

With the pressures & demands of day-to-day operational challenges, do you find yourselves:

- needing help to set the right retail price for your drinks offer
- unsure about which drinks make the most money by serve or in total
- not spending enough time managing your back-bar or other displays
- with out of date web-sites or under-utilized social media accounts

With over 25 years of commercial experience in the UK drinks industry, we can help you address these and similar challenges...starting with a simple conversation.

Informed Independent Intelligence

For Pubs & Clubs

Small businesses that receive mentoring are 20% more likely to experience growth than those that don't*

The Ashdale Approach to Business Mentoring is to:

- ✓ review and provide independent advice to your business on areas including retail pricing, ranging & supplier negotiations
- ✓ help improve your in-house merchandising and external marketing & communications
- ✓ provide frameworks, models and structures to improve your business planning
- ✓ identify ways in which you can improve your business performance



Helping your business to flourish could start with 60 minutes of free advice...

For mentoring and development programmes, the right level of investment in time and money will vary from business to business. That's why Ashdale offers a range of different options. For a single or small operator we would recommend:

Mentoring Options

Initial Free Consultation	<ul style="list-style-type: none">• 1 hour meeting duration• General & confidential discussion• Initial business overview
Next Steps	Agree a suitable option, frequency and timing of the next sessions
Gold Option	<ul style="list-style-type: none">• 2 hour 1 to 1 mentoring• Every 2 to 3 weeks• Includes Beer & Cider Profit Models
Platinum Option	<ul style="list-style-type: none">• 3 hour 1 to 1 mentoring• Every 2 to 3 weeks• Includes Beer & Cider Profit Models• Includes Wine & Spirits Profit Models

Gold Option

£150*
plus VAT

Platinum Option

£225*
plus VAT

*cost based on a minimum of 3 pre-booked sessions

For more information contact:

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INFORMED - INDEPENDENT - INTELLIGENCE

*Source: the Small Firms Enterprise Development Initiative

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