

**FREE VERSION OF GROWTHINK'S
ULTIMATE BAR BUSINESS PLAN TEMPLATE**

[Company Logo]
(if applicable)

[Company Name]
BUSINESS PLAN
[Current Month], [Year]

[Name]
[Title]
[Company Name]
[Address 1]
[Address 2]
[City, State Zip]
Tel: []
Fax: []
Email: []
Website: []

CONFIDENTIAL

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PLEASE READ THIS FIRST:

NOTE: this is the Free version of Growththink's Ultimate Bar Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.

The real version of Growththink's Ultimate Bar Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growththink's Ultimate Bar Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

To upgrade to the full, paid version of Growththink's Ultimate Bar Business Plan Template, please go to

<https://businessplantemplate.growthink.com/bar/>

I. Executive Summary

Key Questions to Answer:

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

Sample from Growthink's Ultimate Bar Business Plan Template:

[Company Name] is an upscale yet affordable bar and lounge strategically located in west Los Angeles near one of California's premiere universities. [Company Name] is focused on creating an exciting environment where college students can purchase affordable drinks and dance to the latest music on our newly designed dance floor. Our lounge meets the demand for college students who want an alternative to the usual fraternity or apartment party. The [Company Name] spacious design and elegant pictures foster an environment of relaxation and college fun. At [Company Name] it is always happy hour.

Products Served

[Company Name] will sell imported and domestic beers both in the bottle and in draft. In addition, it will have a wide selection of hard alcohols for mixed drinks. All drinks will be sold at happy hour prices all night long.

In addition to alcoholic drinks, the Company will sell appetizers and main dishes for consumption during all hours of operation.

II. Company Overview

Company Profile

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

Company Vision/Mission Statement

- *What goals is your company trying to achieve?*

Past Accomplishments

- *What successes has your company already achieved?*

Sample from Growthink's Ultimate Bar Business Plan Template:

[Company Name] is located in West Los Angeles near one of California's premiere universities. [Company Name] is a new bar and lounge focused on creating an exciting environment where college students can purchase affordable drinks and dance to the latest music on our newly designed dance floor. Our lounge meets the demand for college students who want an alternative to the usual fraternity or apartment party. The [Company Name] spacious design and elegant pictures fosters an environment of relaxation and college fun. At [Company Name] it is always happy hour .

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been in the business for some time, it was in June 2008 that she decided to launch [Company Name]. Specifically, during this time, [Founder's Name] took a trip to Los Angeles to visit her son and realized that there was only one bar to accommodate a large student population. During her trip, [Founder's Name] frequented the local bar that enjoyed tremendous success. After several discussions with the manager [Founder's Name] realized that there was enough demand from the local student population to sustain profitable growth for another bar...

III. Industry Analysis

Market/Industry Overview

- *In what market(s) do you compete?*

Market/Industry Trends

- *What are the key market trend(s) and how does that effect you?*

Relevant Market Size

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

Sample from Growthink's Ultimate Bar Business Plan Template:

[Company Name] directly or indirectly competes with all bars and restaurants nearby our location that offer similar products, mainly alcohol and food.

Industry Statistics & Trends

The following industry size facts and statistics bode well for [Company Name].

According to Market Watch the percentage of beer, wine, and liquor consumed in bars and restaurants as opposed to private settings is growing.

According to the Distilled Spirits Council on premise volumes of spirits grew an estimated 6.3% last year. That compares to overall growth of 3.9% while on-premise revenues grew by 11% vs. 7.5% in all channels.

IV. Customer Analysis

Customer Needs

- *What are the key needs of your target customers?*

Target Customer Profile

- *Who are your target customers? Give a detailed demographic profile.*

Sample from Growthink's Ultimate Bar Business Plan Template:

The Company will primarily target the following three customer segments:

- **College Students:** The establishment will be located near a predominant university and tailor its services and products for its target customer
- **Local office workers:** Approximately 3,000 individuals work in offices within a quarter mile of our location and we expect a fair portion of these individuals to frequent the establishment from 5:00pm on.
- **Local residents:** Approximately 1,000 residents live near the surrounding area and a majority will frequent the establishment.

V. Competitive Analysis

Direct Competitors

- *Who are your direct competitors? What are their strengths and weaknesses?*

Indirect Competitors

- *Who are your indirect competitors? What are their strengths and weaknesses?*

Competitive Advantage

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

Sample from Growthink's Ultimate Bar Business Plan Template:

The following bars and restaurants are located within a 2-mile radius of [Company Name], thus providing either direct or indirect competition for customers:

B's Bar & Lounge

B's is the only bar located near the university within walking distance and has been in operation for 15 years. The bar offers a wide selection of alcohol and food items, but offers no entertainment.

Many alumni visit the establishment and host events. However, many students complain that the establishment is too small and needs to be remodeled. In addition, B's offers a variety of items, but the items are overpriced.

VI. Marketing Plan

Branding

- *What is your desired brand positioning?*

Promotions Plan

- *How do you plan to promote your company's products and/or services?*

Sample from Growthink's Ultimate Bar Business Plan Template:

[Company name] will use several strategies to promote its name and develop its brand. By using an integrated marketing strategy, [Company Name] will win customers and develop consistent revenue streams.

The [Company Name] Brand

The [Company Name] brand will focus on the Company's unique value proposition:

- Offering premiere drinks at an affordable price.
- Offering a convenient location that offers a place to dance and drink
- Providing excellent customer service

Promotions Strategy

[Company Name] expects its target market to be students and individuals working and/or living within [Company location]. [The Company's] promotions strategy to reach these individuals includes:

Direct Mail

[Company Name] will blanket neighborhoods surrounding its locations with direct mail pieces. These pieces will provide general information on [Company Name], offer discounts and/or provide other inducements for people to frequent the bar.

Public Relations

We will contact all local and area newspapers and television stations to tell them about the opening and unique value proposition of [Company Name].

VII. Operations Plan

Key Operational Processes

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

Business Milestones

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

Sample from Growthink's Ultimate Bar Business Plan Template:

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

Administrative Functions

- General & Administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing and storing ingredients
- Hiring and training staff

Kitchen Functions

- Food preparation
- Ongoing menu creation and modification

VIII. Management Team

The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.

Management Team Members

- *Who are the key members of your management team?*

Management Team Gaps

- *Who do you still need to hire?*

Sample from Growthink’s Ultimate Bar Business Plan Template:

[Company Name] is led by [Founder’s Name] who has worked in the industry for over 20 years.

[Founder] has also worked part-time at bars throughout the [region] over the past 10 years. Specifically, he has worked for the Star Light Bar where she has managed a crew of 10 people. She has also taught various bartending courses.

[Founder] graduated from the University of ABC where he majored in Communications.

IX. Financial Plan

Revenue Model

- *In what ways do you generate revenues?*

Financial Highlights

- *What are your topline 5-year financial projections?*

Go to <https://businessplantemplate.growthink.com/bar/> for the paid template that automatically generates your 5-year financial projections

Funding Requirements/Use of Funds

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

Sample from Growthink's Ultimate Bar Business Plan Template:

[Company Name]'s revenues will come from the sale of alcohol and food to its customers.

The major costs for the company will be food production costs and salaries of the staff. In the initial years, the company's marketing spend will be high, as it establishes itself in the market.

Capital Requirements and Use of Funds

[Company Name] is currently seeking \$406,645 to launch its bar. The capital will be used for funding capital expenditures and location build-out, hiring initial employees, marketing expenses and working capital.

Specifically, these funds will be used as follows:

- Bar design/build: \$262,200
- Working capital: \$144,445 to pay for marketing, salaries, and lease costs until [Company Name] reaches break-even

Key Assumptions & Forecasts

| | FY 1 | FY 2 | FY 3 | FY 4 | FY 5 |
|-----------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Revenues | | | | | |
| Hotel | \$1,980,125 | \$2,832,031 | \$3,409,160 | \$3,783,447 | \$4,100,713 |
| Total Revenues | \$1,980,125 | \$2,832,031 | \$3,409,160 | \$3,783,447 | \$4,100,713 |
| Expenses & Costs | | | | | |
| Cost of goods sold | \$455,429 | \$623,047 | \$681,832 | \$718,855 | \$738,128 |
| Lease | \$0 | \$0 | \$0 | \$0 | \$0 |
| Marketing | \$149,006 | \$141,602 | \$170,458 | \$189,172 | \$205,036 |
| Salaries | \$721,095 | \$797,115 | \$1,014,687 | \$1,119,408 | \$1,164,185 |
| Initial expenditure | \$50,000 | \$0 | \$0 | \$0 | \$0 |
| Total Expenses & Costs | \$1,375,530 | \$1,561,763 | \$1,866,977 | \$2,027,436 | \$2,107,349 |
| EBITDA | \$604,595 | \$1,270,268 | \$1,542,183 | \$1,756,011 | \$1,993,364 |
| Depreciation | \$372,760 | \$372,760 | \$372,760 | \$372,760 | \$372,760 |
| EBIT | \$231,835 | \$897,508 | \$1,169,423 | \$1,383,251 | \$1,620,604 |
| Interest | \$164,782 | \$144,184 | \$123,586 | \$102,988 | \$82,391 |
| PRETAX INCOME | \$67,054 | \$753,324 | \$1,045,837 | \$1,280,263 | \$1,538,213 |
| Net Operating Loss | \$0 | \$0 | \$0 | \$0 | \$0 |
| Use of Net Operating Loss | \$0 | \$0 | \$0 | \$0 | \$0 |
| Taxable Income | \$67,054 | \$753,324 | \$1,045,837 | \$1,280,263 | \$1,538,213 |
| Income Tax Expense | \$23,469 | \$263,663 | \$366,043 | \$448,092 | \$538,375 |
| NET INCOME | \$43,585 | \$489,661 | \$679,794 | \$832,171 | \$999,839 |
| Net Profit Margin (%) | 2.2% | 17.3% | 19.9% | 22.0% | 24.4% |

X. Appendix

Sample from Growthink's Ultimate Bar Business Plan Template:

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

Attention Entrepreneurs: Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

"Finish Your Business Plan Today With Growththink's Fully Customizable Bar Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**
BusinessWeek **SmartMoney** **FOX** **Deal** **Los Angeles Times** **Inc.**

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