

DECISION GRID

Summer	Fall	Winter	Spring	Summer
Pre game	Q1	Q2	Q3	Q4

HOURS

All day opening	0 or 1	1 = open 3pm to 7pm	0				
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PRODUCTS & PRICES

Drinks margin	60% to 75%	60% = cheapest	65.0%				
Range of beers	1, 2, 3, 4, 5	1 = limited, 5 = extensive	2				
Range of other drinks	1, 2, 3, 4, 5	1 = limited, 5 = extensive	2				

Food margin	60% to 75%	60% = cheapest	65.0%				
Size of menu	1, 2, 3, 4, 5	1 = limited, 5 = extensive	2				
Quality of food	1, 2, 3, 4, 5	1 = awful, 5 = excellent	2				
Evening food?	0 or 1	1 = yes, 0 = no	1				

Guest room rate	\$	per room	0				
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STAFFING

Staff numbers	3 to 10	no.s at peak times	5				
Pay per hour	\$9.50 to \$15		9.50				

GAMES

Pool tables	0, 1, 2, 3	no. of tables	0				
Dart boards	0, 1, 2	no. of boards	0				
Fruit machines	0, 1, 2, 3, 4	no. of machines	0				

ENTERTAINMENT

TV Sport	0, 1, 2	0= none, 1= some, 2= lots	0				
Quiz nights	0, 1, 2	0 = none 1 = occasional 2 - regular	0				
Loud music	0, 1, 2		0				
Live bands	0, 1, 2		0				
Discos	0, 1, 2		0				
Karaoke	0, 1, 2		0				
Comedy	0, 1, 2		0				
Adult	0, 1, 2		0				

MARKETING

Price promotions - drink	0, 1, 2, 3	strength of promo	0				
Price promotions - food	0, 1, 2, 3	strength of promo	0				
Print advertising	0, 1, 2, 3	degree of exposure	0				
Online marketing	0, 1, 2, 3	degree of exposure	0				
Market research	\$3k/ \$4k/\$5k		0				
Family friendly	0, 1, 2	0 = no kids allowed	0				

CAPITAL EXPENDITURE

Garden	\$3,000	maximum of 3 in game	0				
Playground	\$1,000	maximum of 3 in game	0				
Car Park	\$5,000	maximum of 3 in game	0				
External lighting	\$1,000	maximum of 3 in game	0				
Dining room	\$10,000	maximum of 3 in game	0				
Function room	\$10,000	maximum of 3 in game	0				
Guest room	\$10,000	maximum of 10 in game*	0				
Internal refurbishment	\$10,000	maximum of 5 in game*	0				

*limited to 3 per quarter