

Competitor Analysis

Q2 - Winter

	Black Horse	White Hart	Red Lion	Green Man	Bluecoat Arms	Orange Tree	Golden Eagle	Silver Bullet
Drinks prices?	fairly cheap		PRICIEST		quite pricey		fairly cheap	CHEAPEST
Range of beers?	quite good					quite small	quite good	
Range of other drinks?		quite good		extensive	quite small	quite small	quite good	quite small
Typical lunch price?	£9	£12	£13	£11	£17	£12	£7	£8
Evening food?	yes	yes	yes	yes	yes	yes	yes	yes
Size of menu?	quite large	quite large			quite large		quite large	quite small
Quality of food?		good	good	excellent	excellent	good	reasonable	reasonable
Number of guest rooms?			1			4		2
Room rate?			£75			£60		£30
Staffing levels?	many staff							
Pool tables?	2						1	1
Dart boards?	1		2	1				2
Fruit machines?						2	2	3
Satellite TV?	big screen	yes						big screen
Quiz nights?		occasional	frequent	frequent			frequent	
Loud music?	LOUD							LOUD
Live bands?	frequent	frequent					frequent	
Discos?							occasional	
Karaoke?								occasional
Comedy nights?		occasional					frequent	
Adult entertainment?								frequent
Price promotion - drink	strong offer	yes		strong offer			strong offer	
Price promotion - food	strong offer	yes	strong offer	yes			strong offer	
Advertising?	loads	quite a lot		quite a lot	quite a lot	quite a lot		just a bit
Pub Guide?		major entry	major entry		minor entry	major entry		
Sponsorship?								
Open all day?	yes	yes	no	yes	no	no	no	yes
Family friendly?	kids allowed	kids r us	kids r us	kids allowed	kids allowed	kids allowed	kids allowed	18+ only
Garden								
Playground?								
Car park?				very large	large	large		
External lighting?		not bad	good	not bad	rather dark	rather dark	not bad	rather dark
Dining room?		large	small	large	large			
Function room?	small	large					very large	very large
State of décor?	reasonable	reasonable	reasonable	good	reasonable			run down
<u>WHO'S WHERE?</u>								
	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?	18-25s 25-35s			35-50s 50-70s Pensioners			18-25s	18-25s
	Students		Families	Families	Families		Students	
		Business ppl Factory staff		Business ppl Factory staff				
	Pub Crawlers Sporty types		Tourists		Tourists			