



BUSINESS PLAN · INDIA

Bar / Microbrewery / Pub

Great beverages, food, ambience and experience - responsibly served

HOSPITALITY

AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES

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This document is confidential and prepared for planning purposes. All financial figures are illustrative model assumptions for an Indian MSME context and must be validated against live quotes, local rates and professional advice before any investment or borrowing decision.

1. Executive Summary

This plan sets out a **Bar / Microbrewery / Pub** in India — a licensed, beverage-led hospitality venue serving alcoholic & non-alcoholic beverages (and, in a microbrewery, brewing fresh craft beer on-site) alongside food, in a designed ambience with music & entertainment, for evening & weekend socialising. It earns very high beverage margins (especially on-site-brewed beer & cocktails) plus food, driven by ambience, footfall, spend-per-cover & weekend/evening peaks — a licence-heavy, high-capex, high-margin, ambience- & footfall-driven hospitality business.

India's urban nightlife & social-drinking-out culture is growing with young demographics, rising incomes, disposable spend & premiumisation (craft beer, cocktails, experiences). Bars, pubs & microbreweries earn very high beverage margins - a microbrewery's on-site beer is especially profitable - but the business is heavily licence- & excise-regulated (state liquor policy), high-capex (fit-out, brewing/bar equipment), ambience- & footfall-dependent & peak-concentrated. Success rests on location, licence, concept/ambience, beverage program, footfall/spend, entertainment & cost control.

This is a capital-intensive hospitality business — funded by promoter equity plus bank finance (term for fit-out/brewing/bar equipment + CC/OD for working capital; higher promoter equity given licence & regulatory risk). This plan models a microbrewery-pub requiring **₹2.2 crore** (₹90 lakh promoter + ₹1.3 crore bank finance), targeting **₹3.5 crore** revenue in Year 1 and **₹5.5 crore** by Year 3. (*Bar/microbrewery/pub; very high beverage margins, licence-heavy & high-capex, footfall/peak-driven.*)

2. Business Description, Vision & Legal Structure

Concept: A licensed, beverage-led pub/microbrewery with strong ambience, craft beer/cocktails, food, music & entertainment - a social evening & weekend destination.

Vision: To be a leading nightlife & craft destination in its city.

Mission: Deliver great beverages, food, ambience & experience - responsibly & consistently.

Legal structure options

- **Private Limited / LLP** — recommended (for licences, capex, finance & governance).
- **Partnership** — possible, but liquor licensing & scale favour a company.

Regulatory anchor: a bar/microbrewery is among the most heavily licensed businesses — **state liquor/excise licence** (bar & microbrewery/brewpub, per state policy; costly & regulated), FSSAI, fire NOC & safety, Shops & Establishments, GST, music/PPL & entertainment licence, health/trade licence, pollution/effluent (brewing), & strict age/hours/responsible-serving rules. Licence, location, concept/ambience, beverage program, footfall/spend, entertainment & cost/compliance control determine success; very high margins but licence-, capex- & regulation-heavy.

3. Promoter & Ownership

Led by a promoter with hospitality/nightlife/F&B experience & the capital & local relationships to secure licences. The team includes a bar/venue manager, brewmaster (microbrewery), bartenders, kitchen/chef, service, security & entertainment. Licence, concept/ambience, beverage program & responsible operations are the differentiators. Ownership & stakes are editable inputs.

4. Market Analysis — India

India's urban nightlife, pub & craft-beverage market is growing with young demographics, rising incomes, disposable spend, socialising & premiumisation (craft beer, cocktails, experiences). Microbreweries & premium pubs are expanding in metros & tier-1/2 cities where state policy permits. The market rewards location, licence, concept/ambience, beverage program, footfall/spend & entertainment; it is licence-/excise-, footfall- & peak-sensitive & competitive, met with concept, experience, program & responsible, compliant operations.

Demand drivers

- **Urban nightlife & socialising.**
- **Young demographics & disposable spend.**
- **Craft beer & cocktail** premiumisation.
- **Experiences & entertainment.**
- **Weekend/evening** peaks.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Nightlife/alcohol-serving in India	Large & growing
SAM	City/catchment (policy-permitting)	Substantial
SOM (Yr 1-3)	Covers & spend	Scaling

Target segments

- Young professionals & groups.
- Craft-beer & cocktail enthusiasts.
- Weekend & celebration crowds.
- Corporate & event bookings.

5. Competition & Competitive Advantage

Landscape: other bars, pubs, microbreweries, restaurants-with-bar & hotels. The venue competes on location, licence, concept/ambience, beverage program (craft/cocktails), food, entertainment & experience.

The venue's edge

- **Licence & location** (high barrier).
- **Concept, ambience & experience.**
- **Craft-beer/cocktail program.**
- **Food, music & entertainment.**
- **Responsible, consistent operations.**

6. Products & Revenue Model

Stream	Model	Basis
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On-site craft beer (microbrewery)	Very high margin (75–85%)	Core margin driver
Spirits, cocktails & wine	High margin (70–80%)	Beverage
Food	Margin (food cost ~30–35%)	Attach/dwell
Events, parties & corporate	Package (high value)	Peaks/off-peak fill
Cover / entry (events)	Fee	Entertainment nights

Beverages are the engine — on-site-brewed beer (75–85% margin) & cocktails/spirits (70–80%) drive very high blended margins; food supports dwell & attach. Footfall, spend-per-cover, beverage mix (esp. own-brew), weekend/evening peaks, events & cost/compliance control drive economics — the decisive bar/brewpub levers.

7. Go-to-Market — Marketing & Sales

- **Concept, ambience & social** (Instagram, influencers).
- **Craft/cocktail program & events** (music, quiz, themes).
- **Weekend & happy-hour** programming.
- **Corporate & celebration** bookings.
- **Reviews, loyalty & PR.**

Sales approach

Build a destination (concept, ambience, program, social) → drive footfall & spend (craft/cocktails, food, events) → peak on weekends/evenings/happy-hours → fill off-peak with events/corporate → retain via experience & loyalty. Very high beverage margins × footfall × spend, with cost/compliance discipline, build strong profit.

8. Operations Plan

- **Venue & setup:** well-located, designed venue; bar; microbrewery (brewhouse, tanks) if brewpub; kitchen; sound/entertainment; seating for target covers.
- **Process:** brew/stock beverages → service (bar/kitchen) → events/entertainment → billing/POS → responsible-serving & compliance → feedback.
- **Beverage & cost:** beverage program & pour control, brewing (QC/consistency), inventory & excise stock control, food cost.
- **Tech:** POS, inventory/pour & excise tracking, table/event management, CRM.
- **Compliance:** liquor/excise (stock & sales records), FSSAI, fire/safety, age/hours/responsible-serving, music/entertainment.

Bar/brewpub workflow

Stage	Activity	Metric
Stock/brew	Beverage/beer	Cost/consistency
Serve	Bar/kitchen	Spend/cover
Program	Events/music	Footfall/peaks

Bill	POS/pour control	Beverage mix
Comply	Excise/responsible	Compliance

9. Regulatory, Licences & Compliance (India)

- **Liquor & excise:** state bar & microbrewery/brewpub licence (per state policy); excise stock & sales records; age/hours/responsible-serving; dry-day rules.
- **Food & safety:** FSSAI; fire NOC & safety; health/trade licence; pollution/effluent (brewing).
- **Entertainment & premises:** music/PPL & entertainment/public-performance licence; Shops & Establishments; building/occupancy.
- **Business & tax:** Pvt Ltd/LLP; GST; PAN/TAN; labour/ESI/PF; security norms.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Venue manager & brewmaster	2	3	4
Bartenders & beverage	6	8	12
Kitchen & chef	7	9	12
Service, floor & entertainment	8	11	16
Security, admin & compliance	4	5	7
Total	27	36	51

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Licence & setup	Month 0-6	Liquor/excise licence, fit-out, brewery/bar, licences, launch
Ramp	Month 6-10	Footfall, program/events, beverage mix, reviews
Traction	Month 10-12	Spend-per-cover & margins; ₹3.5cr revenue
Optimise	Year 2	Own-brew mix, events, corporate, cost
Scale	Year 3	₹5.5cr revenue; second venue/brand

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context (licence/excise costs vary greatly by state), shown so the promoter can replace them with live rates. They are not projections of guaranteed results. Bar/microbrewery; very high beverage margins, licence-heavy & high-capex.

12.1 Project cost & means of finance

Capital requirement	₹
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Fit-out, interiors & ambience	80,00,000
Microbrewery & bar equipment	70,00,000
Liquor/excise licence, deposits & fees	35,00,000
Kitchen, launch & pre-operative	20,00,000
Working-capital margin (stock)	15,00,000
Total project cost	2,20,00,000
Promoter contribution	90,00,000
Bank finance (term + CC)	1,30,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Beverages (beer/cocktails/spirits)	2,45,00,000	3,20,00,000	3,85,00,000
Food	85,00,000	1,15,00,000	1,35,00,000
Events, cover & corporate	20,00,000	40,00,000	30,00,000
Total revenue	3,50,00,000	4,75,00,000	5,50,00,000
Beverage & food cost	1,05,00,000	1,40,00,000	1,62,00,000
Rent & utilities	48,00,000	54,00,000	60,00,000
Salaries & staff	55,00,000	70,00,000	88,00,000
Excise/licence renewal, marketing & overheads	70,00,000	90,00,000	1,02,00,000
Interest & other	16,00,000	18,00,000	18,00,000
Total expenses	2,94,00,000	3,72,00,000	4,30,00,000
Net profit (before tax)	56,00,000	1,03,00,000	1,20,00,000
Net margin	16.0%	21.7%	21.8%

12.3 Unit economics & break-even

- **Beverage margins:** own-brew beer (75–85%) & cocktails/spirits (70–80%) drive very high blended margins; food (~30–35% cost) supports dwell & attach.
- **Footfall & spend:** spend-per-cover × footfall, concentrated in weekend/evening peaks; events fill off-peak; pour control protects margin.
- **Break-even:** at a footfall/spend threshold covering high fixed costs (rent, staff, excise/licence, interest); above it, high beverage margins make it very profitable — but the fixed & licence base is heavy.

12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	15,00,000	14,00,000	14,20,000	15,00,000
Collections	72,00,000	82,00,000	92,00,000	1,04,00,000

Beverage/food, rent, staff, excise & operating	73,00,000	81,80,000	91,20,000	1,02,60,000
Closing balance	14,00,000	14,20,000	15,00,000	16,40,000

Bar collections are immediate cash/UPI/card (very favourable); beverage stock (excise) & staff are heavy outflows; excise/licence fees are large fixed costs. High beverage margins, footfall/spend, pour/excise control, CC limit & the WC margin manage cash; licence/excise cost, footfall risk & compliance are the key exposures.

12.5 Key Performance Indicators to Monitor

- **Sales:** covers; spend-per-cover; beverage mix (own-brew %); weekend/peak share.
- **Margin:** beverage margin; pour cost; food cost %; blended margin.
- **Ops:** brewing consistency/QC; wastage; table turns.
- **Compliance:** excise records; responsible-serving; incidents.

13. Funding Requirement & Bankability

Total ask: **₹1.3 crore bank finance** against ₹90 lakh promoter contribution (higher equity given licence/regulatory risk) — term loan for fit-out/brewing/bar equipment + CC for working capital (beverage stock). Bankability rests on the licence (a high barrier & asset), very high beverage margins, footfall/spend & compliance; Year-1 profit ~₹56 lakh & strong margins support servicing. High margins & fast cash cycle aid repayment; licence/excise cost & regulatory risk are the watch-items — lenders weigh promoter equity & track record heavily.

13.1 Funding utilisation

Use of funds	₹	% of total
Fit-out, interiors & ambience	80,00,000	36.4%
Microbrewery & bar equipment	70,00,000	31.8%
Liquor/excise licence, deposits & fees	35,00,000	15.9%
Kitchen, launch & pre-operative	20,00,000	9.1%
Working-capital margin (stock)	15,00,000	6.8%
Total	2,20,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Licence/excise cost & policy change	Diligence state policy; compliance; strong promoter equity; renewal planning
High fixed costs & footfall risk	Concept/program; events; weekend/peak & corporate fill; cost discipline
Compliance (age/hours/responsible)	Strict SOPs; trained staff; excise records; audits
Brewing consistency (microbrewery)	Brewmaster; QC; recipe & process control
Competition & nightlife cycles	Concept, ambience, program, experience & loyalty

15. SWOT Analysis

Strengths Very high beverage margins (esp. own-brew); licence as barrier; strong cash cycle; experience/ambience; high net margins.	Weaknesses Licence-/excise-heavy & policy-risk; high capex & fixed costs; footfall/peak-dependent; compliance-intensive.
Opportunities Craft/premiumisation; events/corporate; own-brew mix; second venue/brand; experiences.	Threats Policy/excise changes & dry-day rules; competition & new supply; cost inflation; nightlife/discretionary cycles.

16. Recommended AiSevak Tools for This Business

This bar/microbrewery would use AiSevak's Hospitality vertical tools in delivery:

- **Bar ops:** POS, pour/beverage-inventory & excise-stock tracking, table/event-management and CRM/loyalty tools.
- **Compliance:** liquor/excise-licence & records, FSSAI, fire/safety, music/entertainment and GST/labour tools (with Legal & Finance verticals).
- **Practice:** Business Plan, beverage-margin/spend-per-cover and Break-even tools to model the venue.

17. Key Assumptions & Notes

- Bar/microbrewery/pub; beverage-led (own-brew 75–85%, cocktails/spirits 70–80% margin) + food + events; footfall/peak-driven.
- Among the most licence-/excise-regulated & high-capex hospitality formats; licence is a barrier & asset; policy/regulatory risk material.
- Higher promoter equity; term + CC finance; state liquor/excise + FSSAI/fire/music/entertainment + GST/labour compliance.
- Beverage margins × footfall × spend, with cost/compliance discipline, drive strong economics; figures illustrative (licence costs vary by state), exclude GST.

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Every tool referenced in this plan is available on aisevak.in. Open the [Hospitality toolkit](https://aisevak.in/verticals/hospitality) to browse and use them all at <https://aisevak.in/verticals/hospitality> — or go straight to any specific tool at <https://aisevak.in/service/<tool-name>>. No signup needed to explore; each tool guides you step by step.

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