

FINANCIAL & COMMERCIAL MASTERY — MODULE 8

Revenue Growth Action Plan

Three strategies to grow revenue across the three levers.

Name:

Date:

Increase Average Spend Per Guest

STRATEGY

SPECIFIC ACTIONS

PROJECTED IMPACT (£ PER MONTH)

TIMELINE TO IMPLEMENT

Increase Frequency of Visit

STRATEGY

SPECIFIC ACTIONS

PROJECTED IMPACT (£ PER MONTH)

TIMELINE TO IMPLEMENT

Increase Guest Base

STRATEGY

SPECIFIC ACTIONS

PROJECTED IMPACT (£ PER MONTH)

TIMELINE TO IMPLEMENT

12-Month Revenue Projection

Month	Current Run Rate	Strategy 1 Impact	Strategy 2 Impact	Strategy 3 Impact	Projected Total