

# Business Plan

Business name:

Address:

Prepared by:

Address:

Email address:

Telephone number:

## Personal profile

A bit about you.

Your relevant experience, qualifications, skills, personal attributes & ambitions.

## Key team members

Any key members of the team running the business such as your partner.

Include relevant experience, qualifications, skills, personal attributes & ambitions.

## Your mission statement

What is your overall aim with your business. what are you aiming to create and achieve?

## Unique Selling Point (USP)

In a nutshell, what will make your business stand out from the crowd?

# All about the pub

Location

Local area around the pub (demographics) Who will your customers be?

Amenities, facilities and space of the pub, inside and out.

The current operation of the pub. How is it being run now?

The proposed operation of the pub. How will it be run?

# Competitor analysis

Who are the three nearest businesses that you will be in direct competition with?

### Competitor 1:

Name and location

Operating style:  
Strengths and weaknesses

Customer base:  
Who are they and how will you target them?

Drink pricing:

PINT Standard lager:  
PINT Premium lager:  
PINT Cask:  
25ml House Spirit:  
Bottle house wine:

Food pricing:

Average Lunch:  
Average evening meal:  
Sunday Lunch:  
Starters:  
Desserts:

How do you rate this competitor?

### Competitor 2:

Name and location

Operating style:  
Strengths and weaknesses

Customer base:  
Who are they and how will you target them?

Drink pricing:

PINT Standard lager:  
PINT Premium lager:  
PINT Cask:  
25ml House Spirit:  
Bottle house wine:

Food pricing:

Average Lunch:  
Average evening meal:  
Sunday Lunch:  
Starters:  
Desserts:

How do you rate this competitor?

### Competitor 3:

Name and location

Operating style:  
Strengths and weaknesses

Customer base:  
Who are they and how will you target them?

Drink pricing:

PINT Standard lager:  
PINT Premium lager:  
PINT Cask:  
25ml House Spirit:  
Bottle house wine:

Food pricing:

Average Lunch:  
Average evening meal:  
Sunday Lunch:  
Starters:  
Desserts:

How do you rate this competitor?

## Business Strategy

What are your short-term goals  
(0-6 months)

What are your medium-term goals  
(6-12 months)

What are your long-term goals  
(Year 2 onwards)

# S.W.O.T. Analysis

**Strengths** What are the strongest parts of your plan?

**Weaknesses** Are there any weak points of the pub or plan?

**Opportunities** What can you do differently?

**Threats** Consider the unexpected.

S.W.O.T Summary

## Planning

**Staffing:** How do you plan to recruit and train your staff? (You can also include a draft costed rota). Template available [here](#)

**Marketing:** How will you launch and then promote your business ongoing?

# Planning (continued)

Community: How do you plan to engage with the local community you will serve?

Your drinks range and plans

Your food range and plans (include a draft menu as an attachment where possible)

Your planned events (weekly as well as seasonal, be realistic but also creative!)

## Operating hours

	Open	Close	Food service times	Notes
Monday	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Tuesday	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Wednesday	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Thursday	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Friday	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Saturday	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Sunday	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

# Roslyns Business Plan Services

As the market leading provider of business services to the hospitality industry, Roslyns are best place to help with the preparation of a winning business plan. A business plan is comprised of two halves, a financial analysis/projection and a narrative description of your plans. Roslyns can help with all aspects of both.

A plan may be required for a pub company application, to secure finance for your project, or as part of your financial planning to ensure correct budgets and strategy.

## Retail Agreement Plan £150 +VAT

Also known as an operator/manager agreement.

This is a business plan specifically designed for pub agreements where you earn a percentage of the pub's turnover.

## Financial Plan £200 +VAT

A financial business plan suitable for all leased and tenancy agreements. This plan includes such features as a full P&L, cashflow breakdown, years 2 to 5 forecasts, wage breakdowns, sensitivity analysis and full information on wet and food margins.

## Complete Plan £400 +VAT

A full financial plan plus we take your narrative ideas and put it all into a completed format with additional research, images, and formatting.

We also take your financial plan and provide it in an additional [interactive format](#).

## Enhanced Plan £600 +VAT

A 'Complete plan' with extras to include the addition of enhanced wet GP analysis, trading entity creation, first quarter business budget review and a 5% discount on first year's Roslyns accountancy and payroll fees.

**If you would like a customised service, please get in touch.**

	Our most popular package			
	£150 Retail agreement	£200 Financial plan	£400 Complete plan	£600 Enhanced plan
Full 5-year financial forecasting from a Roslyns Business Development Manager featuring P&Ls, GP analysis, cashflow forecasting and sensitivity analysis	Yes	Yes	Yes	Yes
Business plan narrative content support from your Roslyns Business Development Manager	/	/	Yes	Yes
Plan re-submissions *	£50	Yes	Yes	Yes
Pre-checks on narrative & financials to ensure cohesion prior to submission	/	/	Yes	Yes
Uploading of plan to pub company/lender portal	£50	£50	Yes	Yes
Additional online interactive version of your plan	£50	£50	Yes	Yes
Services of our writer/researcher to put your plan into a complete and winning format with additional pictures and research on competition and demographics	/	/	Yes	Yes
Creation of appropriate entity, Sole/Partnership or Limited where required	£50	£50	£50	Yes
5% Discount on year 1 Roslyns all-inclusive fees **	/	/	/	Yes
Full drink menu G.P. report	£70	£70	£70	Yes
Full budget review after 1st Quarter***	£200	£200	£200	Yes

Please note: all prices are given excluding VAT

\* Business plans for pub companies can sometimes be rejected and amendments requested prior to re-submission if details of the contract change after submission, or vital information is not disclosed to Roslyns at the time of preparation of your plan.

\*\* Discount applied as credit after month 12.

\*\*\* Included on all packages if engaging the accountancy services of Roslyns Group