

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	Competitor 2: Name and location	Competitor 3: Name and location
Operating style: Strengths and weaknesses	Operating style: Strengths and weaknesses	Operating style: Strengths and weaknesses
Customer base: Who are they and how will you target them?	Customer base: Who are they and how will you target them?	Customer base: Who are they and how will you target them?
Drink pricing:	Drink pricing:	Drink pricing:
PINT Standard lager: PINT Premium lager: PINT Cask: 25ml House Spirit: Bottle house wine:	PINT Standard lager: PINT Premium lager: PINT Cask: 25ml House Spirit: Bottle house wine:	PINT Standard lager: PINT Premium lager: PINT Cask: 25ml House Spirit: Bottle house wine:
Food pricing:	Food pricing:	Food pricing:
Average Lunch: Average evening meal: Sunday Lunch: Starters: Desserts:	Average Lunch: Average evening meal: Sunday Lunch: Starters: Desserts:	Average Lunch: Average evening meal: Sunday Lunch: Starters: Desserts:
How do you rate this competitor?	How do you rate this competitor?	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.

Bronze Package £150 +VAT

Best for those requiring a financial only plan for re-signing of a contract for example. Also best for those who are looking for a closer examination of their business and profit planning.

Silver Package £300 +VAT

This package includes the financials, but also the support of one of our Business Development Managers who will take a look at your narrative plan and advise as to the content and ensure that the financials plan matched the narrative plan.

Gold Package £400 +VAT

This is our most popular package and offers not only the full financial package but we provide the services of our writer/researcher to give the whole plan a professional format with additional images, research and competitor and demographic analysis.

Platinum Package £750 +VAT

This is the most comprehensive package. Offering the same as the Gold but with the addition of enhanced wet GP analysis, trading entity creation, first quarter business budget review and a 5% discount on future Roslyns accountancy and payroll fees.

If you would like a customised service, please get in touch and one of our senior team will talk through your needs and how Roslyns can help.

	Our most popular package			
	£150	£300	£400	£750
	Bronze Package	Silver Package	Gold Package	Platinum Package
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	No	Yes	Yes	Yes
Plan re-submissions *	£50	Yes	Yes	Yes
Pre-checks on narrative & financials to ensure cohesion prior to submission	No	Yes	Yes	Yes
Uploading of plan to pub company/lender portal	£40	Yes	Yes	Yes
Additional online interactive version of your plan	£40	Yes	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	No	No	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 **	No	No	No	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 NET of 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 on month 12.

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