

## Competitor Analysis

Black Horse	White Hart	Red Lion	Green Man	Bluecoat Arms	Orange Tree	Golden Eagle	Silver Bullet
Emma Rachel Victoria	Caitlin Charlotte Hollie	Jonathan Michelle					

Drinks prices?	fairly cheap			fairly cheap	PRICIEST	PRICIEST		CHEAPEST
Range of beers?				quite good	quite good	quite small	quite good	
Range of other drinks?	quite good			quite good	quite good	quite small	quite small	
Typical lunch price?	11	15	15	11	21	15	13	10
Evening food?	no	yes	yes	yes	yes	yes	yes	yes
Size of menu?	quite small	extensive	quite large	quite small			very limited	quite small
Quality of food?	reasonable	excellent	good	reasonable	excellent	reasonable	reasonable	
Number of guest rooms?		1	3		2	4		2
Room rate?		75.00	80.00		70.00	65.00		30.00
Staffing levels?		many staff						
Pool tables?	1			1			1	1
Dart boards?	2							1
Fruit machines?				1			2	2
TV Sports?	all games							all games
Quiz nights?	occasional			occasional			frequent	
Loud music?								LOUD
Live bands?	occasional						frequent	occasional
Discos?								occasional
Karaoke?	frequent			occasional				occasional
Comedy nights?							frequent	
Adult entertainment?								occasional
Price promotion - drink	strong offer		yes	yes			strong offer	strong offer
Price promotion - food		strong offer	real bargain!			yes		yes
Print advertising?		loads	quite a lot		just a bit	quite a lot		
Online marketing?	quite a lot	loads	loads	just a bit	loads	loads	just a bit	just a bit
Sponsorship?								
Open all day?	yes	yes	yes	no	yes	no	yes	no
Family friendly?	18+ only	kids r us	kids r us	kids r us	kids allowed	kids allowed	kids r us	18+ only
Garden?	large	small		small			small	
Playground?								
Car park?		small	medium	medium	medium			
External lighting?	not bad	rather dark	rather dark	not bad	rather dark	rather dark	rather dark	rather dark
Dining room?			medium		medium			
Function room?	large							large
State of décor?	reasonable	reasonable	good	reasonable	good	good		run down

### WHO'S WHERE?

Black Horse	White Hart	Red Lion	Green Man	Bluecoat Arms	Orange Tree	Golden Eagle	Silver Bullet
18-25s							18-25s
25-35s							25-35s
35-50s							
50-70s							
Seniors							
	Families	Families	Families				
Students						Students	Students
	Business ppl						
Factory staff	Factory staff						
							Pub Crawlers
Sporty types							
		Tourists		Tourists			

Which pubs are the most popular with the different groups in the village?