



**GREENE KING**  
BURY ST EDMUNDS

# BUSINESS PLAN

## Understanding your new pub



Name of person(s) completing this plan:

Date of this plan:

Name of pub:

Contact phone number:

Pub address:

Contact email address:

This interactive plan should be filled out using **Acrobat Reader**, available from [www.Adobe.com](http://www.Adobe.com). If your computer automatically displays it in your web browser window, the form function will not work. Save the document to your desktop and re-open it using Acrobat Reader.

**Apple computers** – you can also use 'Preview, but when you have finished, select 'Print' and print as a PDF to fix the information before you send it to Greene King.

**Apple iPads** – download Acrobat Reader free from your App store. When the form opens in your browser window, select 'Open With' at the top of the page and choose to open it with Acrobat Reader. Fill in the form and share it by email from within the App. Send it as a flattened version of the document to fix the information for Greene King.

**Apple iPhones** – you can follow the same process but we do not recommend this as the form is not designed for a small screen.

## INTRODUCTION

# It's important that you understand your new pub business.

Use this template to guide you through the planning process so you know that you have considered everything. This document will start our relationship with you and will be used by your Business Development Manager to help and advise you as your business grows.

This plan will help to bring together your ideas and research into a structured format and help you to decide if, when and how to make the most of your business and drive profits.

You **must take independent professional advice** to ensure you are making the right choice when choosing to operate one of our pubs. You must also ensure you have conducted a thorough inspection of the premises, including any private accommodation areas you intend to live in prior to entering into an agreement with us.

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### FINANCIAL FORECASTS

Appendix 1: Profit & Loss Statement + breakeven analysis*
Appendix 2: Cashflow analysis*
Appendix 3: Foreward Projections*
Appendix 4: Sensitivity analysis*
Appendix 5: Evidence of professional advice

Sections marked \* should be supplied using the Greene King Excel templates.

## EXECUTIVE SUMMARY

This is an overview of the business and should summarise the key points of your Business Plan. It is advisable to write this section once you have completed your Business Plan.

## PERSONAL PROFILE

Outline your experience, knowledge, skills and qualifications.

## WHO WILL BE RUNNING THE PUB ON A DAY-TO-DAY BASIS

If this is not going to be you, provide a brief summary of their experience.

## THE MARKET

Outline of the market place in which the pub operates. This should also identify any new or potential groups of customers that are not served by other businesses in the area. Consider researching the demographic information for the area.

## SWOT ANALYSIS

Strengths, Weaknesses, Opportunities and Threats.

The pub's strengths:

What will you do to make the most of these strengths?:

The pub's weaknesses:

What will you do to overcome these weaknesses and strengthen the business?:

## SWOT ANALYSIS

Continued...

What opportunities are there that you could take advantage of?:

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

Potential threats to the business:

What will you do to tackle these threats?:

## CUSTOMERS

The target customers and how they will be attracted to the business, backed up with relevant market research.

Target customers:

What will you do to appeal to these customers?:

What changes/developments/investments need to be considered to attract these customers?:

Relevant market research:



## USPs (UNIQUE SELLING POINTS) OF THE BUSINESS

Description of the pub's products and services and how the business will stand out from the competition.

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## COMPETITOR ANALYSIS

Outline of competitors to this business and their perceived USPs.

Name of competitor:

Their USPs:

Name of competitor:

Their USPs:

Name of competitor:

Their USPs:

Name of competitor:

Their USPs:

Name of competitor:

Their USPs:

## THE OFFER

What the pub currently offers to customers and what changes need to be made to the business.

Description of the sort of pub it is going to be and how it will change daytime/evenings/weekends.

Currently:

New offer:

How will you make drinks more appealing and stand out from competitors in the area? Consider your product ranging.

Currently:

New offer:

Outline of the food that the pub will provide. Attach a sample menu with your price pointing.

Currently:

New offer:

Outline of other income (function space, letting rooms, machines etc).

Currently:

New offer:

## THE OFFER

Continued...

The entertainment and special events that the pub will provide.

Current offer:

New offer:

What will you do to increase business from use of the garden and external areas?

Current offer:

New offer:

How the standards of service will be improved or changed.

Current offer:

New offer:

## THE OFFER

Continued...

Other improvements that can be made to the business. Consider investment opportunities and what these may look like.

Current offer:

New offer:

## DELIVERING THE OFFER

What will you do and what support is required to help grow the business as planned?

Training requirements for key members of staff:

How the pub will be marketed through advertising, PR, internet, social media etc:

Summary of operational procedures front and back of house, hygiene, dress code, externals etc:

## KEY PEOPLE

Who will be running the business...

Name	Experience	Role in the business

## PROFESSIONAL ADVISORS

You **must** take independent professional advice when choosing to operate one of our pubs.

Company name	Address	Phone	Email
Accountant			
Solicitor			
Other			

We will require a letter of engagement from each of your professional advisors as evidence that you have undertaken independent professional advice.

## FINANCIAL FORECASTS

As part of your Business Plan you will be required to submit your detailed financial projections of the business. This will need to include a Profit & Loss Statement with breakeven analysis, a Cashflow analysis, Forward Projections and a Sensitivity analysis. Please refer to our Excel templates to assist you with this.

## CHECKLIST OF DOCUMENTS

- This Business Plan
- Profit & Loss Statement (with breakeven analysis)
- Cashflow analysis
- Forward Projections
- Sensitivity analysis
- Evidence of professional advice

## PLEASE NOTE

The information contained in this document is prepared by the Applicants named on the front cover. Financial forecasts, views and opinions are not necessarily those of Greene King Brewing and Retailing Ltd.



**GREENE KING**  
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