



DRINKS AND DREAMS

Consultancy Plan

SAMPLE

PROCESS

Understanding the
needs and all the
players involved



Develop the idea.
Action Plan.

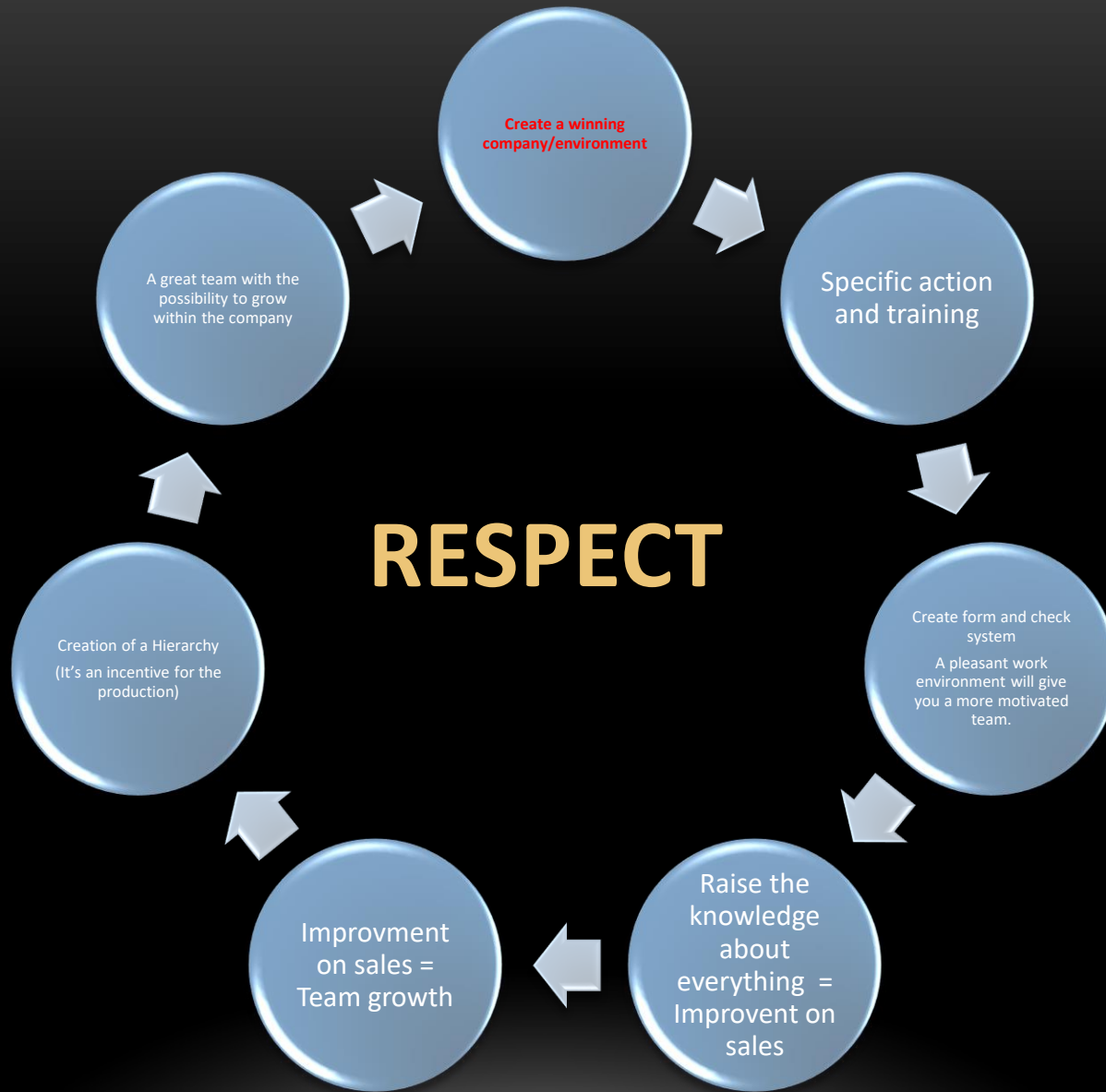


Explain the whole
project

- What we want to
achieve
- What we need from
each individual

- How to

- Tools



TIMELINE

4 weeks

Targeted the problems, creation of a plan. Creation bond with the team.

8 Week

Have already a stable team with one direction. Full understanding of the new core value and its happy to be on board.

6mo.

- Complete Market Research on competitors

- Cooperation with Brands.

- Basic training completed.

12/18 mo.

- Bar stable with an enthusiastic team
- 2 New Menus launched
- Solid base for the future.

6 weeks

- SOP.
- Consistency, more responsible team.

Evaluation of the situation complete

12 weeks

- Launch of the new menu.
- Exclusive cooperation with brands
- Team evaluation

8/12 mo.

- Realization of the Marketing Plan: Solid placement of the bar.

KEY POINT

Besides all the operations described the focus will be:

This is just an example of building a consultancy.

Each case is different and need to be customised according to
your specific needs.

Fundamental is understand that every step require time.

Nothing can happen from night to day and believe that can perfectly
work.

Patience is important to guarantee a bright future
for you and your company.

Lorenzo

Rocci