

Support Services



Some of the support services and packages which are available exclusively to Enterprise Inns Pub Retailers

ACCOUNTANCY SERVICES – we have comprehensively screened a selection of national and regional accountants who specialise in the licensed trade, to ensure that they are capable of delivering a quality range of services at competitive, fixed prices. Services include initial consultation and business advice, business start-up services, monthly and annual accounts, VAT returns and stocktaking services.

ASSIGNING YOUR LEASE – if you ever decide to sell your lease, you are able to advertise your business free-of-charge on our website which typically attracts over 25,000 visitors per month

BEST PRACTICE BUSINESS TIPS – our free periodical magazine, Eagle Eye, provides a wealth of business advice and guidance on the latest industry issues, together with an array of useful hints and tips demonstrated in practice by current Enterprise Inns retailers

BUYING GROUP – as an Enterprise Inns retailer, we provide you with free access to Leisure Supply Group, a dedicated and independent buying group which can assist you in obtaining keenly negotiated deals and enhanced service levels from a wide variety of specially selected suppliers. The range of available goods and services is extensive and includes food services, equipment supplies, bar sundries and health and hygiene products.

ENERGY MANAGEMENT – we offer, free of charge, the services of a specialist, independent energy consultant who will provide you with impartial advice and aim to source the most suitable electricity and gas suppliers for your business. Other free services include energy efficiency and telecommunications advice.

FOOD SERVICES – with food now accounting for over a quarter of all pub sales, providing the right food offer is critical. Our Food Retailing Education & Development course ('FRED'), which is free to attend, has been specifically developed to assist retailers in the introduction or development of their pub food offer. In addition, we offer a free range of 'off the shelf' food concepts to suit most pubs including menus, full operating guides and promotional support. We also arrange access to a range of food suppliers with great discounts to save you money.

MARKET RESEARCH – we provide free access to the latest industry reports on the performance of drinks categories and market trends, both in terms of sales and pricing. In addition, in order to help you target the right consumers, we offer free demographic reports to help you understand the local consumer market around your pub.

MARKETING YOUR PUB – we provide ongoing assistance and advice on the effective advertising and marketing of your business, whether to attract new customers, traffic building initiatives, rewarding regular customers or 'up-selling'.

MERCHANDISING YOUR PUB – we offer an exclusive on-line facility through 'PROPS' (Pub Retailer On Promotions Store) which allows you to order, at competitive prices, promotional Point of Sale such as posters, banners, food kits, food menus, loyalty cards, bounce back cards and chalkboards. Another on-line facility www.planyourfridge.com provides valuable advice on how to maximise the potential of your back bar fridges by combining the latest industry market data with consumer insight on fridge 'hot spots' and merchandising.

PROFESSIONAL MEMBERSHIP – we encourage our retailers to become members of reputable industry bodies such as the Federation of Licensed Victuallers Association and the British Institute of Inkeeping. These professional organizations provide invaluable advice and training to support the business interests of self employed licensees. We are willing to pay the first year's membership fee for all new retailers who wish to join one of these bodies.

PROMOTIONAL SUPPORT – our free monthly promotional magazine, 'Plan-it', provides you with a variety of different offers such as promotional discounts on major drinks brands in addition to 'point of sale' offers such as glassware or consumer promotional kits. It also includes regular business hints and tips designed to maximise the trading opportunity provided by these specific brand offers and gives you promotional ideas for forthcoming calendar events. Our drinks suppliers are keen to promote their brands and we work with them to develop promotional initiatives to give Enterprise retailers a real point of difference over the competition. We also operate, free of charge, an Enterprise Inns Promotions Club which allows participating retailers to take part in joint promotional activity alongside leading brands in order to drive additional footfall using discounted food promotions.

RATING SERVICES – we provide, free of charge, the services of a firm of independent Chartered Surveyors who specialise in providing advice on business rates. The service includes general advice in respect of rating returns and, where appropriate, conducting appeals against rating assessments.

TRAINING COURSES – we believe that the provision of quality training is paramount to the success of our retailers' businesses and we have developed an extensive range of training courses designed to have maximum business impact. All our courses are either accredited by the BII or developed by industry experts. They range from our award winning 5 day induction course, the Business Foundation Programme, to a series of one day workshops to help you hone skills in areas such as finance, wine retailing, marketing and selling skills. In addition, we offer free-of-charge, attendance at our Winning In A Local Market Area course ('WILMA'), an interactive 2 day programme which won the Supreme Award in the 2010 BII National Industry Training Awards for its innovation and effectiveness. Free attendance is also offered on our Food Retailing, Education and Development Course.