

DECISION GRID

Spring	Summer	Autumn	Winter	Spring	Summer
Pre game	Q1	Q2	Q3	Q4	Q5

HOURS		Spring	Summer	Autumn	Winter	Spring	Summer
All day opening	0 or 1	0					

PRODUCTS & PRICES		Spring	Summer	Autumn	Winter	Spring	Summer
Drinks margin	60% to 75% 60% = cheapest	65.0%					
Range of beers	1, 2, 3, 4, 5 1 = limited, 5 = extensive	2					
Range of other drinks	1, 2, 3, 4, 5 1 = limited, 5 = extensive	2					

Food margin	60% to 75% 60% = cheapest	65.0%					
Size of menu	1, 2, 3, 4, 5 1 = limited, 5 = extensive	2					
Quality of food	1, 2, 3, 4, 5 1 = awful, 5 = excellent	2					
Evening food?	0 or 1 1 = yes, 0 = no	1					

Guest room rate	£ per room	0					
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STAFFING		Spring	Summer	Autumn	Winter	Spring	Summer
Staff numbers	3 to 10 no.s at peak times	5					
Pay per hour	£7.50 to £10	7.50					

GAMES		Spring	Summer	Autumn	Winter	Spring	Summer
Pool tables	0, 1, 2, 3 no. of tables	0					
Dart boards	0, 1, 2 no. of boards	0					
Fruit machines	0, 1, 2, 3, 4 no. of machines	0					

ENTERTAINMENT		Spring	Summer	Autumn	Winter	Spring	Summer
Satellite TV	0, 1, 2 0= none, 1= small, 2= giant	0					
Quiz nights	0, 1, 2 } 0 = none	0					
Loud music	0, 1, 2 } 0 = none	0					
Live bands	0, 1, 2 } 0 = none	0					
Discos	0, 1, 2 } 1 = occasional	0					
Karaoke	0, 1, 2 } 1 = occasional	0					
Comedy	0, 1, 2 } 2 - regular	0					
Adult	0, 1, 2 } 2 - regular	0					

MARKETING		Spring	Summer	Autumn	Winter	Spring	Summer
Price promotions - drink	0, 1, 2, 3 strength of promo	0					
Price promotions - food	0, 1, 2, 3 strength of promo	0					
Print advertising	0, 1, 2, 3 degree of exposure	0					
Online marketing	0, 1, 2, 3 degree of exposure	0					
Market research	£3k/ £4k/£5k	0					
Family friendly	0, 1, 2 0 = no kids allowed	0					

CAPITAL EXPENDITURE		Spring	Summer	Autumn	Winter	Spring	Summer
Garden	£3,000 maximum of 3 in game	0					
Playground	£1,000 maximum of 3 in game	0					
Car Park	£5,000 maximum of 3 in game	0					
External lighting	£1,000 maximum of 3 in game	0					
Dining room	£10,000 maximum of 3 in game	0					
Function room	£10,000 maximum of 3 in game	0					
Guest room	£10,000 maximum of 10 in game	0					
Internal refurbishment	£10,000 maximum of 5 in game	0					