



# YOUR BUSINESS PLAN

[WWW.ADMIRALTAVERNS.CO.UK](http://WWW.ADMIRALTAVERNS.CO.UK)

YOUR NAME:

YOUR MOBILE:

YOUR ADDRESS:

BUSINESS DEVELOPMENT MANAGER:

DATE COMPLETED:

## I COMPLETING YOUR BUSINESS PLAN

We ask that you take the time to understand the challenges you may face and what is available to make your business a success. We strongly advise that you do the research on the local demographics, competition and, of course, the attributes of the pub you are taking on. Please do take both professional and financial advice to enable you to make a considered decision. Your business plan should be referred back to and used as a tool to ensure you are on track and succeed in your business.

**PUB:**

**YOUR EMAIL:**

## I TO BE COMPLETED BY APPLICANT:

**PEAT:**

**APPLICATION FORM:**

## I TO BE COMPLETED BY ACCOUNTANT:

In order to proceed with a 5 year tenancy agreement, please ensure you have completed the following:

**5 YEAR FINANCIAL PLAN BY  
AN ADMIRAL TAVERNS 'PANEL'  
ACCOUNTANT:**

**SENSITIVITY ANALYSIS:**

**USEFUL LINKS:**

Roslyns – [roslyns.co.uk/business-plans](http://roslyns.co.uk/business-plans)

BII – [bii.org](http://bii.org)

Trip Advisor – [www.tripadvisor.co.uk](http://www.tripadvisor.co.uk)

Google Business – [www.google.com/intl/en\\_uk/business](http://www.google.com/intl/en_uk/business)

Use Your Local – [www.useyourlocal.com](http://www.useyourlocal.com)

## I PERSONAL PROFILE: TELL US ABOUT YOU

Include your background, knowledge, skills (including any transferable skills) and any qualifications.

## I WHO WILL BE RUNNING THE BUSINESS:

If this isn't going to be you, list their experience and also include here what staff you will need.

## I THE AREA INCLUDING DEVELOPMENTS AND DEMOGRAPHICS:

Refer to the Admiral Taverns website for demographics reports along with the supporting links on page 3 of this business plan.

## I THE PUB:

Tell us how the pub trades now including the retail offer and also how you see the business developing in the future

Food – **Now:**

Food – **Future:**

Drinks Offer – **Now:**

Drinks Offer – **Future:**

Entertainment – **Now:**

Entertainment – **Future:**

Other Income Drivers (Functions, Letting  
Rooms, Takeaway, Shop, Deliveries) –  
**Now:**

Other Income Drivers (Functions, Letting  
Rooms, Takeaway, Shop, Deliveries) –  
**Future:**

## I THE PUB:

(Continued)

Outdoor Space – **Now:**

Outdoor Space – **Future:**

Standard Of Service – **Now:**

Standard Of Service – **Future:**

Improvements To The Business  
(Refurbishment Opportunity) – **Now:**

Improvements To The Business  
(Refurbishment Opportunity) – **Future:**

Any other comments:

## I YOUR PLAN:

(Detail below the changes you will make to the business in the next two years)

### **1-3 Months:**

### **3-12 Months:**

### **Year 2 onwards:**

## I CONSUMER PROFILE:

Who are your potential customers and where will they come from? (Refer to the demographics report on the Admiral Taverns website where you will find information on the people living in the area)

**Daytime:**

**Evenings:**

**Weekends:**



## COMPETITOR ANALYSIS: (Note these may not be other pubs)

**Pub:**

Their **USPs:** (Unique Selling Point)

Visited?

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Visited?

## I MARKETING:

Tell us how you will use the tools below to advertise and develop your business. Also include what help and support you will need.

Digital Marketing:

External Marketing:

Local Marketing:

## I STRENGTHS

**Current:**

**How will you capitalise and / or develop these strengths further?**

## I WEAKNESSES

**Current:**

**How will you overcome these so they don't become a threat to your business?**

## I OPPORTUNITIES

**Current:**

**How will you maximise these within your business?**

## I THREATS

**Current:**

**How will you mitigate these in your business?**

## FUNDING REQUIRED

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

### SOURCE OF FUNDS

Cash	<input type="text"/>
Secured Loan	<input type="text"/>
Unsecured Loan	<input type="text"/>
Overdraft	<input type="text"/>
Other (please state)	<input type="text"/>
<b>TOTAL</b>	<input type="text"/>

### COSTS

Fixtures and Fittings	<input type="text"/>
Deposit	<input type="text"/>
Solicitors	<input type="text"/>
Training	<input type="text"/>
Stock on Valuation	<input type="text"/>
Survey	<input type="text"/>
Working Capital	<input type="text"/>
Investment Capital Inc. VAT	<input type="text"/>
<b>TOTAL</b>	<input type="text"/>

## I EXECUTIVE SUMMARY:

Summarise your business plan including any support required from Admiral:

# admiral

T A V E R N S

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## REAL COMMUNITY COMMITMENT

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 @Admiral\_Taverns

 Admiral-Taverns

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