

Notes:

Blank area for notes.

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Tenancy Partnerships with a difference
business plan

Pub: _____
Name Of Applicant: _____
Address: _____

Postcode _____
Date: _____
Applicant Signature: _____
Applicant Signature: _____



PLEASE COMPLETE ALL OF THE SECTIONS BELOW IN AS MUCH DETAIL AS POSSIBLE. THIS DOCUMENT SHOULD BE A LIVING AND BREATHING PLAN FOR THE BUSINESS ONCE YOU ARE IN IT, SO PLEASE KEEP A COPY.

What is the Outlet Like Now?

In this section you should use your current knowledge of what the outlet and area is like at the moment. If you don't know then do the research as this will be invaluable information required to help make your business successful.

area

What is the area like in which the pub sits? Is it rural, city centre? What is the surrounding area made up of – houses/business? Is this area affluent and how would other people describe it?

location

Where is the pub situated within the area? Are there any developments planned which could affect the pub?

customers

What kind of people live in the area and how can we make these potential customers. This should help about what your offer should be to attract the type of people in the area. For example, think about age ranges of people in the area, what sort of jobs do they have, what they enjoy doing in their spare time etc. You may want to use upmystreet.com to help with this if you do not know the area very well.

competition

Please list all of the competitors in the area, describe what they offer, their strengths and weaknesses and also what you would offer within your business to try and compete.

Current View Of the Pub

Please highlight under each heading where you see and want to take this pub.

strengths

What are the good things about the pub at the moment?

weaknesses

What are the bad things about the pub at the moment?

opportunities

What can you introduce to make this a more successful business?

threats

What could stop you from making this a successful business?

HOW WILL YOU MOVE THE BUSINESS FORWARD?

offer

What will you offer customers coming into your pub? Think about food and attach any sample menus, entertainment, opening hours, atmosphere, décor, drink range etc,

marketing

How will you market your pub and let the surrounding area know what you will be offering?

customers

Who will be your customers? Will they be different in the evenings as opposed to daytimes and who will you attract at weekends? Think about age types, gender and profession.

additional information

Please add any information/plans which you think may be relevant to the business plan.

finances

Please attach a projected profit and loss account and cash flow for year 1 and 2 in the business. Please also state where your capital will be coming from for this venture and attach confirmation of these funds.