



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:	
TO BE COMPLETED BY APPLICAL	NT:
PEAT:	APPLICATION FORM:
TO BE COMPLETED BY ACCOUNT	TANT:
In order to proceed with a 5 year tenancy agreement, p	please ensure you have completed the following:
5 YEAR FINANCIAL PLAN BY AN ADMIRAL TAVERNS 'PANEL' ACCOUNTANT:	SENSITIVITY ANALYSIS:

USEFUL LINKS:

Roslyns – <u>roslyns.co.uk/business-plans</u> BII – <u>bii.org</u>

Trip Advisor - www.tripadvisor.co.uk

Google Business - <u>www.google.com/intl/en_uk/business</u>

Use Your Local - www.useyourlocal.com



■ PERSONAL PROFILE: TELL US ABOUT YOU

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



■ WHO WILL BE RUNNING THE BUSINESS:

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TI	THE AREA INCLUDI	NG DEVELOPM	IENTS AND DI	EMOGRAPHICS	
	Refer to the Admiral Taverns web	osite for demographics rep	oorts along with the supp	porting links on page 3 of th	nis



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**:

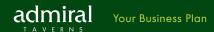
Any other comments:



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(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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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 Marketina		
External Marketing:		
External Marketing: Local Marketing:		

I STRENGTHS	I WEAKNESSES
Current:	Current:
How will you capitalise and / or develop these	How will you overcome these so they don't become
strengths further?	a threat to your business?
OPPORTUNITIES	■ THREATS
Current:	Current:
How will you maximise these within your business?	How will you mitigate these in your business?



I FUNDING REQUIRED

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

COSTS	SOURCE OF FUNDS
Fixtures and Fittings	Cash
Deposit	Secured Loan
Solicitors	Unsecured Loan
Training	Overdraft
Stock on Valuation	Other (please state)
Survey	TOTAL
Working Capital	
Investment Capital Inc. VAT	
TOTAL	



■ EXECUTIVE SUMMARY:



REAL COMMUNITY COMMITMENT

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