Plunkett Foundation
MORE THAN A PUB
Tenancy Resources**Template Business Plan for a Community Pub Tenant**

**This document is a template, for further information we recommend you seek professional advice.**

**Template document kindly supplied by MJD Hughes, a recommended** [**Plunkett Member**](https://plunkett.co.uk/become-a-member/) **supplier.**

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**Business Plan**

**Planning is the key to your business success**

This document will guide you through a structured process to develop a business plan for your business. We can advise you on many areas of this plan but you will need to complete your own research specific to the PUB NAME to provide information relevant to creating this plan. Your completed business plan is your -starting vision for your business and will change and evolve over time. This plan will become your working document for how you operate and manage the PUB NAME and to be a successful plan it must be reviewed at regular intervals. We would advise that these reviews are completed with your accountant, bank manager or financial advisor, and any industry professional or business advisor you employ as part of your team.

Please provide the following information in the boxes provided by either typing or writing in. Any additional information can be added on a separate piece of paper.

**Name of Pub**

**Address of Pub**

**Your details/Society details**

Name

Address

Telephone Number

Email Address

**Your profile:**

Please describe the people who make up your group, including your skills, experience, personal attributes and ambitions

**Your partners/volunteers profile:**

Please describe any partner or volunteers your Society may have including their skills, experience, personal attributes and ambitions

Are there any other key members of your team? If so list them and what they will add to your business:

Please detail below any trade related qualifications that you have. Please list anything and everything relevant to running a licensed business:

**About the PUB NAME**

Describe where the PUB NAME is located

What facilities does the PUB NAME offer? (e.g. Restaurant, Bars, Outside play area etc)

**Local demographics**

What sort of houses are in the area (detached, semi, terraced)? Do many people live near to the pub? What type of customers that you expect to attract:

Describe the current trading operation. Would you keep it the same or change the trading style?

If you would change it, what is your proposed trading style? Outline why your changes would enhance the current business.

What will the PUB NAME be famous for?

**SWOT ANALYSIS**

SWOT is an acronym for Strengths, Weaknesses, Opportunities and Threats. It is a useful tool for understanding the risks and opportunities associated with a business.

* Strengths and Weaknesses tend to relate to factors specific to the pub
* Opportunities represent your view of potential growth in trade and
* Threats tend to be driven by external factors such as competitors.

Please fill in your opinion of the following in the boxes provided. Do not omit to comment on any box (for example ‘no weaknesses’)

**Strengths**

**Weaknesses**

**Opportunities**

**Threats**

**Competitor analysis**

How other operators in the area run their business is very important to your business and the potential you have to attract other customers to the PUB NAME who do not currently use it. Competition can be from other pubs, restaurants, bars, working men’s clubs and other leisure activities. Identify below those outlets that are competition for you

Name of pub/outlet. How far is it from you? Does it operate the same style as the PUB NAME? Is pricing similar to the PUB NAME? Any other relevant information

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**Please feel free to add details of more competitors if there are any.**

**Your Operating plan**

Operating plan

Consider the specific activities you will be undertaking each day at the PUB NAME (e.g. Monday – Darts, Tuesday Pool etc etc)

**Monday**

**Tuesday**

**Wednesday**

**Thursday**

**Friday**

**Saturday**

**Sunday**

**Stocking and operation of the PUB NAME**

What type of beers, wines and spirits will you stock at the PUB NAME? If this will remain as what is currently available please comment on this but also add what will be the selling price and what gross profit you will be looking to achieve.

What is the extent of the food opportunity? What will you be changing? What will be your selling price for dishes and what gross profit will you be looking to achieve?

How many covers are in the pub? How many meals do you expect to do per week?

What is the potential for letting accommodation at the PUB NAME? If there is a potential how many letting rooms could there be?

Additional income, Future potential (e.g. machines, camping, functions etc)

Taking the above information into account, what would be the percentage split for the following income streams

Wet sales

Food sales

Accommodation

Other Income

**Staff costs**

Staff costs are very important to the overall control of the business. You will need to build up a rota of staff requirements at what time and then base your staff costs on this. This will ensure you have a full understanding of staff needs and how much it is going to cost your business. Please add any comments you have about this below together with your expectations of what hourly rate you will pay. Please also comment on how involved you will be with the direct operational level of the business and how this will mean more or less staffing needs.

Other costs to be aware of are:

Repairs and maintenance

Insurance

Entertainment

Advertising

Professional costs: Stocktaker and Accountant

Bank charges

Telephone and internet

Cleaning materials and Waste management

Sundry costs

Please comment on the above as appropriate and any additional costs

Initial investment costs to the business. Training, new uniforms, work to the property etc. Please comment

Working capital, till and safe floats etc. What will you be taking into the business

What do you think your annual gross turnover will be

When you first move in

After your first year

Potential turnover

Any other information can be added below and on additional sheets

Name of applicant:……………………………………………………………………

Contact telephone number…………………………………………………………..

Email address:………………………………………………………………………..