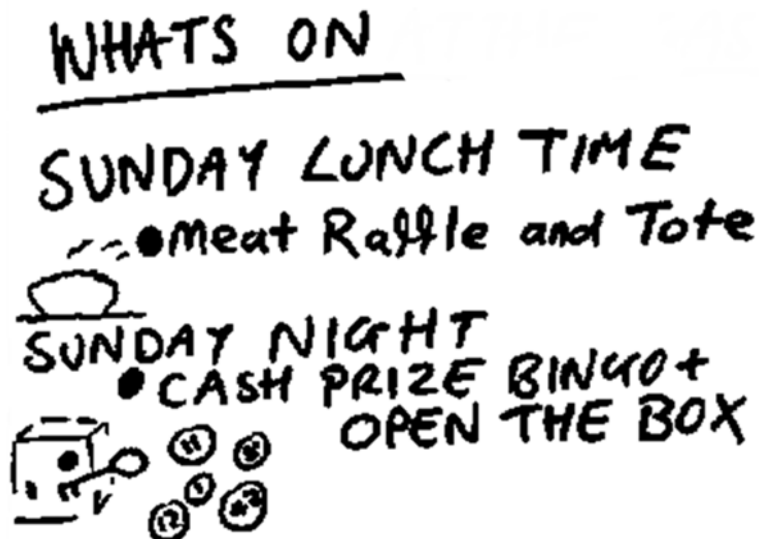


Social Club Scenario

Background

- A social club has been running for about 30 years at its current site in Middleborough Road, Coundon, Coventry is seeking your help
- The club currently has about 500 members who pay £6 each £3 for OAPs and membership runs from April to April
- The club is open: 4-11pm Mon, Wed, Thurs; 12-11pm Tues, Fri; 12-3pm & 7-11pm Sat, Sun
- It sells a range of drinks (alcoholic and non alcoholic) and bar snacks
- The club has 3 rooms:
 - The main bar area has 2 pool tables, a jukebox, several TVs and projector showing sky and BT sports
 - A concert hall with a stage, built in discothèque, projector and large screen. This is available to hire for private parties of up to 150 people.
 - A smaller side room which suits a maximum of 30 people. This can be hired for smaller meetings and functions.
- For private functions the club provides a catering service.
- The first Friday lunchtime of every month is "member's lunch" where the club offers a 3 course luncheon to members for £10pp. It also offers other luncheons throughout the year for special celebration days including Mothering Sunday, Easter Sunday,
- The club has two entertainment nights a week for the members: Sundays is Bingo with "open the box" and Fri is a family disco with karaoke
- Other adhoc members evenings are offered throughout the year for key celebration days (e.g. ST Patricks Day, ST Georges Day, Bonfire Night, New Years Eve)
- The club promotes events by displaying a poster on the wall (see example document) however no external advertising takes place other than an advert in the local paper for Bonfire Night.
- They have no online presence in any form at the moment
- The club also has four sports teams which operate from the club (darts, dominos, pool and golf)

Example Document: Example Advertising Material



Example Document: Sample Catering Menu

Menu 1

Freshly Made Assorted Sandwiches and Rolls
 Filled with hand Carved Ham, Roast Turkey, Mature Cheddar and Free Range Egg Mayonnaise
 Lincolnshire Sausage Rolls
 Authentic Vegetable Samosas
 Chicken Bites
 Mini Pizza
 Cheese And Onion Quiche
 Mixed Salad
 Crisps/Nibbles

£6.50 Per Person

Menu 2

Freshly Made Assorted Sandwiches and Rolls
 Filled with hand Carved Ham, Roast Turkey, Mature Cheddar and Roast Beef other fillings available on request
 Lincolnshire Sausage Rolls
 Authentic Vegetable Samosas
 Breaded Chicken Drumsticks
 Cheese And Onion Quiche
 Baked Jacket Potato
 Grated Cheese
 Home made Coleslaw
 Mixed Salad
 Crisps/Nibbles

£7.50 Per Person

Hot Buffet Menu 3

Choose any Hot Dish From Selection With Jacket Potato, Coleslaw & Salad
 Chicken Tikka Balti
 Chilli Con Carne
 Baked Lasagne
 Pork & Stuffing Batches
 Sweet & Sour Chicken
 Beef Stew
 Thai Green Curry
 Mushroom Stroganoff
 Bacon & Sausage Rolls

 Strawberry Gateau

£6.25 Per Person

Hot Buffet Menu 4

Choose 3 from list below
 Chicken Tikka Balti
 Chilli Con Carne
 Baked Lasagne
 Pork & Stuffing Batches
 Sweet & Sour Chicken
 Beef Stew
 Thai Green Curry
 Mushroom Stroganoff
 Bacon & Sausage Rolls
 All served with Rice and/or Jacket Potatoes

 Selection of Gateau with fresh cream

£8.50 Per Person

