



IONA
PUB PARTNERSHIP



SINCE 2005

**NEW TENANT
BUSINESS PLAN**

Great People Run Great Pubs

Your Details

Applicant's Name: _____

Partner's Name: _____

Pub Name: _____

Business Development Manager: _____

Date of Completion: _____

Overview

Successful businesses need targets and goals to aim for. Business plans are useful because they document these targets and goals, and allow you to assess your ambitions in 'black and white' and ultimately provide you with a tool to ensure you have the best chance of achieving success.

This plan should be the result of careful consideration, research and planning. It will provide the foundation for your future partnership with Iona Pub and will help you decide if this truly is the business for you.

If you have any queries relating to the completion of this document, please do not hesitate to contact your Business Development Manager.

Contents

The Pub and the Marketplace	3
Demographics	4
Competitor Analysis	5
Business Analysis	6
Customer Profile	7
Your Offer	8
Drinks Offer	9
Food Offer	11
Entertainment Offer	13
Events	14
Accommodation	15
Customer Service	17
Finances	18
Executive Summary	18
Business Plan Review	19

SECTION 1: The Pub & The Marketplace

In this section, please describe the pub and the surrounding area to the best of your ability.

The Condition

External:

Internal:

The Facilities

Please highlight the facilities it has below:

- | | | |
|--|---|---|
| <input type="checkbox"/> Car Park | <input type="checkbox"/> Sky Sports/BT Sport | <input type="checkbox"/> Catering Kitchen |
| <input type="checkbox"/> Play Area | <input type="checkbox"/> Accommodation | <input type="checkbox"/> Live Music |
| <input type="checkbox"/> Beer Garden | <input type="checkbox"/> Function Room | <input type="checkbox"/> Skittles/Darts, etc |
| <input type="checkbox"/> Other (please specify) _____ | | |

Location

- | | | |
|--|--|--|
| <input type="checkbox"/> Residential | <input type="checkbox"/> City Centre | <input type="checkbox"/> Seaside Location |
| <input type="checkbox"/> High Street | <input type="checkbox"/> Drive to Destination | |
| <input type="checkbox"/> Other (please specify) _____ | | |

Local Development

Please indicate whether there are any plans in the area for new developments such as shopping centres, retail parks, cinemas or other businesses opening.

SECTION 1: Continued...

Will this have a positive or negative effect on your business?

Surrounding Businesses

Please indicate the surrounding businesses in your area

- Cinema** _____
- Restaurants** _____
- Bars** _____
- Attractions** _____
- Local Businesses** _____
- Other** _____

SECTION 2: Demographics

Take a look at the local clientele and your potential customers and identify the following factors:

- Age Range** _____
- Dominant Gender** _____
- Occupation** _____
- Wealth** _____
- Housing Types** _____
- Families/Couples/Young People?** _____

SECTION 3: Competitor Analysis

Please supply information on four of your main surrounding competitors. This will help to compare to your own business and what you should do in order to compete. If there are more key businesses you would like to include, please continue on a separate sheet.

Name of Business 1

Type of Business

Location & Distance

Describe the customer base

Where does their pricing sit?

What is the venue famous for?

Name of Business 2

Type of Business

Location & Distance

Describe the customer base

Where does their pricing sit?

What is the venue famous for?

Name of Business 3

Type of Business

Location & Distance

Describe the customer base

Where does their pricing sit?

What is the venue famous for?

Name of Business 4

Type of Business

Location & Distance

Describe the customer base

Where does their pricing sit?

What is the venue famous for?

SECTION 4: Business Analysis

Now you have to look at your competitors, it is important to gain a thorough understanding of your business in terms of how it is able to perform, but also consider the hurdles you may be faced with and how you will overcome them. Try to consider the strengths and weaknesses as something that will affect you and your business personally, then your opportunities and threats will be factors from the market place that will impact on your business.

<p style="text-align: center;">Strengths</p>	<p style="text-align: center;">Weaknesses</p>
<p style="text-align: center;">Opportunities</p>	<p style="text-align: center;">Threats</p>

In the boxes below, you must cross examine the factors you have listed above. This will allow you to formulate a plan to make the most of your strengths and weaknesses to the best of your ability, but also minimise or eliminate the weaknesses and threats.

<p style="text-align: center;">Strengths & Opportunities</p>
<p style="text-align: center;">Weaknesses & Threats</p>

SECTION 5: Customer Profile

It is advisable that you visit the premises as it stands at present in order to gain a better understanding of the current customer profile. Please consider what type of customer is visiting at certain times of the day and different points in the week, in terms of age, class, gender, etc. It will be important for you to note why they are visiting in order to improve or extend your future customer base and offer.

Day	Time	Current Customer Profile	Why are current customers visiting?	Target Customer Profile
Monday & Tuesday	Breakfast			
	Lunch			
	Afternoon			
	Evening			
	Late Night			
Wednesday & Thursday	Breakfast			
	Lunch			
	Afternoon			
	Evening			
	Late Night			
Friday & Saturday	Breakfast			
	Lunch			
	Afternoon			
	Evening			
	Late Night			
Sunday	Breakfast			
	Lunch			
	Afternoon			
	Evening			
	Late Night			

SECTION 6: Your Offer

In this section, you need to be clear on your plans for all aspects of your business. You need to sell your ideas for each sector. Over the next few pages, you will supply detailed information on your unique selling points, target customer base, products and pricing offers, Please bear in mind the previous sections you have completed, including your business and competitor analysis.

What will your pub be famous for?

How will this differentiate from your competitors?

Over what period of time would you like your ideas to be implemented?

SECTION 7: Drinks Offer

On this chart, please detail the current drinks range and your proposed drinks range. In the tools/training column, please specify what help you will require in order to fulfill your proposed offer that Iona Pub Partnership could provide.

Category	Current Products	Current Pricing	Proposed Products	Proposed Pricing	Tools/Training Required
Cask Ale					
Standard Lager					
Premium Lager & Cider					
Cask Ale					

SECTION 7: Continued...

Category	Current Products	Current Pricing	Proposed Products	Proposed Pricing	Tools/Training Required
Spirits & Liqueurs					
Wine (by glass & bottle)					
Soft Drinks					
Other					

SECTION 8: Food Offer

Please complete the below chart with the current food offer and your proposed food offer. Please consider your target market when looking at pricing and don't forget to take into account what your competitors offer. In the tools/training column, please detail what assistance you may need to fulfil your proposed offer.

Category	Current Menu	Current Pricing & Offer	Proposed Menu	Proposed Pricing & Offer	Tools/Training Required
Breakfast					
Lunch					
Afternoon (eg coffee & cake)					

SECTION 8: F Continued...

Category	Current Menu	Current Pricing & Offer	Proposed Menu	Proposed Pricing & Offer	Tools/Training Required
Evening (dinner time)					
Late Night					
Other					

SECTION 9: Entertainment

Entertainment could be anything including live music, pub games, pub quiz, sports entertainment, Sky TV, etc. In the below chart, please detail the current entertainment run by the venue. Then detail your own ideas for entertainment. In the tools/training column, please indicate what assistance you will require to fulfil your proposed offer.

Day	Type of Entertainment	Current Offer & Pricing	Proposed Offer & Pricing	Tools/Training Needed
Monday & Tuesday				
Wednesday & Thursday				
Friday & Saturday				
Sunday				

SECTION 10: Events Offer

In the chart below, please name some key events that take place over the year that you think the business could take advantage of. For example, Hallowe'en in October. Consider the Offer and the Pricing structure to go with it. In the tools/training row, please indicate what assistance you will require in order to fulfil your offer.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Events												
Proposed Offer & Pricing Structure												
Tools & Training Needed												

SECTION 11: Accommodation

This may not apply to every business but important to consider even as a possibility.
In the tools/training row, please indicate what assistance you will require in order to fulfil your offer.

Category	Current Offer	Current Pricing	Proposed Offer	Proposed Pricing	Tools/Training Needed
Weeknights					
Weekends					
Bank Holidays					

SECTION 11: Continued...

Category	Current Offer	Current Pricing	Proposed Offer	Proposed Pricing	Tools/Training Needed
General Holidays <i>(school holidays)</i>					
Corporate Membership					
Offer Tied with Food					
Other					

SECTION 12: Customer Service

We strongly believe that Iona Pub Partnership is the best choice for leasing in Scotland. We also strongly believe that excellent customer service is key to the success of your business. How are your staff going to represent your business? The below chart follows a customer journey through your business. Please indicate at each stage how you plan to manage the customer expectations. This could be as specific as what staff will say, what they will do and generally how they treat the customer.

Day	Customer Expectation
The customer has pulled up in the car park and is now entering the premises. How will they be greeted?	
The customer has only come in for a drink, so would like to order at the bar. How will they be served?	
The customer is unsure what they would like to drink. How will you advise them?	
The customer would like to have a meal and asks for a menu. How will you go about advising a table?	
The customer has been reading the menu for 5 minutes. How will you approach them? Will you upsell sides?	
The food is now ready - how will the table be served. Are the tables already dressed?	
The customer has been eating for 5 minutes - how will you check everything is ok?	
The customer has now finished. How will you clear the table? Will you offer an additional course?	
The customer has finished dining and has asked for the bill. How will this be presented to them?	
The customer wishes to pay by card. How will you talk them through the transaction?	
The customer is now visiting the toilet facilities. How will these be kept? What facilities should be available?	
The customer is now leaving the building. How will you see them off?	

SECTION 13: Finances

It is essential that you forecast how much money you are likely to make. This should be a major factor in deciding on your future plans for the business. It is advised that you seek the assistance of an accountant or another professional advisor.

Please complete the separate Excel documents and return them with this Business Plan.

SECTION 14: Executive Summary

This is an overview of the business that you wish to start and should be a summary of the key points of your entire plan. The purpose of this summary is to explain the basics of the business that both informs and interests the reader. *Please continue on a separate sheet if necessary.*

Declaration

The below is a declaration and confirmation of your loyalty to the business plan and setting up a partnership with Iona Pub Partnership. Both parties should sign to declare that they have read and understood the plan.

Applicants Signature

BDM Signature

Print Name

Print Name

Date

Date

SECTION 15: Business Plan Review

It is important that you measure the business against your plan regularly. Your Business Development Manager will regularly review your business plan with you as part of a structured business development meeting.

Initial Review (within one month of handover)

Date of Meeting: _____

Attendees: _____

Achievements: _____

Revised Action: _____

Training Required: _____

6 Month Review

Date of Meeting: _____

Attendees: _____

Achievements: _____

Revised Action: _____

Training Required: _____

SECTION 15: Business Plan Review

It is important that you measure the business against your plan regularly. Your Business Development Manager will regularly review your business plan with you as part of a structured business development meeting.

1 Year Review

Date of Meeting: _____

Attendees: _____

Achievements: _____

Revised Action: _____

Training Required: _____

2 Year Review

Date of Meeting: _____

Attendees: _____

Achievements: _____

Revised Action: _____

Training Required: _____
