

Is your hard work generating the financial rewards you deserve? Let me help you...

- Set more profitable retail prices for your drinks offer
- Get your customers to spend more per visit
- Make your back-bar and displays more impactful
- Improve the effectiveness of your marketing

"There is nothing yet which has been contrived by man, by which so much happiness is produced as by a good tavern or inn."*

Benefit from my industry insight and knowledge to make your business more profitable...

Options

- ✓ **Gold Support**
 - 2 hours every month
- ✓ **Platinum Support**
 - 3 hours every 3 or 4 weeks
- ✓ **Retainer**
 - adding value 1 or 2 days per month
- ✓ **Project by Project**
 - specific deliverables



Helping Pubs & Bars...

Sell More

- Strategy

- Improving in-house merchandising to **encourage customers to buy more**
- Developing communications to **attract new customers**
- Understanding **customer & category trends**, take advantage of **growth areas**

Charge More

- Insight

- Introducing realistic **higher retail prices** for different **serve sizes**
- Identifying **higher margin premium brands** to trade customers into
- Looking at introducing new **products** or **services** which **customers will value**

Lower Costs

- Analysis

- Benchmarking supplier and other costs and **re-negotiate** as required
- Providing models to improve planning to **reduce wastage** and **save money**
- Looking at products or services which **tie up money** but **don't add value**

Training & Advice

- Other

- Providing independent **advice** and **guidance** on specific business decisions
- Staff training to **improve commercial awareness** and **customer service**
- Using industry knowledge & insight to **help** with **future business planning**

*Source: Samuel Johnson

Helping Pubs & Bars Sell More - Charge More Lower Costs

Gold Option

£150*
plus VAT

Project by Project

**Individual
Quotes**

*starting price per session based on a minimum of 3 pre-booked sessions

For more information contact:

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ANALYSIS - INSIGHT - STRATEGY