Mig hty LOCAL



QUICK REFERENCE GUIDE





A pub that links the LOCAL COMMUNITY....





Enjoying Every Day Value for Money.





Enjoying Entertainment & Events.





Watching & Playing Sport.

THIS IS US

A community local pub that exceeds consumer expectations for activities and drink led occasions.

A pub where differing ages from the local community feel comfortable; enjoying great value, friendly atmosphere and great service in the best pub surroundings within the vicinity.







WHAT SET'S US APART



To be a successful community pub, we believe you need to be better than your competitors.

Mighty locals aim to give customers within community pubs

"More of what customers want, less of what they don't"



OUR CONSUMERS

Mighty Locals are generally driven by drink sales, with the type of customers varying throughout the day/week.

Mon-Fri during the day locals enjoy friendly staff and conversation whilst drinking a pint.

"Mines a Pint"

Mon-Fri nights & weekend days attract a mixture of ages and sexes to take part in activities like quiz's, pub teams and televised sport.

"Sporting Pint"

Mon-Fri in the early evening locals enjoy a drink after work.

"Early Doors"

Weekend nights attract a mix crowd who socialise and enjoy musical entertainment "Night on the town"













OUR SERVICE

Staff focus on making each customer value their "LOCAL"

ALWAYS FRIENDLY





OUR DESIGN









We aim to go one step further than the competition with a great value pub offer that becomes a central hub of the community. The first choice for live sports and an unrivalled centre for entertainment and traditional pub games...

A GREAT PLACE TO BE.

Entertainment area with AV technology

A TV can be seen from all areas showing Sky & BT Sport.

Décor and furniture better than all local competitors.

Pub Game area. (Darts always, pool when sufficient room)











MIGHTY LOCAL QUICK REFERENCE GUIDE.indd 12

OUR FOOD

A drinks led offer, that focuses on providing a safe and clean environment for local customers.

The food range can range from great bar snacks, to a simple value food offer when appropriate and possible.







OUR DRINKS

Mighty Locals have a very simple product and pricing strategy:

Attract guests from competitors with externally advertised discount products. "Key Value Indicators" (KVI's)

Internally we promote trade ups.

We stock mainstream national brands of draught, bottled product, spirits & soft drinks priced competitively to the local market place.







OUR APPROACH

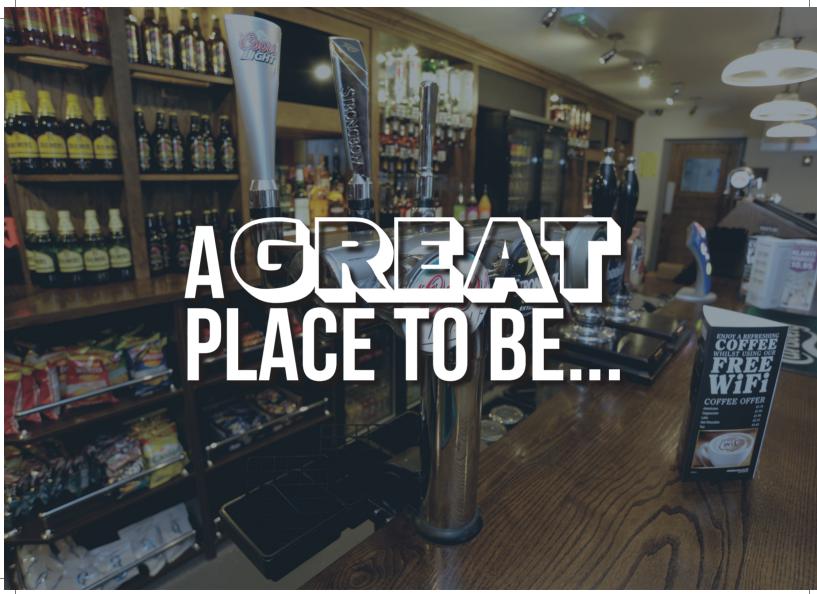
- Strong value messages always advertised externally
- Internal marketing promotes events and upsell/multi buys
- Stocking the nations favourite drinks brands
- Staff always look smart and wear Mighty Local uniform
- Staff are encouraged to build rapport with guests by introducing themselves or via name badge
- Only sport, sport news or national news programmes are shown on TV's
- Musical entertainment is provided every weekend
- Community, team and social events are conducted throughout the week











Meeting Family & Friends

Enjoying Entertainment

Receiving Great Value

Watching Live Sport

MIGHTY LOCAL QUICK REFERENCE GUIDE.indd 19

Mig hty LOCAL



QUICK REFERENCE GUIDE