



PALMERS BUSINESS PLAN

Pub name		Applicant name(s)	
Pub address		Company name (if applicable)	
Correspondence address		Registered number if trading as a limited company	

Summary

What's my Goal?

Using bullet points set out your vision and why you and your team should be running this pub

Summary of this plan

Set out key points such as: your experience, how you intend to run the pub, what you will do to increase trade and how you will be funding the business.

About me, about the team

All about me/us

Include your experience, personal skills any relevant qualifications. What role will you take in the business?

Other key members of staff

Include information about other key staff who will be working in the business i.e chef, front of house or bar staff.

My view of the business

The site

Describe the pub, the condition it is in, its facilities and any relevant trading history you are aware of . Discuss what the immediate area is like, whether it is residential, local businesses, shops, or rural

Local investment

Are you aware of any changes due in the area such as major building projects i.e. Road schemes. Is the area improving or declining?

Local market Place

Where do people in the area currently eat, drink and spend their leisure time?

About my potential customers

What type of people live in/work/visit the neighbourhood?

Define the type of people who are near to the pub. How old are they? What jobs do they do? Where do they live?

Would any of these people make profitable customers for your pub? Who do you want to attract to your pub ?

What could you do to attract these people?

Competition analysis

What businesses compete with the pub?

Competitor name	What do they offer?	Who are their customers?	Could/should you attract their customers?

SWOT analysis

STRENGTHS of the business

What are the pub's strengths?

WEAKNESSES of the business

What are the pub's weaknesses?

Development OPPORTUNITIES for the business

What opportunities are there that you could take advantage of? How will your offer be unique ?

What will you do to make the most of these opportunities?

THREATS to the business

What potential threats to the business are there?

Getting the offer right

How will your offer differ from the existing licensee?

General: What sort of pub is this going to be? How will it differ during the day/night or weekday/weekend?

Current Offer	Proposed offer

Drinks - What will make your wet offer appeal to customers and stand out from the competition?

Current Offer	Proposed offer

Food - What type of food is going to be on offer? What will make your food offer stand out from the competition?

Current Offer	Proposed offer

Letting accommodation - How can income be improved (if applicable)?

Current Offer	Proposed offer

Marketing: How will you tell people about what is on offer? What advertising/marketing will you use?

Current Offer	Proposed offer

Anything else you would like to tell us?

About you...

About the pub...

About your offer...