, service, garden, and investment opportunities.

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Delivering The Offer (I)

Consider the specific activities you will be undertaking each day to maximise the business opportunities at the pub.

DAY	ACTIVITY	MARKETING REQUIREMENT
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

Delivering The Offer (2)

Using the calendar below consider your plans for the year ahead. What key dates, events and occasions are you going to target? What will the activity look like? How will it be marketed?

MONTH	ACTIVITY	MARKETING REQUIREMENT
January		
February		
March		
April		
May		
June		

Delivering The Offer (2) (cont'd)

MONTH	ACTIVITY	MARKETING REQUIREMENT
July		
August		
September		
October		
November		
December		

Delivering The Offer (3)

Marketing

Training

Other

Business Plan Sign-off

Applicant Declaration

Name of applicant

Name of limited company (if applicable)

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Financial information enclosed with this Business Plan:

- Year 1 Cashflow
- Projected Profit & Loss, Years 1 & 2
- Funding requirement and personal funding detail
- Details of legal and financial advise taken

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

Signature

Signature

Date Completed