

ARKELL'S

EST. **BREWERY** 1843

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BUSINESS PLANNING The SMART way

Taking on a pub is a journey and in that way your business plan, is a road map of where you want to be. It is essential that you have a vision for the future so you can set goals and milestones to achieve your business objectives.

It also needs to be SMART

- **S** **specific** to who you are and what you want to do
- **M** **measurable**, as in terms of financial achievement
- **A** **achievable** so with in your capabilities
- **R** **realistic** in terms of resources
- **T** **Targeted** by to all of the above

If it is successful, this plan will help for map out your future, and even more importantly if should help you decide if this is really the business for you.

TIP once you have your business transfer your SMART objectives on to a chart to remind yourself of them

YOUR PLAN

BUSINESS PLAN PREPARED BY

PUB NAME

DATE

YOU

It is important that you think hard about your personal goals for your business and are clear about what you want to achieve.

- What motivates you?
- Why do you want to run a pub?
- What do you hope to achieve both short and long term?

THE SITE

Describe the strengths and weakness of the pub site

DEMOGRAPHICS

Describe the sort of people that live in, work in and visit the area.

TIP as well as visiting at different days and times the pub check out sites such as www.upmystreet.com

EXSISTING CUSTOMER PROFILE

| Existing | am | pm | eve |
|---------------------------------------------------------------------------------|----|----|-----|
| Who are your existing customers? Why do they choose your pub | | | |
| Potential | am | pm | eve |
| Is there custom you could gain from your competitors? | | | |
| Target | am | pm | eve |
| Which type of customers would best increase and maximize your trade and profit? | | | |

WHERE ARE YOU NOW? THE CURRENT OFFER

What are the strengths and weaknesses of the current offer?

- Consider the following
 - Opening hours
 - Pricing
 - Menus if serves food
 - Customer service
 - Marketing/ advertising
 - Facilities
 - Entertainments/events
 - Staffing levels
 - Standards

WHERE DO YOU WANT TO BE

Now you have spent time researching and knowing the business, you can start planning to grow the business

- Consider
 - Unique selling point
 - How you would stand out from the crowd
 - Increasing both trade and profit
 - Controlling costs
 - Menus, if applicable
 - Marketing and advertising opportunities and methods
 - Events and entertainment

Please attach additional pages if required.

CONCLUSIONS

Summarize your key factors and what you are trying to achieve.

Remembering to be

- **SPECIFIC**
- **MEASURABLE**
- **ACHIEVABLE**
- **REALISTIC**
- **TARGETED**

WHAT DO YOU WANT TO ACHIEVE IN THE FIRST:

| 3 Months | 6 Months | 12 Months |
|----------|----------|-----------|
| | | |

**ESTIMATED TRADING
ACCOUNT**

HOUSE

Week Ending

T/Y

| | | | | | |
|------------------------------------------|-----------------------------------|----------|---------|----------------------------|---------------------------------|
| | | | inc VAT | BAR | |
| | | | | CATERING | |
| | | | | ACCOMODATION | |
| | | | | TOTAL | |
| | | | exc VAT | BAR | |
| | | | | CATERING | |
| | | | | ACCOMODATION | |
| | | | | TOTAL | |
| GROSS PROFIT | | | | | |
| | BAR | Target % | | Cumulative | % |
| | CATERIN | Target % | | Cumulative | % |
| | G | | | Accommodation | 100% |
| | | | | TOTAL | |
| WAGES | | | | | |
| | | Target % | (Actual |) | |
| | GROSS STAFF WAGES inc E.R.C | | | | |
| | OTHER WAGES | | | | |
| | | | | TOTAL | |
| EXPENSES | | | | | |
| | <u>Controllable</u> | | | | |
| | | | | | |
| | | | | Entertainment | |
| | | | | Advertising | |
| | | | | Electricity | |
| | | | | Gas/Oil/Wood | |
| | | | | Repairs and Upkeep | |
| | | | | Laundry and Cleaning | |
| | | | | Telephone | |
| | | | | Cash Sheet Spend | |
| | | | | Stocktakers Fees | |
| | | | | Water Rates | |
| | | | | | Total Controllabl e Costs |
| | <u>Fixed costs</u> | | | | |
| | | | | Professional Charges | |
| | | | | Administration/Booking fee | |
| | | | | Rates | |
| | | | | Insurance | |
| | | | | Depreciation | |
| | | | | Credit Card Charges | |
| | | | | | Total Fixed Costs |
| | | | | | Sub Total |
| | | | | Rent | |
| | | | | | TOTAL EXPENSES |
| TRADING PROFIT / LOSS | | | | | |
| | Total Machine Income (monthly Av) | | | | |
| | Other Income (room Hire etc) | | | | |
| ESTIMATED TOTAL NET PROFIT / LOSS | | | | | |

LINKS

- **IFBB – The Independent Family Brewers of Britain**
www.familybrewers.co.uk
- **BBPA –The British Beer and Pub Association**
www.beerandpub.com
- **Up my street . com to gather information regarding any area by postcode**
www.upmystreet.com

