

Pubs diversify to survive



View video clip: <http://news.bbc.co.uk/1/hi/england/7834651.stm>

Questions

What is meant by the term “diversification”?

Explain why the new owner of the business featured was keen to develop “new revenue streams”

Identify three ways in which a pub might be able to exercise “good cost control”

You are the owner of a Punch Taverns pub. Briefly describe a strategy you could implement that would increase the amount a pub visitor spends each time he or she visits the business