

Pub

Business Plan

Your company name



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Agenda or a pub start-up

- To portray market gap and opportunities in the pubs, bars and nightclub industry.
- To provide an overview of the pub and nightclubs industry in addition to the trends prevailing in the industry
- To highlight a comprehensive SWOT and Porter's framework
- To demonstrate a detailed financial summary section comprising a revenue model, profit and loss statement, cash flow statement, balance sheet, etc.
- Add text here
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Executive summary of the pub start-up including mission and vision

The purpose of this slide is to provide a broader overview of the global pub industry. It includes key highlights of the market in addition to the mission and vision of the firm.



01

The market for pubs, bars, and nightclubs is expected to grow to \$24.60 billion from 2021 to 2026. The major factors influencing the market is the influx of people to urban areas and a substantially large white-collared demographic

02

It aims to become the preferred partner of the target segment and further envisages becoming a renowned brand in the US market.

03

The Pub will utilize both traditional direct business channels and online platforms to network with clients.

04

It will execute a strategic marketing campaign that showcases its proven success and value proposition and distinguishes it from other providers in the market

Vision



Envisage to establish itself as a renowned pub brand in the industry in the next 5 years of operations.

Mission



To be financially successful by employing great people who consistently provide outstanding food, drinks, and service in a welcoming environment.

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Major restraints hampering growth in the industry

The purpose of this slide is to guide stakeholders about the problems prevailing in the industry. It covers various challenges such as keeping up with industry trends, menu development and developing USP.

01



Keeping up with industry trends

It is critical for the bar to keep up with the changing trends as the industry is constantly evolving. As a result, a manager must try to find out what is popular, follow the industry's popular social media channels and read relevant publications.

02



Menu development

The pub menu is critical to the success of the bar because it is the most important tool for attracting customers. The bar should have the right products and the variety that customers desire.

03



Developing USP

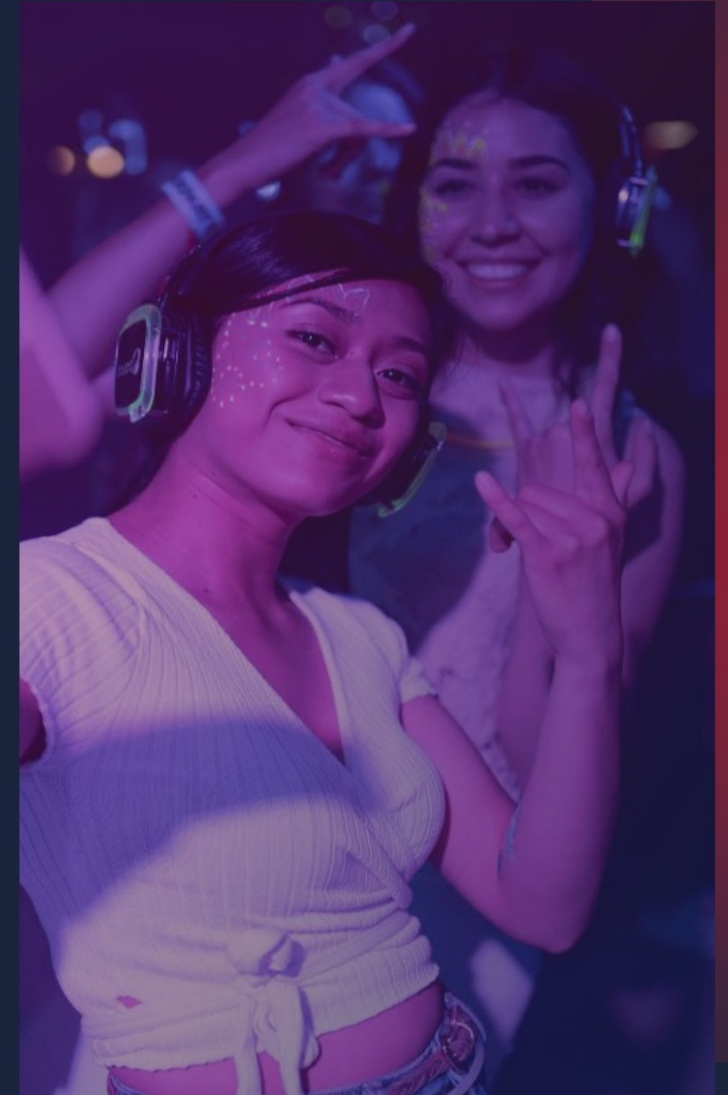
New start-ups are emerging everyday bringing new concepts everyday. Thus, it gets tough for the brands to sustain in the market

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Determining growth drivers for a pub start-up

This slide caters to details about various growth drivers resulting in the firm's progress in terms of increasing preference for binge drinking, rising trend of night-life and mid week parties, increase in demand for craft beer etc.

- 01 Increasing preference for binge drinking amongst millennials is driving the market.
- 02 Increase in the demand for craft beer, premium alcoholic drinks, and imported brands
- 03 The presence of many restaurant chains and high consumer expenditure on leisure activities will facilitate the pubs, bars, and nightclubs' market growth.
- 04 The rising trend of night-life and mid-week parties among the working population.
- 05 Varied food offerings, ambience, and customer engagement to ensure the longevity and strength of their businesses and create a niche for this segment.
- 06 Diverse tastes and preferences for a variety of premium drinks have led to the rise of premium bars and pubs.
- 07 A quarter (24%) of Americans wish there were more venues near them that combine an activity with food and drink and 21% of Americans are willing to spend more money on a night out at an entertainment.
- 08 A quarter (25%) of Americans reporting having more fun at venues that combine activity with food and drink than traditional venues, here are the activities that Americans say would most appeal to them at an entertainment venue:
 - › Live performances like a concert or comedy show (30%)
 - › Movies (15%)
 - › Arcade Games (9%)
 - › Bowling (7%)



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