



GOOD HONEST PUBS

RUN BY GOOD HONEST PEOPLE

BUSINESS PLAN

YOUR NAME:

.....

PUB NAME:

(IF PUB SPECIFIC)

.....

DATE:

.....

BUSINESS PLAN PREPARED BY:

.....

WILL TRADE AS?

Please consult your financial adviser regarding the appropriate status for your
business

SOLE TRADER

PARTNERSHIP

LIMITED COMPANY

The following is a standard business plan document, which is intended to help you clarify **YOUR** ideas on running **YOUR** own business. Don't worry if you cannot go into every detail of the business at this stage – this is just the first step in the process.

This business plan should be the result of careful planning and you may wish to include thoughts and ideas which are not already noted on the following pages.

If it is successful, this plan could determine your future but, even more importantly, it should help you decide if this is truly the business for you.

PLEASE NOTE: If you are unable to complete any of the questions due to the lack of space provided, please use the “notes” pages at the back of this document.

ABOUT YOU

What appeals to you about running a pub?

THE SITE

Tell us about the pub.

What facilities does it have?

Who is it catering for?

Where is it located?

S.W.O.T.

SWOT analysis is a useful tool to help you to assess the relative strengths and weaknesses of the pub, along with the future opportunities and potential threats. Use the boxes provided to detail anything that you think is currently good about the pub in Strengths, anything that you believe to be poor in Weaknesses, anything you see as an Opportunity and document the future Threats to the business in the final box. This analysis will help you to focus on the key issues in the business and hopefully highlight how to take the pub forward.

Strengths	Weaknesses
Opportunities	Threats

CUSTOMER PROFILE

Who are the existing customers using the pub?

Who will your target customers be?

CONCLUSION

Considering all of the above, what will be the essence of your offer.....

How Much is Your Business Going To Take?

Please speak to a member of the Profit Partnership team if you are unsure about any of the sections on the financial element of the business plan as we will be glad to help. We would also strongly recommend that you take independent financial advice to assist you in your financial planning.

Enter weekly projections and multiply by 52 to calculate the annual figures.
(Projections should be EXCLUSIVE of VAT)

PROJECTED PROFIT & LOSS ACCOUNT FOR FIRST YEAR OF TRADING		
PROJECTED INCOME (Turnover)	Weekly	Annual
Liquor (Wet Sales)		
Less Cost of Sales		
Gross Profit	A	
Food (Dry Sales)		
Less Cost of Sales		
Gross Profit	B	
TOTAL GROSS PROFIT	A + B	
OTHER INCOME		
Gaming Machines		
Accommodation (If applicable)		
Other e.g. Functions & Caravan Park etc		
Total Other Income	C	
TOTAL INCOME	A + B + C	

NOTES

How Much is Your Business Going To Take? (continued)

Please note, the list below is not a finite list of costs; it is intended as a guideline only and you should anticipate costs according to your own plans for the business.

Direct Expenses

Weekly

Annual

Ullage & Line Cleaning		
Beer Gas		
Equipment Hire		

Direct Expenses		
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Employee Costs

Bar Staff		
Food Staff		
Security (if applicable)		

Employee Costs		
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Premises Costs

Water Rates		
General Rates		
Cleaning		
Garden & Flowers		
Electricity & Gas		
Telephone		

Premises Costs		
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General Admin

Weekly

Annual

Printing & Stationery		
Newspapers		
Training		
Insurance		
Motor Expenses		
General Admin		

Advertising, Promotional & Entertainment

Advertising		
Entertainment		
Satellite TV		
Pub Games & Team Expenses		
Licences		
Subscriptions & Sponsorship		
Promotional Food & Drink		
Uniforms		
Menu Cards & Napkins		
Glassware		
Advertising, Promotion & Entertainment		

Legal & Professional

Weekly

Annual

Accountancy		
Stocktaking		
Professional & Legal Fees		
Legal & Professional		

Maintenance

Building Maintenance		
Kitchen Maintenance		
Maintenance		

Bank Charges

Bank Charges		
Credit Card Charges		
Bank Charges		

Depreciation		
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Total Expenses		
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Rent		
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NET PROFIT (Net Profit is Total Income (A+B+C) less Total Expenses, less Rent)		
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Personal Requirements/Commitments

ANNUAL EXPENDITURE (These are costs you will incur outwith the business)

£

Mortgage or Domestic Rent	
Council Tax	
Personal & Property Insurance	
General Housekeeping Expenses	
HP Repayments	
Hire Charges (TV, Video, Etc.)	
Saving Plans	
Contingencies	
Pension Plans	
Personal Loans	
Drawings	
Other (Please Specify)	
Other (Please Specify)	
Other (Please Specify)	
TOTAL PERSONAL EXPENDITURE	

Your Start Up Costs and Your Financial Resources

Completing this section will help clarify whether you have the necessary capital to fund the business.

£

Fixtures & Fittings	
Deposit	
Stock	
Valuer's Fee	

TOTAL INGOING	
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WORKING CAPITAL (Ideally minimum of £5,000)	
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Total Capital Required (Add Total Ingoing & Total Working)	
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FINANCIAL RESOURCES	Amount £	Source	Availability e.g. immediately, 90 days, etc.
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Cash			
Equity in Property		N/A	
Shares		N/A	

TOTAL CAPITAL AVAILABLE	
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Less TOTAL CAPITAL REQUIRED	
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Potential SHORTFALL This represents the amount you may have to borrow	
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NOTES