

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

## Introduction

Hydes is an independent regional brewer and retailer committed to “Making a Difference”. We endeavour to work within our values at all times, these being.....

- *To respect, recognise and reward individuals*
- *To be fair, honest and safe in all that we do*
- *To understand our markets and deliver their needs*
  - *To offer a special working environment*
- *To be expansive in our attitudes and aspirations*

## About Business Planning

Taking on a pub is a serious decision. It is important that you have thought hard about why you want to take such a step and have planned exactly what you will need to do to ensure your venture will be a success. Only then can you judge whether you are likely to be able to achieve the income and rewards that you desire.

Hydes also wants to be convinced that you know what you want to do and why, and that your plans are right for you and the pub in question. For these reasons we ask all applicants to complete a business plan for the pub they are applying for.

## How are things now?

In this first section you should try and give a clear view of what the pub is like at present. Go to the site. We also suggest you try the website [www.upmystreet.com](http://www.upmystreet.com) to get details of the other pubs/businesses in the area so you can visit them too!

### GEOGRAPHICAL AREA

What kind of area is the pub in? For example, is it heavy industry with lots of factories or based in the countryside? Is it a well off area or not so well off? How would the people living in the area describe it?

### 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 investigated in what is called 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 training needs.

<b>STRENGTHS</b> Which things are in your favour?	<b>WEAKNESSES</b> What are the down sides?
<b>OPPORTUNITIES</b> What could you take advantage of and do differently?	<b>THREATS</b> 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

This is about starting with the end in mind. A couple of sentences to describe your overall vision for the pub.

### YOUR CUSTOMERS

What type of customers do you want in your pub and where do they live?

### FOOD OPPORTUNITIES

How do you see the development of your food offer? What will your menu look like? Give some examples of menu items. What level of prices will you be charging

### OPENING TIMES

What times will the pub be open? What times will you be serving food?

### 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.

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. They can provide some industry norms and historical trading figures for you to assist.

(Exclude VAT from all figures)

<b>SALES</b>				
Drink sales				
Food Sales				
Machine Takings				
Accommodation				
Other (specify)				
Total Sales				
<b>PURCHASES</b>				
Drinks purchases				
Food purchases				
Other (specify)				
Total Purchases				
<b>GROSS PROFIT</b>				
Drinks				Wet GP%
Food				Dry GP%
Machine Takings				
Accommodation				
Other (specify)				
Total Gross Profit				Overall GP% (2)
<b>OPERATING COSTS</b>				
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				
<b>Total Cost (1)</b>				
<b>New Profit</b> (before Drawings)				
Drawings				
<b>Net Profit after drawings</b>				

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 1.2 to add VAT

(5) Divide by 52 to give weekly break even 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 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													
<b>Total income</b>													
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													
<b>Total Expenses</b>													
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.

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

### 4. Source of Funds

Cash	
Secured Loan	
Unsecured Loan	
Overdraft	
Other (please state)	
<b>TOTAL</b>	

Please note that you will be required to provide evidence of funding before any offer is made.

## **Additional Information**

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

<b>ADDITIONAL INFORMATION</b>