

DECISION GRID

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

HOURS								
All day opening	0 or 1	1= open between 3 and 7pm	0					

PRODUCTS & PRICES								
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								
Staff numbers	3 to 10	no.s at peak times	5					
Pay per hour	£9.50 to £15		9.50					

GAMES								
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								
TV Sport	0, 1, 2	0= none, 1= some, 2= lots	0					
Quiz nights	0, 1, 2	0 = none 1 = occasional 2 = regular	0					
Loud music	0, 1, 2		0					
Live bands	0, 1, 2		0					
Discos	0, 1, 2		0					
Karaoke	0, 1, 2		0					
Comedy	0, 1, 2		0					
Adult	0, 1, 2		0					

MARKETING								
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								
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					

*limited to 3 per quarter