



PUB BUSINESS PROPOSAL & GUIDE



HONESTY



WIN-WIN



COMMUNITY



DIVERSITY



HUMOUR

YOUR NAME

PUB NAME

Congratulations

Welcome to the Business Proposal step of our recruitment process. We think you're great; now we're keen to see how you plan to build a successful business in partnership with us.

This document will provide you with the space to get your creativity flowing, as well as with several helpful prompts (found at the back of this document) to guide you in building your business proposal. The purpose of this business proposal is to allow you tell us how you're going to make this pub a great success in partnership with us, by outlining **why** you will implement changes, and **how** you plan to put your great ideas in to action.

You don't need to use this document to produce your plan; we're happy to accept your proposal in whatever format suits you best e.g., PowerPoint etc. Don't be afraid to be bold and let your personality shine through using pictures or media links; after all passion and an entrepreneurial flair are two key ingredients to running a successful Craft Union pub.

To help you create your business proposal your interviewing Regional Manager should have supplied you with the following documents:

- Opening hours
- Licensed hours
- Any licensing conditions
- Overview of current staff
- Target average sales

If you have not received these please inform the Regional Manager.

Agenda:

1. Your Motivations
2. Your Observations
3. The Pub of Tomorrow
4. An Unforgettable Five Years
5. Questions (prompts to help build your plan)

YOUR MOTIVATIONS

Lets start with why



We'd like you start your business proposal by talking us through what your motivations are for wanting to partner with us and why you'd like to run this pub in particular...

YOUR OBSERVATIONS

Now that you've talked us through your motivations, we'd like to get an understanding of the pub as it exists today, through your eyes! This next section is going to be all about demonstrating your understanding of the business as it is currently.

The pub today the bricks and mortar



Describe the pub and how it is trading today

The customers



Describe the current customer base

The competition



Talk us through the local competitors

THE PUB OF TOMORROW

It's time to start looking towards the future. This next section is all about demonstrating how you plan to grow an existing business. Here you will showcase your ideas and goals for the business, while detailing how you plan to achieve them, as well as why you believe they are suitable to this business in particular.

Your people plan



Talk us through your staffing plan, including existing staff

The beating heart – your community and customers



Who is your customer base? Including retention & new opportunity.

Sports and teams



What is your sporting plan? Including national and local sports.

Big event



How would you plan and deliver an unforgettable event?

Marketing and social



How will you market your pub effectively?

your ryhthym of the week



What will the first 4 weeks in your pub look like?

WHEN COMPLETING THIS SECTION PLEASE PROVIDE ESTIMATED COSTS.

your launch party



As this pub has recently joined the Craft Union estate, how will you introduce this new local with a bang?

AN UNFORGETTABLE FIVE YEARS



In this section we'd like you to look even further to the future and help us to understand how you see the development of this business under your lead. Your goals should be business goals specific to the pub you are applying to.

Your first
4 week goal

1 year goal

2-4 years goal

5 years goal

THE END

NOW THAT YOU'VE COMPLETED YOUR PLAN, PLEASE UPLOAD VIA THE LINK PROVIDED ON EMAIL.

PROMPTS TO GET YOUR CREATIVITY FLOWING

In need of some inspiration? Not sure where to start? Below we have put together several question prompts that will get you thinking. We aren't looking for you to answer these questions directly and would rather you use these questions as prompts for inspiration when creating your business proposal. We don't want to bound you to any questions because we are keen to understand your vision for your future business venture.

1. YOUR MOTIVATIONS

- Why you'd like to run this pub over any other pub?
- Why you think you're the right person to run this pub?
- Why you think you're the right operator for this community?
- Why do you love this pub?
- If you were to be the operator, what would you want this pub to be known for?

2. YOUR OBSERVATIONS

a) The Pub Today

- What are the current trading hours?
- What's the pub known for?
- What is the entertainment like currently?
- Is there a rhythm of the week?

b) The Customers

- Who are the current customers (daytime/evening, midweek/weekend)?
- Why do they visit?

c) The Competition

- Who are the main competitors?
- Why are they competitors?
- How do you see them impacting your trade?
- Do you share a customer base?
- What do they do well?
- Based on this, what do you see as the opportunities to improve the pub you are applying to?

3. THE PUB OF TOMORROW

a) Your People Plan

- How do you plan to staff your pub for the first 4 weeks?
- Consider costs for cleaning, staff etc
- How will you recruit and train your staff?
- How will you ensure your team deliver a consistently great atmosphere?
- How will you motivate the staff to upsell?

b) Your customers

- Are there people in the community who don't use the pub currently that should?
- What would your chosen local charity be?
- How would you get involved in the local community?
- What community events would you like to introduce?

c) Sports & Teams

- How would you make sport work in your pub?
- How would you make it the best pub to watch sport in the area?
- How would you get local teams involved?
- What teams do your customers support? How would you incorporate this into your pub?
- How would you create unforgettable sporting atmosphere?

d) Big Event

- Why would you host this specific event?
- How would you staff it?
- How would it look?
- How would you promote it?
- How would you ensure return on investment?
- Who is your customer base?

e) Marketing & social media

- How would you promote your business and tell your customers about the pub?
- How would you use social media to gain new customers?
- What platforms would you use?

f) Your Entertainment Plan

- How would your week look? Considering entertainment, sport, low and no cost activities
- What are your reasons to visit?
- Are there any current events you would retain? Why?
- How would you ensure return on investment?
- What impact would your entertainment plan have on weekly sales?

g) Your Launch Party

- Will your event be held over one evening or several?
- Who is your target customer base?
- How will you market the event for a closed pub?
- How will you build up anticipation for opening?
- What connection will your event create with the community?
- What will your spend be? How will you ensure return on investment?
- Will you have a theme to your event?
- Will the event contribute to a local cause or charity?
- How will you ensure your event creates return customers?

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BUSINESS PROPOSAL APPROVAL

This section is to be completed in person with your Regional Manager. Once the recruitment process is completed your Regional Manager will approve your business proposal by signing this page.

Operator Name:

Operator Signature:

RM Name:

RM Signature: