

HOSPITALITY ESTABLISHMENT

London based bar and nightclub in Central London.

In 2019, the company required urgent support from BIG to assist them leasing a three floor bar and nightclub venue from one of the largest brewers and bar owners in the world. BIG researched the industry sector in order to provide a comprehensive business plan to help them plan, mobilise and win the business from several large competitors.

Our approach

Used lag and lead measures to analyse and forecast feature revenue for the potential bar.

Researched local competition, market and provided guidance on viability to ensure the owner was not committing to a bad investment.

Assisted owner with pitching and negotiating techniques to win the bid.

Before

- Pre 2019 turnover £0

After

- 2021 turnover £3m
- Recently acquired a second night club in London