

# IRISH PUBS GLOBAL

GATHERING EVENT

# Taking The Outside View

The Benefit Of An  
Independent Perspective

# Insights

- **FACT:** People tend to feed their pets twice a day
- **OBSERVATION:** They tend to feed them at breakfast and at dinner time
- **INSIGHT:** People do this because they feel guilty eating in front of their pets

# Business & Customer Insights

- The Key To Creating A Destination Pub Is In Having A Clear Insight To Your Pub Business And A Clear Insight To Your Customer

# Resources

- Internal (usually free)
  - Employees
  - Customers
  - Vendors/Suppliers



# Resources

- Internal (usually free)
  - Employees
  - Customers
  - Vendors/Suppliers
- External (usually paid)
  - Advisors/Consultants
    - Inventory Management
    - Culinary
    - Human Resource
    - Financial Management
    - Marketing/Social Media

# The Independent Perspective Benefit

- It's not just your opinion
- It's consistently fresh
- It makes you look at your business differently
- It forces you to acknowledge things that you might otherwise dismiss as irrelevant
- It doesn't let you stand still
- It provides great insight

Thank You