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BOSS THE BAR!

PLAN YOUR PUB PROPRIETORSHIP!

STEP 1
Independent local bar or franchise? If you are new to it, franchises can seem appealing for the support and training, but you lose a lot of say over the decisions in your business. Consider the sustainability of the bar and its style for the area you're in as customer behaviour in Johannesburg is changing. People don't want to drive across town to the new "in" place. They've heard jail is very "in" too, thanks to zero-alcohol limits. And this is a good thing for the local bar.

STEP 2
Set aside a good budget for operational cash flow after the purchase, for marketing and for promoting events: just putting up a sign that says "under new management" is not going to cut it. "If you build it", or renovate it, they don't always just come!

STEP 3
Get a good point of sale and stock control system and put the right procedures in from the start. It's the key to your livelihood and making money. Have the provider come and retrain you from time to time. Same goes for a professional labour consultant. Call me for referrals to the right contacts for liquor and business licensing. And hire an accountant!

STEP 4
Establish links with suppliers and their reps. Have booze alternatives in the area, which includes competitors, you may need each other in emergencies! Work closely with distributors but don't be dictated to. When we took over the Colony we were refused a Guinness tap, so we imported and installed our own, now our pint is the cheapest and best!

The Bar Owner

THE COLONY ARMS' OWEN MURPHY ON DOP AND DOSH!

Do you have a drinking problem? I used to... It was quite problematic getting drinks in Joburg after 2am, when all the usual suspects had closed. But now I have a magical "any time of the night" key, so now it's dead easy! Your bar is up and running, you're making some cash and things are ticking over. What's next? Maintain it. There's always something to do, so save bucks for expansion and improvements. Strive to be better, like all

humble doormen really saves you a lot of kak in the end. Is owning a bar like it is in the movies? Y'know, being a shoulder to cry on when your regular cheats on his wife? Jo'burg okes don't sit at the bar and cry... They pint! We have our fair share of dronkverdriet, but it's more about good times, friendships and memories. What do you do between 9am and 5pm? What's your day-to-day schedule like? Orders, packing, stock take, shift lists,

“ JO'BURG OKES DON'T SIT AT THE BAR AND CRY. THEY PINT!”

our TVs are now cabled for Full HD sport. At the Colony Arms we say: "A little every day!". A deck, big screen projector outside, it's all in the pipeline. How much do bars have to rely on their regular customers? They all bring something and are all important, because a good bar needs dynamics. You get different types: everyday after-work sociables, people that may come every Friday, or the guy up from Cape Town every second week. What sort of crap do you have to put up with as a bar owner? Ugly drunks! And there is always that one doos who believes it's all about him, at anyone's expense. Having friendly,

repairs and maintenance, marketing campaigns, weekly function planning, corporate catering, staff training, meetings, beer tasting, promotions. It takes a crapload more than just partying to run a pub, trust me! Is there money to be made in owning a bar? Sure, but I would never recommend you retire into it, the classic dream! If you have an inkling to, get into it now. It's hard work and you can forget sleep; you want to enjoy your retirement, not work 18 hours a day!

Call Owen at The Colony Arms on 011 447 6646

