

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

PUB NAME DATE YOU It is important that you think hard

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	

DEVELOPMENTS Are there any potential developments in the area which could influence trade patterns o Is the local area on the up or in decline? o Are there any businesses opening or closing? o Are there any planning applications that could affect trade? o Are there any significant events under threat or gaining in importance?

TIP check out local press, council offices and public library to gather information

LOCAL MARKET	
Where do people eat and drink in the local area?	
 Who are the main competitors? Which ones are the most successful and why? 	
Is there a circuit, or an eating culture in the area if so where would you fit in	
Are there any gaps in the market you could fulfill?	

COMPETITOR PROFILE											
Main Competitors	What do they offer?	What is there customer base?	Why do they go there?								
Name											
Pub type											
Name											
Pub type											
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Pub type											

	CUSTOMER PRO	FILE	
Existing	am	pm	eve
Who are your existing customers? Why do they choose your pub			
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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? o Consider the following Opening hours Pricing Menus if serves food Customer service Marketing/ advertising **Facilities** Entertainments/events Staffing levels Standards

WHERE DO YOU WAN
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 WA	ANT TO ACHIEVE I	N THE FIRST:
3 Months	6 Months	12 Months

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Totals
Capital Introduced													
Drink Sales													
Food Sales													
Machines													<u> </u>
Other Income													
Total Income													
Drinks Purchases													
Food Purchases													
Rent													
Business Rates		1											
Licenses													
Insurance													
Utilities, Gas, Electric, Water													
Loans													
Entertainment													
Stocktaking													<u> </u>
Wages Inc. NI													
Travel and Transport													
Telephone													
Cleaning Materials													
Accountancy Fees													
Stocktaking Fees													
Repairs													
Pest control													
Fixtures Purchased													
Drawings													
VAT Payments													
Other													<u> </u>
Other													
Other Advertising													
Total Expenses													
Income less Expenditure													
Balance Brought Forward													
Closing Bank Balance]		

HOUSE			Week End	lina		T/Y
				inc VAT	BAR	
					CATERING	
				ACCOMOD		
					TOTAL	
				exc VAT	BAR	
					CATERING	
				ACCOMOD		
					TOTAL	
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	BAR	Target %		Cumulative Cumulative		
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	<u> </u>			Accommod	ation 100%	
				Accommod	TOTAL	
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	OTHER W	/AGES				
	J.11L1 (VV			_	TOTAL	
EXPENSE	-S					
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	Controllab	Entertainment				
		Advertising				
		Electricity				
		Gas/Oil/Wood				
		Repairs and Upkeep				
		Laundry and Cleaning				
		Telephone				
		Cash Sheet Spend				
		Stocktakers Fees				
		Water Rates			T - 1 - 1	
					Total Controllabl	
					e Costs	
	Fixed cost	<u> </u>			6 00313	
	1 1/100 0031	<u>s</u> Professional Charges				
		Administration/Booking	g fee			
		Rates	,			
		Insurance				
		Depreciation				
		Credit Card Charges				
		Cicuit Gaid Gliaryes		Total Fixed	Costs	
				- Otal i iACU	Sub Total	
		Rent			Jap i Jai	
		0.11		TOTAL EXI	PENSES	
TRADING	PROFIT / L	OSS				
INADING			, A,,)			
	ı otal Mach	nine Income (monthly	AV)			
	Other Inco	mo (room lim = -1-)				

LINKS

- IFBB The Independent Family Brewers of Britain www.familybrewers.co.uk
- BBPA The British Beer and Pub Association www.beerandpub.com
- \bullet Up my street . com to gather information regarding any area by postcode $\underline{\text{www.upmystreet.com}}$

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