



Running a bar –the profitable way

- **WELCOME**



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- **INTRODUCTIONS**
- Me
- You
- Today's session



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- **Areas we will look at:**
- Venue
- Programme
- Customers
- Products
- Numbers
- Attitude
- Opportunities



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- **VENUE**
 - Permanent, fixed single use space
 - Permanent, fixed multi-use space
 - Demountable and temporary bars
 - Are you missing something?
-
- **KNOW YOUR VENUE**



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- **PROGRAMME**

- Who is responsible for the programme?
- Does your department attend programming meetings?
- Past levels of secondary spend
- Importance of secondary spend?
- Everything in your venue is dependent on the programme

- **KNOW YOUR PROGRAMME**



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- **CUSTOMERS**
- Do you know them?
- Customer profile data
- Do your customers know where to spend their money in your venue?
- Do you talk to your customers?
- Online sales
- **KNOW YOUR CUSTOMERS**



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- **PRODUCTS**
- The customer experience at the bar
- Streamlining
- “Premium-isation”
- Product positioning
- Pricing
- Product sales data
- Relationship with brewery
- **KNOW YOUR PRODUCTS**



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- **NUMBERS**
- Annual/monthly/weekly budgeted income
- Actual income
- Budget monitoring
- Spend per head
- Staff cost to income ratio
- Sharing information
- **KNOW YOUR NUMBERS**



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- **ATTITUDE**
- Passion
- Enthusiasm
- Courtesy
- Team approach
- Strengths
- Sharing of best practice



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- **OPPORTUNITIES**

- Opening times

- Use of staff at other events

- Theming of venue

- **KNOW YOUR OPPORTUNITIES**



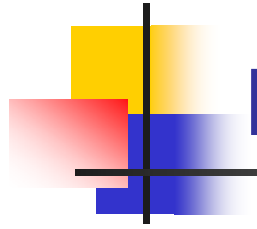
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- **KNOW YOUR:**
- Venue
- Programme
- Customers
- Products
- Numbers
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- Opportunities



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- **MAKE IT EASY
FOR YOUR CUSTOMERS
TO SPEND THEIR MONEY**



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■ **THANK YOU**