

# Financial Business Plan

For Existing EIPP Publicans



# The key to your business success is planning

The document will guide you through a structured process to produce a working document detailing the financial plan for your pub business.

We will require you to seek independent professional advice on your business plan. You will need to take advice from a suitably qualified accountancy firm and you will need to complete your own research specific to the pub you are interested in.

Remember that any business plan is a draft and that as the business develops, this will change and evolve over time. You need to be constantly mindful of changes in market forces and how they will affect your business.

Once you have taken the agreement on your pub, this business plan will become a working document for you to review at regular intervals with your Regional Manager. It will be used to track your business success to date and to formulate the strategy for further success.

# About you

**Please provide details of the pub you are applying for:**

<b>Name of Pub</b>	
<b>Address of Pub</b>	

**Your details:**

<b>Name</b>	
<b>Address</b>	
<b>Telephone Number</b>	
<b>Email Address</b>	

# Profit and loss (excluding VAT)

## Year 1

(if Year 1 is not representative of mature trade, also provide additional years until maturity is reached)

Sales (£)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total (£)
Drinks													
Food													
Accommodation													
Other													
<b>Total Sales (£)</b>													

Cost of Sales (£)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total (£)
Drinks													
Food													
Accommodation													
Other													
<b>Total Cost of Sales (£)</b>													
<b>Gross profit (£)</b>													

Overheads (£)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total (£)
Staff costs (excluding publican's own earnings)													
Business rates													
Utilities													
Repairs and maintenance													
Insurance													
Entertainment													
Interest													
Other (including bank charges)													
Rent payable to Ei Publican Partnerships													
Tie release fees payable to Ei Publican Partnerships													
<b>Total overheads</b>													
<b>Net Profit (£)</b>													

# Cashflow

## Including VAT

(if Year 1 is not representative of mature trade, also provide additional years until maturity is reached)

Sales (£)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Drinks												
Food												
Accommodation												
Other												
<b>Total Sales (£)</b>												

Purchases (£)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Drinks												
Food												
Accommodation												
Other												
<b>Total Purchases (£)</b>												
<b>VAT payments (£)</b>												

Business cashflow (£)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Opening cash*												
Ingoings												
Outgoings including overheads												
New finance/loans												
Capital investment												
Loan repayments and interest												
Other**												
Your drawings												
Business cashflow												
<b>Closing cash (£)</b>												

\* For Year 1 this would be start-up cash. For Year 2 this would be the closing cash at the end of Year 1.

\*\* The cashflow assumes the pub is an unincorporated business. If the business is incorporated and there are corporation tax liabilities, please include corporation tax in this line.

# 5 year profit and loss summary

	Year 1	Year 2	Year 3	Year 4	Year 5
Sales	£	£	£	£	£
Cost of sales	£	£	£	£	£
<b>Gross profit</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>

Rent	£	£	£	£	£
Other overheads	£	£	£	£	£
<b>Net profit</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>

<b>Sensitivities*</b> <i>impact on net profit</i>					
10% increase in sales	£	£	£	£	£
10% decrease in sales	£	£	£	£	£

10% increase in overheads	£	£	£	£	£
10% decrease in overheads	£	£	£	£	£

\*Notes:

1. If a different % is more appropriate to your business then it should be used.
2. If this analysis results in a significant deterioration in profit, then a contingency plan must be provided below.

## **Contingency Plan**

(Actions you would take to reduce the impact of a significant deterioration in profit or loss).

# Business plan sign-off sheet

## Accountant declaration:

The business plan for (Pub name)

This has been prepared and / or reviewed and is an accurate reflection of the business opportunity based on the information provided to me.

Name of Accountant

Professional Qualification

Address of Accountant's Business

I confirm that I hold the qualification above

I confirm I have attended the pub

Date of visit:

I confirm I have met with the Applicant

Date of visit:

Signed and dated

## Applicant declaration:

Name of Applicant(s)

Name of Limited company, if applicable

I / We confirm this business plan is a realistic representation of my / our plans for the pub.

I / We confirm I / we have visited the pub prior to completion of the business plan.

Or

Date of visit:

I / We confirm that my / our representative has visited the pub prior to the business plan and provided me / us all the necessary information.

Date of visit:

I / We confirm I / we have considered independent professional advice before completing the business plan:

I / We confirm I / we have received all Pub Factual\* information for a new letting  
(\*Information contained in schedule 1 of the Pubs Code)

I / We confirm I / we have received the Pub Rent Proposal\* information for an existing letting  
(\*Rent assessment proposal and supporting information in schedule 2 of the Pubs Code)

Signed and dated (applicant(s))

Position within company (if applicable)  
(e.g. Director, Company Secretary)

# Notes

A series of horizontal dotted lines for writing notes.



