

Stonegate Group

Pub Name:

Applicant/ Co-Applicant Name:

Forecast Maintainable P&L

1. Calculate your annual turnover (excluding vat)

Category	Volume (36 Gallon Barrels)	Turnover (£)	Gross margin percentage %	Cost of Sales (£)	Gross Margin (£)
Beer, Cider & FABS					
Wines, Spirits & Minerals					
Food					
Machines					
Accommodation					
Other					
Total		A		B	

2. Calculate your gross margin percentage

Total sales (input from section 1)	£	A
Total gross margin (input from section 1)	£	B
Gross margin percentage (divide B by A and show as %)	%	C

3. Calculate your annual overheads

Staff costs (excluding publicans own earnings)	£
Business rates	£
Utilities	£
Repairs and maintenance	£
Insurance	£

Entertainment	£	
Interest	£	
Other (includes bank charges)	£	
Rent payable to Ei Group	£	
Tie release fees payable to Ei Group	£	
Total overheads	£	D
4. Calculate your estimated new profit		
Gross profit (from section 1)	£	B
Total overheads (from section 3)	£	D
Estimates net profit (B minus D)	£	E
5. Sales breakeven analysis		
Total overheads (from section 3)	£	D
Gross Margin Percentage	%	C
Annual sales required to breakeven (D divided by C)	£	F
Weekly sales required to breakeven (F divided by 52)	£	
6. Sensitivity Analysis		
Impact on net profit if turnover falls 10% (B multiplied by 10% expressed as negative)	£	
Impact on net profit if overheads increase 10% (D multiplied by 10% expressed as negative)	£	

This represents your view on the annual sustainable trade that may be achieved after you have developed the trade in line with your expectations. All numbers are exclusive of VAT.

Business Plan Summary

7. Proposed Trading Style

8. Licensed Trade Experience

9. Details of other Businesses (Past & Present)

10. Investment Proposals

11. Source of Funding

12. Solicitor Details

Solicitors Name:

Company Name & Address:

Telephone:

Email:

Signed by	Date
(Applicant)	
(Co-Applicant)	