

# Competitor Analysis

# Round 3 - Winter

	Black Horse	White Hart	Red Lion	Green Man	Bluecoat Arms	Orange Tree	Golden Eagle	Silver Bullet
Drinks prices?		CHEAPEST			PRICIEST	PRICIEST		fairly cheap
Range of beers?		quite good	extensive		quite good	quite small	extensive	
Range of other drinks?	quite good		extensive		quite good	quite small	quite small	
Typical lunch price?	£11	£12	£17	£9	£13	£14	£10	£8
Evening food?	yes	yes	yes	yes	yes	yes	yes	yes
Size of menu?		quite small	quite large		quite large		very limited	quite small
Quality of food?	reasonable	good	excellent	reasonable	excellent	reasonable	reasonable	
Number of guest rooms?			3		3	6		2
Room rate?			£65.00		£79.00	£50.00		£30.00
Staffing levels?								many staff
Pool tables?	1			1			1	1
Dart boards?	2	2		1				1
Fruit machines?				1			2	3
Satellite TV?	big screen	yes	yes	big screen			yes	big screen
Quiz nights?	occasional	occasional	frequent	frequent			frequent	
Loud music?		loudish						LOUD
Live bands?	frequent	frequent		frequent			frequent	frequent
Discos?				occasional				occasional
Karaoke?				frequent				occasional
Comedy nights?		frequent	occasional				frequent	
Adult entertainment?								frequent
Price promotion - drink	strong offer			yes			yes	strong offer
Price promotion - food	yes	yes		yes		yes		yes
Print advertising?	just a bit		just a bit		quite a lot	quite a lot		
Online marketing?	quite a lot	quite a lot	loads	just a bit	loads	loads		
Sponsorship?								
Open all day?	yes	yes	yes	yes	yes	no	yes	yes
Family friendly?	18+ only	18+ only	kids r us	kids r us	kids allowed	kids allowed	kids allowed	18+ only
Garden	very large	large	very large	small			large	
Playground?								
Car park?		small	very large		large	large		
External lighting?			rather dark	rather dark	not bad	rather dark	not bad	rather dark
Dining room?	large		large	large	large			
Function room?	large							very large
State of décor?	good		outstanding		outstanding	good		run down
<b><u>WHO'S WHERE?</u></b>								
	Black Horse	White Hart	Red Lion	Green Man	Bluecoat Arms	Orange Tree	Golden Eagle	Silver Bullet
Which pubs are the most popular with the different groups in the village?	25-35s			25-35s				18-25s
	Pensioners		Families	Families				
	Students						Students	Students
		Factory staff				Business ppl		
		Pub Crawlers						Pub Crawlers
	Sporty types		Tourists		Tourists	Tourists		