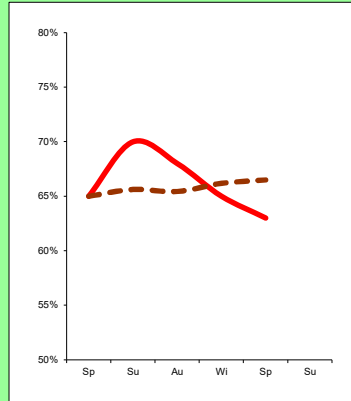


The Red Lion

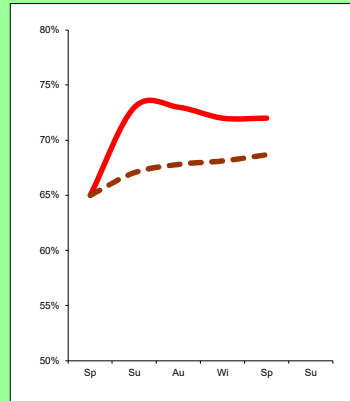
- Graphs Based on Decisions Taken

(Dotted lines represent the market average based on all eight pubs)

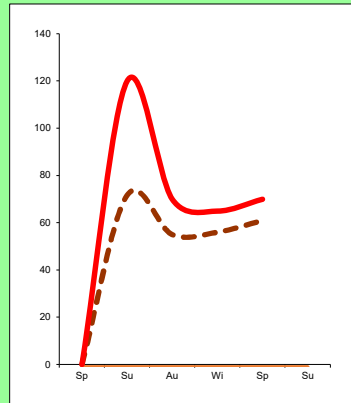
Drinks Margin



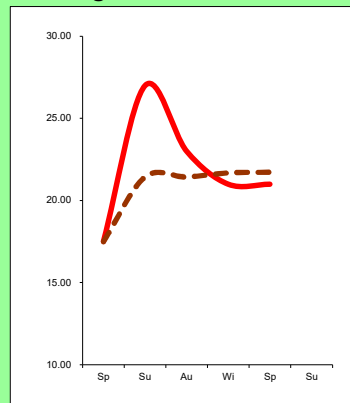
Food Margin



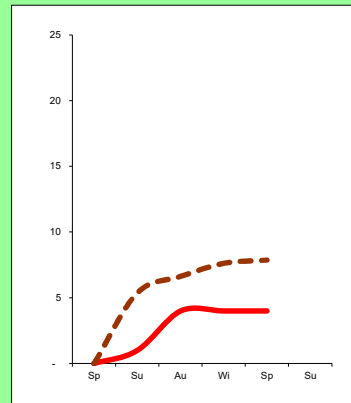
Hotel Room Rate



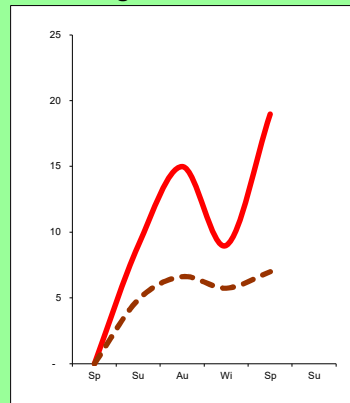
Staffing Index



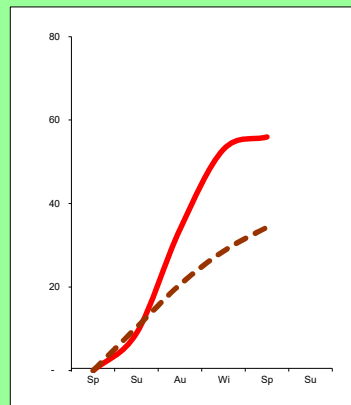
Entertainments Index



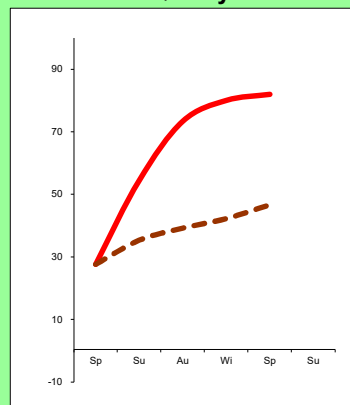
Marketing Index



Reinvestment Index

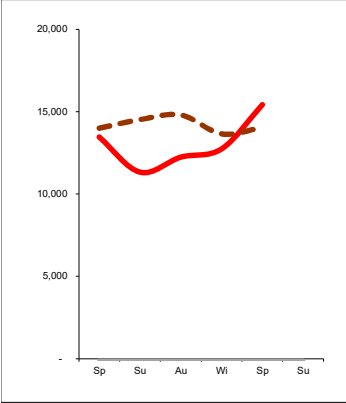


Restaurant Quality

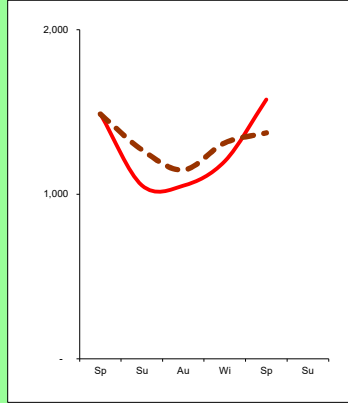


- Graphs Based on Pub's Performance

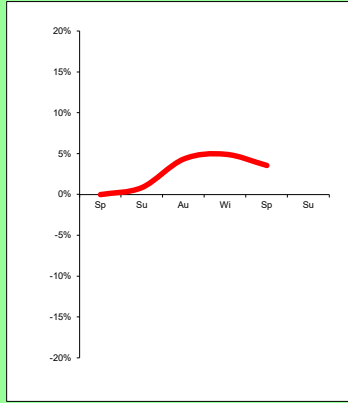
Number of Drinkers



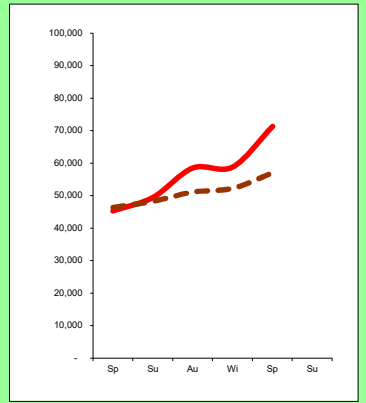
Number of Diners



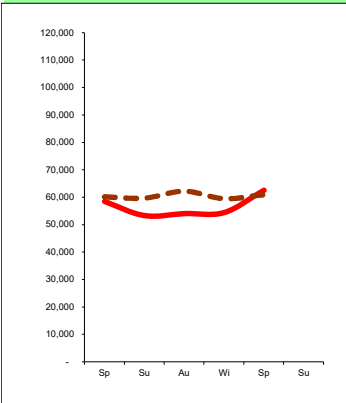
Age Profile



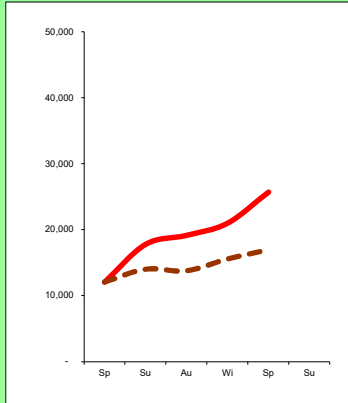
Gross Profit



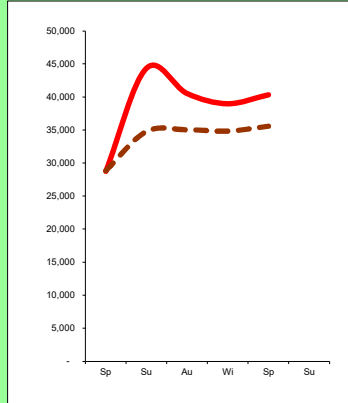
Drinks Sales



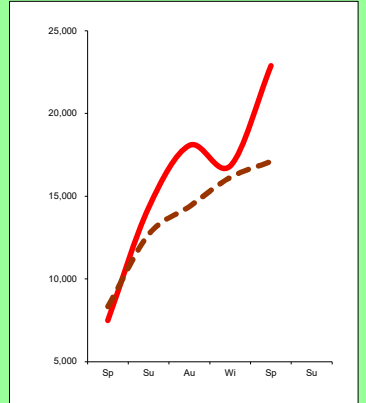
Food Sales



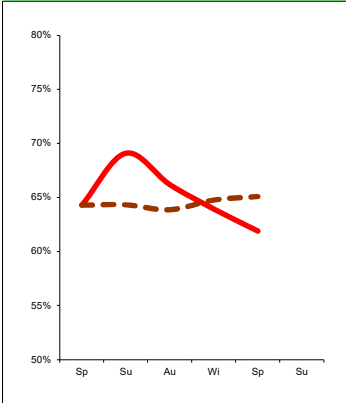
Staffing Cost



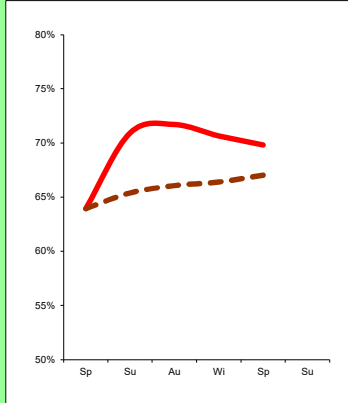
Other Overheads



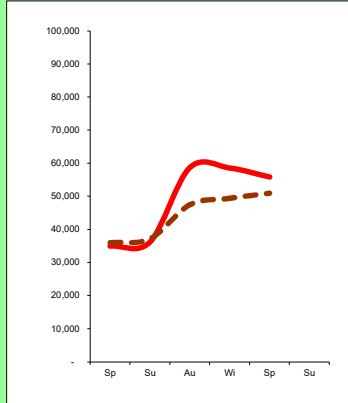
Drinks GP % (actual)



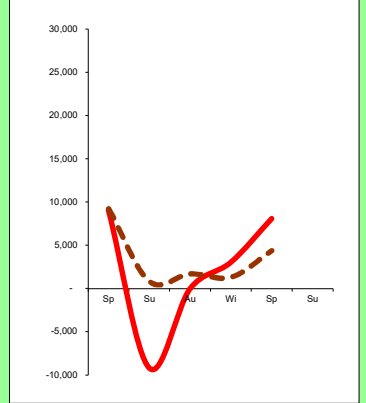
Food GP % (actual)



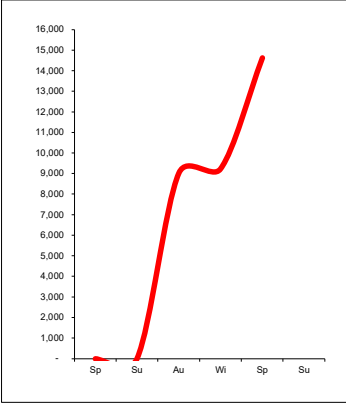
Total Overheads



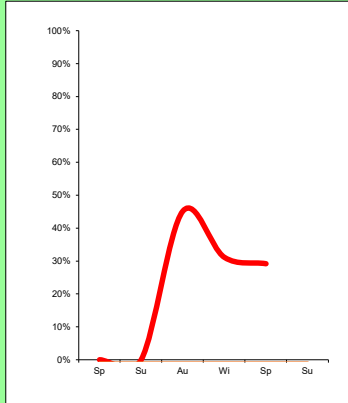
Operating Profit



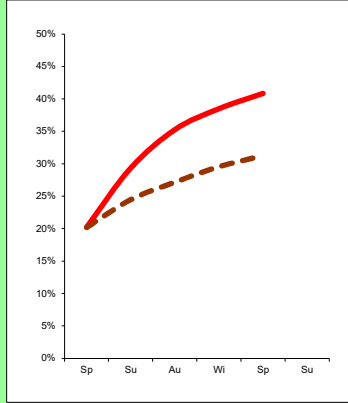
Hotel Sales



Hotel Share



Gearing %



Interest

