NEWRIVER RETAIL

LT MANAGEMENT SERVICES LIMITED
"..... partnering for success ....."
www.ltmanagementservices.com

PUB BUSINESS PLAN TEMPLATE

Name of Pub:
Name of Applicant(s):
Address:
Postcode:
Date:
Applicant Signature:
Applicant Signature:

Introduction

NewRiver Retail and LT Management Services are committed to ensuring that their prospective Lessee's and Tenants enter into their agreements with full knowledge and understanding of the likely profit that can be made from the business and the likely cash requirements of the Lessee / Tenant in order to make the business a success.

One element of the process to ensure that this is the case is that a business plan is required to be completed by the applicant to show that they have considered the key facts and local factors when making the important decision of taking a lease / tenancy of a pub.

This Business Plan template is designed to help our applicants work through the required process. If there are any areas that are not clear please contact the LT Management Services representative. We would recommend that you seek independent advice when completing this document.

About Business Planning

Like all business decisions, taking on a pub should only take place when a full understanding of the likely risks and rewards has been fully considered. It is important that you have considered all aspects of running a pub business and that you make your decisions an informed basis. Proper planning will enable your venture to be a success. The Business Plan should be one that you believe in and the projected profit and loss figures along with the cash flow should be the results that you feel confident that you can achieve. The Business Plan is your Business Plan.

NewRiver and LT Management need to be confident that you know what commitment you are taking on and that you have considered all of the key factors when making your decision. We ask all applicants to complete the following Business Plan in order that we can be satisfied that this is the case.

How are things now?

In this first section you should try and give a clear view of what the pub is like at present. NRR / LT Management will have provided you with some historic data, but you should also complete your own research. We would recommend that you go to the site. We also suggest you get details of the other pubs and businesses in the area so you can visit them too!

GEOGRAPHICAL AREA
In this section you should consider what kind of area is the pub in? - Affluent, student, rural etc.
LOCATION WITHIN THAT AREA
In the area you have described, where is the pub situated? Is it in the middle of an estate of houses or in the middle of a town? What is around the pub? Are there any planned developments?

PEOPLE
What kind of people live near the pub or within travelling distance to the pub? Are they old or young? Do they have families? Do they have much money to spend? What kind of things do they spend it on? What kind of houses do they live in? What do they do for a living?
COMPETITION
What other businesses are there that you may consider to be competition? This could be a sandwich shop or an off licence as well as another pub. Why are they competition? Why do people go to these places?

SWOT Analysis

It is important that the **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats to your plans are reviewed in what is known as a SWOT analysis. Using the information you have gathered about the pub, its surroundings and customers, use this section to judge its business potential. This is also a good section to identify your own existing skills and your training needs.

STRENGTHS	WEAKNESSES
Which things are in your favour?	What are the down sides?
OPPORTUNITIES	THREATS
What could you take advantage of and do differently?	What could stop your plans from working?

What are your plans for the pub?

In this section outline what you want to do with the pub. Your ideas should clearly be linked to the analysis of the pub, the area, the customers and the competition which you have presented in the previous section.

OVERALL VIEW
What is your overall plan for the Pub?
YOUR CUSTOMERS
What type of customers do you want the pub to attract? Are they local or from further afield?

FOOD OPPORTUNITIES
Will you be offering Food? If so, what type of food, home cooked, carvery etc? Will you need a chef and kitchen staff?
OPENING TIMES
What times will the pub be open? And if you are offering food at what times will this be available?

ENTERTAINMENT/PROMOTIONS ETC
Will entertainment play a part in your pub? If so, what sort? What else - quiz nights, games, charity events, drink or food promotions?
MARKETING
How will you tell potential customers what is on offer? Adverts/editorial coverage/flyers/posters/ A-boards etc.

Finances

It is essential that you forecast how much money you are likely to make. This should be the major factor in deciding whether you want to proceed with your Business plan.

If you are unsure how to do this yourself, seek the assistance of an accountant or other independent professional advisor. Even where you are able to complete the plan yourself, we would ask that you get it checked by an independent advisor.

In this section please complete the following forecasts:

1. **A twelve-month profit and loss forecast**
   This predicts how profitable the business is likely to be.

2. **A twelve-month cash flow forecast**
   This will provide you with information on the actual flow of money into and out of the business. It will highlight the capital needs of the business, especially the working capital required.

3. **The money you will require**
   This will ensure you have a full view of the costs associated with starting your business.

4. **Source of funds**
   This will provide a detailed account of where you will obtain the finance needed.

1. **12 months' profit and loss forecast - you should liaise with the Operations Manager for the site to collate these figures.**

(Exclude VAT from all figures)

SALES				
Drink sales				
Food Sales				
Machine Takings				
Accommodation				
Other (specify)				
Total Sales				
PURCHASES				
Drinks purchases				
Food purchases				
Other (specify)				
Total Purchases				
GROSS PROFIT				
Drinks				Wet GP%
Food				Dry GP%
Machine Takings				
Accommodation				
Other (specify)				
Total Gross Profit				Overall GP% (2)
OPERATING COSTS				
Rent				
Business Rates				
Wages Inc NI				
Insurance				
Utilities, Gas, Electric, Water				
Bank Charges				
Accountancy Fees				
Machine Rental				
Entertainment				
Promotions				
Staff Uniforms				
Travel and Transport				
Telephone and Postage				
Cleaning Materials				
Glassware & Crockery				
Stocktaking Fees				
Legal Fees				
Licenses				
Repairs and Decoration				
Training courses				
Sundries				
Other				
Loan Repayments				
Total Costs (1)				
Net Profit (before Drawings)				
Drawings				
Net Profit after Drawings				

WEEKLY BREAK EVEN SALES CALCULATION:

(1) Total Costs figure from above

(2) Overall GP% from above

(3) Divide (1) by (2) and multiply by 10

(4) Multiply by 1.20 to add VAT

(5) Divide by 52 to give weekly breakeven point:

_____

2. Cash Flow

This cash flow projection is a support for your ideas for the pub and an aid to help you take an objective look at the financial aspects of the business. It will ensure that you have enough working capital or banking facilities to enable you to operate effectively throughout the first and probably most difficult year of trading.

Most of the items covered in this projection will match your profit and loss projection however, it is worth mentioning that the profit and loss does not include VAT and the cash flow does include VAT.

ITEM	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Capital Introduced													
Drinks Sales													
Food Sales													
Machines													
Other income													
Total income													
Drinks purchases													
Food purchases													
Rent													
Business Rates													
Licenses													
Insurance													
Utilities													
Cash Repayments													
Entertainment													
Stocktaking													
Wages inc NI													
Travel & Transport													
Telephone													
Cleaning Materials													
Accountancy Fees													
Stocktaking Fees													
Legal Fees													
Surveyor/Valuer Fees													
Repairs & Decoration													
Training Courses													
Fixtures Purchased													
Rent Deposit													
Drawings													
VAT Payments													
Other													
Other													
Other													
Total Expenses													
Income less Expenditure													
Balance Brought Forward													
Closing Bank Balance													

3. The Money you will require

Outline the overall cost of starting the business and if you have not already done so state the intended investment including VAT.

COSTS	
Fixtures & Fittings	
Deposit	
Solicitors	
Training	
Stock on Valuation	
Survey	
Working Capital	
Investment Capital Inc VAT	
Other	
TOTAL	

4. Source of Funds

Cash	
Secured Loan	
Unsecured Loan	
Overdraft	
Other (please state)	
TOTAL	

Please note that you will be required to provide evidence of funding should your application progress to second interview stage.

Additional Information

The following pages allow you to include any further information you feel may be appropriate to include in your Business plan.

ADDITIONAL INFORMATION