

«PUB_NAME» BUSINESS PLAN

Table of Contents

| <u>Page</u> | |
|-------------|---|
| | 1. Executive Summary 1 |
| | 2. The Irish Pub Concept..... 4 |
| | 2.1 Concept Overview..... 4 |
| | 2.2 Four Critical Success Criteria 5 |
| | 2.3 Results of Irish Pub Concept Pubs 10 |
| | 2.4 US Business Environment is Right for the Concept’s Success.... 13 |
| | 2.5 Target Customer..... 17 |
| | 3. Owners and Management 18 |
| | 3.1 Owner #1 18 |
| | 3.2 Owner #2 18 |
| | 3.3 Key Staff 19 |
| | 4. Location..... 20 |
| | 4.1 «City»..... 20 |
| | 4.2 Location «Street» 21 |
| | 4.3 Nearby Competition 21 |
| | 5. The Operation 22 |
| | 5.1 The Building and it's Design..... 22 |
| | 5.2 Food and Beverage..... 23 |
| | 5.3 Staff..... 26 |
| | 5.4 Entertainment..... 31 |
| | 5.5 Marketing..... 33 |
| | 5.6 Legal Structure..... 34 |
| | 6. Financials..... 35 |
| | 7. Next Steps and Timetable..... 36 |

8. **Appendixes 1-10**

- Sales
- Appendix 1 - Pictures of Irish Pubs from Around the World
 - Appendix 2 - Four Critical Success Criteria Correlation with
- Data
- Appendix 3 - Irish Pub Concept Menu
 - Appendix 4 - US Press Clippings on the Irish Pub Concept
 - Appendix 5 - Articles on the Popularity of Irish Culture
 - Appendix 6 - Drawings of «Pub_name»
 - Appendix 7 - Proposed lease
 - Appendix 8 - Owners and Key Staff's Resumes and Financial
 - Appendix 9 - Detailed Financial Data
 - Appendix 10 - Next Steps Detail