

BUILDING YOUR BUSINESS

Our priority is to empower our publicans to run exceptional businesses. Our bespoke programme, Building Your Business (BYB), is compulsory if you are taking an Enterprise lease or tenancy and has been developed by industry experts to help you understand more about running your own business before you invest in a property.

You will gain a range of industry required qualifications and also get the opportunity to meet other publicans embarking on the same journey.

The Steps to Building Your Business:

GETTING STARTED

1

Prepare yourself for Building Your Business by completing three e-learning modules via our unique e-learning package; **Food Hygiene Certificate L2, Managing Safety and Fire Safety.** We will send you details in advance. All you need do is login online, read the training material at your own pace and complete a series of multiple choice questions. You will be told instantly whether you have passed and you will have the option to print your certificate. Don't worry if you don't pass first time; just log on and sit the test again. Please note; e-learning modules are required to be completed before attending Building Your Business.

ATTEND BUILDING YOUR BUSINESS

2

This course will prepare you for the journey you are about to embark on and covers the essentials of running a successful business. Whether you are new to the pub trade or have run successful pubs before, Building Your Business will help. The topics covered include:

- Monday** BIIAB (ABCQ) Award in Beer and Cellar Quality (includes a multiple choice exam)
This course is optional and **FREE OF CHARGE** to attend
- Tuesday** Introduction to Enterprise Inns, Financial Management, Stock Control, Regulatory Legislation and Weights & Measures
- Wednesday** Employment Law, Staff Management, Customer Service and Retail Standards
- Thursday** Catering, Property and Marketing, Merchandising
BII Award in Licensed Hospitality Operations (includes a multiple choice exam)

GAIN ACCESS TO ON-GOING SUPPORT

3

Once you have completed BYB you will have access to our other training programmes and e-learning courses, all designed to help you succeed in your business. Our training is available to you and your members of staff and are a great way to develop everyone in your business.

Details can be found overleaf.

WHAT WILL IT COST?

The whole package is only:

£300 (+ VAT) for one person

£500 (+ VAT) for two people

This includes:

- Access to our online e-learning courses; Food Hygiene Certificate L2, Managing Safety and Fire Safety
- BIIAB Award in Beer and Cellar Quality
- Building Your Business programme including BIIAB Award in Licensed Hospitality Operations
- All training materials, exam fees and certificates
- Lunch and refreshments throughout the week (courses are non-residential)
- Access for you and your staff, to a range of development workshops once you have completed Building Your Business.

Book your place today

To find out where your nearest course is please contact your Regional Manager or call the Training Team on 0800 369 8569.

Alternatively you can log on to:
www.enterpriseinns.com

ONGOING SUPPORT

Once you have completed Building Your Business you will be entitled to attend a range of FREE workshops designed to provide ongoing support and give you the tools, skills and confidence to continue to run a great business.

- **Winning In a Local Market Area** – A profit and loss course with a difference. Understand how to increase sales and reduce turnover as well as identifying your route to a competitive advantage
- **Growing Pub Food**– Whether you already have a food offer or want to start one this course will help by looking at what food offer is best for your pub as well as cost and profit controls to make optimum profit for your business and creating a launch plan
- **Marketing Your Pub** – Marketing is constantly evolving. With social media and mobile technology on the rise, the methods you use to market your pub is essential. Marketing Your Pub includes all of the latest ways to market effectively as well as looking at the more traditional styles
- **Profit Through People** – Would you like to get the best out of your team, improve your overall business performance and exceed your customers' expectations? Profit Through People examines how to manage the performance of you and your team to maximise the potential of your business.
- **BIIAB Level 2 Award in Beer and Cellar Quality** – Designed to help ensure that your beer is consistently served in an optimum condition which aims to increase sales and decrease wastage. ABCQ is aimed at businesses required to handle and care for cask and keg beers as well as anyone required to maintain a safe and hygienic cellar (Examination included)
- **Passion For Quality** – Our advanced cellar management course. will improve the quality of the products you serve, offer help and advice when things go wrong and increase the revenue in your pub
- **BIIAB Award in Drugs Awareness for Licensed Hospitality Staff** – This course will increase your knowledge and confidence to help prevent and effectively tackle any drug related problems in your premises (Examination included)

OTHER BENEFITS OF HAVING A PUB WITH ENTERPRISE

Cask Marque membership – 50% off your first year application and a further 50% off renewal fees.

First years BII or FLVA membership free (a saving of up to £150 + VAT)

Access to a range of support service packages to help with safety management, cellar cooling and heating maintenance.

Apprenticeship schemes in partnership with Charnwood Training Group.