

# Competitor Analysis

all vbr

	Black Horse	White Hart	Red Lion	Green Man	Bluecoat Arms	Orange Tree	Golden Eagle	Silver Bullet
	Guy Sanjana	Amrita Sophie	Frances Ian	Gavin Jack	Autopilot	Autopilot	Autopilot	Autopilot
Drinks prices?			quite pricey	fairly cheap	PRICIEST	PRICIEST		CHEAPEST
Range of beers?					quite good	quite small	quite good	
Range of other drinks?					quite good	quite small	quite small	
Typical lunch price?	11	19	18	12	21	16	13	9
Evening food?	yes	yes	yes	yes	yes	yes	yes	yes
Size of menu?			quite large	quite small	quite large		very limited	quite small
Quality of food?	reasonable	excellent	excellent	reasonable	excellent	reasonable	reasonable	
Number of guest rooms?		1	6		5	6		2
Room rate?		65.00	75.00		80.00	65.00		30.00
Staffing levels?							few staff	few staff
							(vacancies)	(vacancies)
Pool tables?	1			1			1	2
Dart boards?	2	2						2
Fruit machines?			2	1			2	2
TV Sports?	yes	all games						all games
Quiz nights?	occasional			occasional			frequent	
Loud music?	loudish							LOUD
Live bands?	occasional						frequent	occasional
Discos?								occasional
Karaoke?	frequent							occasional
Comedy nights?		occasional					occasional	
Adult entertainment?								occasional
Price promotion - drink	yes						strong offer	strong offer
Price promotion - food	yes					yes		yes
Print advertising?	just a bit	just a bit	just a bit		just a bit	quite a lot		
Online marketing?	just a bit	quite a lot	loads	just a bit	quite a lot	loads	quite a lot	just a bit
Sponsorship?	baseball team							
Open all day?	yes	yes	yes	no	yes	yes	yes	no
Family friendly?	kids r us	kids r us	kids r us	kids r us	kids allowed	kids allowed	kids r us	
Garden?	large	medium	medium	small			small	
Playground?	medium	large						
Car park?	small	medium	medium	medium	medium	medium	small	
External lighting?	good	not bad	not bad	not bad	not bad	rather dark		
Dining room?		medium	medium		medium			
Function room?								large
State of décor?		reasonable	good	reasonable	outstanding	good		run down
<b><u>WHO'S WHERE?</u></b>								
	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?	21-25s 25-35s 35-50s							21-25s 25-35s
		Seniors						
	Families	Families	Families					
	Students						Students	Students
		Business ppl						
		Factory staff						
	Pub Crawlers							Pub Crawlers
	Sporty types							
			Tourists		Tourists			