

**THE RED LION**

Hover over blue text for help

Winter	Spring	Summer	Autumn	Winter	Spring	Summer	Autumn
qtr 1	qtr 2	qtr 3	qtr 4	qtr 5	qtr 6	qtr 7	qtr 8

**HOURS**

<b>All day opening</b>	0 or 1	0	0	1	1				
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**REVENUE**

<b>Drinks margin</b>	60% to 75% 60% = cheapest	65%	65.0%	65.0%	65.0%				
<b>Range of beers</b>	1, 2, 3, 4, 5 1 = limited, 5 = extensive	2	2	4	4				
<b>Range of other drinks</b>	1, 2, 3, 4, 5 1 = limited, 5 = extensive	2	2	2	2				

<b>Food margin</b>	60% to 75% 60% = cheapest	65%	65.0%	65.0%	65.0%				
<b>Size of menu</b>	1, 2, 3, 4, 5 1 = limited, 5 = extensive	2	2	3	3				
<b>Quality of food</b>	1, 2, 3, 4, 5 1 = awful, 5 = excellent	2	2	4	4				
<b>Evening food?</b>	0 or 1 1 = yes, 0 = no	1	1	1	1				

<b>Guest room rate</b>	£ per room	0	0	0	50				
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**STAFFING**

<b>Staff numbers</b>	3 to 10 no.s at peak times	5	5	5	5				
<b>Pay per hour</b>	£5 to £10 £5.50 +	5.50	5.50	6.50	6.50				

**GAMES**

<b>Pool tables</b>	0, 1, 2, 3 no. of tables	0	0	0	0				
<b>Dart boards</b>	0, 1, 2 no. of boards	0	0	1	1				
<b>Fruit machines</b>	0, 1, 2, 3, 4 no. of machines	0	0	0	0				

**ENTERTAINMENT**

<b>Satellite TV</b>	0, 1, 2 0= none, 1= small, 2= giant	0	0	0	0				
<b>Quiz nights</b>	0, 1, 2 } 0 = none	0	0	1	1				
<b>Loud music</b>	0, 1, 2 } 0 = none	0	0	0	1				
<b>Live bands</b>	0, 1, 2 } 0 = none	0	0	1	1				
<b>Discos</b>	0, 1, 2 } 1 = occasional	0	0	0	0				
<b>Karaoke</b>	0, 1, 2 } 1 = occasional	0	0	0	0				
<b>Comedy</b>	0, 1, 2 } 2 - regular	0	0	0	1				
<b>Adult</b>	0, 1, 2 } 2 - regular	0	0	0	0				

**MARKETING**

<b>Price promotions - drink</b>	0, 1, 2, 3 strength of promo	0	0	0	1				
<b>Price promotions - food</b>	0, 1, 2, 3 strength of promo	0	0	1	1				
<b>Advertising</b>	0, 1, 2, 3 degree of exposure	0	0	0	0				
<b>Pub Guides</b>	0, 1, 2, 3 degree of exposure	0	0	1	0				
<b>Market research</b>	£3k/ £4k/£5k	0	0	0	0				
<b>Family friendly</b>	0, 1, 2 0 = no kids allowed	0	0	1	2				

**CAPITAL EXPENDITURE**

For these items, enter the number you wish to BUILD in the quarter.

<b>Garden</b>	£3,000 maximum of 3 in game	0	0	0	0				
<b>Playground</b>	£1,000 maximum of 3 in game	0	0	0	0				
<b>Car Park</b>	£5,000 maximum of 3 in game	0	0	1	0				
<b>External lighting</b>	£1,000 maximum of 3 in game	0	0	0	1				
<b>Dining room</b>	£10,000 maximum of 3 in game	0	0	0	0				
<b>Function room</b>	£10,000 maximum of 3 in game	0	0	0	0				
<b>Guest room</b>	£10,000	0	0	0	2				
<b>Internal refurbishment</b>	£10,000 maximum of 5 in game	0	0	1	0				