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BUSINESS PLAN 'Pub'

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Abstracts

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«El Pub» – English style gastronomic pub. Consists of two rooms which are the main hall, with possibility of placement of 100 people and a winter and summer verandah (it is designed for 50 people) where the conditions for viewing sports matches and actions are created. It is located near two large highways – Moscow and Pulkovsky Highway, in the densely populated district of the city, it is close to places of the organization of individual and collective leisure.

Market analysis In the first half of 2013 the turn of public catering made *** billion RUB that is 10,7% less than in the corresponding period of 2012. Negative impact on development of the market of public catering is caused by the rent for rooms and the rise in price of foodstuff. The largest segment in the market of public catering of St. Petersburg is fast food. That is ***% of the market or near *** billion RUB. The largest players by quantity of networks in this segment are the domestic companies.

The segment of democratic restaurants and cafe is much less, than a segment of a fast food. Various coffee houses and candy stores, and also various cafe-bars are the most widespread in St. Petersburg.

Marketing plan

Among the main instruments of promotion of the project the advertising campaign in the following directions will be used: advance on the Internet (search optimization, a contextual advertising, social networks), outdoor advertising (billboards, arches), advertising in printing mass media.

Excerpts from Research

According to the conducted research, the greatest share of the market of public catering belongs to a fast food segment – 60% in value terms. This segment underwent the least negative influence of crisis, and showed the highest growth both on sales volume in value terms and on the number of points of service. Some consumers are still reserved in the expenses which aren't really necessary and instead of going to the restaurant of full service they prefer to eat at home or choose less expensive catering establishments as fast food or democratic restaurants.

In the period of economic instability owners of cafe and bars in Russia looked for new ways of involvement of new clients and of enlarging profit. A number of the companies chose diversification of the menu as a way to increase the size of the average check, and also to increase the number of cash operations in cafe-bar. Both in cafe, and in bars special menus for a breakfast and business lunch were included, and also sale of takeaway coffee, thus, the segment entered the successful competition with fast-food establishments.

Results of researches testify that on visit of restaurants, bars, cafe and other institutions of public catering the Russian population spends *** % of the consumer expenses. At the same time, on education Russians spent less than % of means, for health care - by *** %, for communication services *** %.

According to the research, today there are more than *** of catering establishments in the whole Russia.

The classical visitor of the Petersburg pub – a man without financial problems who comes here to watch soccer, hockey or rugby with a glass of beer and to communicate with friends.

As the main motives of visiting the restaurants are meeting friends (*** %) and desire to eat and have a rest (*** %). A quarter of respondents as the main motives of visiting the restaurants noted communication with the boyfriend/girlfriend. About *** % of respondents say that they come to the beer restaurant to celebrate a family holiday, in *** % of cases business meetings are held.

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