

Raskys – Business Plan

Company Overview

Raskys is a premium cocktail, wine, music and social venue concept designed to deliver memorable hospitality experiences through quality drinks, warm service, live entertainment and strong brand identity.

The original concept is based around a Brighton-style coastal location, but the long-term vision is not limited to one city. Raskys is designed as a flexible hospitality brand that could operate in the right high-footfall, coastal, leisure or nightlife destination.

The venue will initially focus on cocktails, wine, events and social experiences, with future potential to expand into a larger entertainment-led venue including a restaurant, multiple bars, live music stages, rooftop space, bowling, casino-style entertainment and private event areas.

Raskys will target a broad but clearly defined audience, including young professionals, local residents, tourists, students, music lovers, hospitality consumers and groups looking for a memorable night out.

The core idea is simple:

Raskys is not just somewhere to drink. It is somewhere people go to connect, celebrate and remember.

Mission Statement

To create a hospitality brand that combines premium drinks, live music, great service, strong atmosphere and community-led events into a memorable social experience.

Raskys aims to become a destination venue recognised for:

- Quality cocktails and drinks
 - Warm and personal customer service
 - Live music and entertainment
 - Seasonal menus
 - Social energy
 - Strong brand identity
 - A welcoming and memorable atmosphere
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The Raskys Concept

Raskys will offer a carefully designed venue experience built around comfort, energy and quality.

The concept includes:

- Signature cocktails
- Carefully selected wines
- Seasonal drinks menus
- Live music nights
- DJ sets and themed events
- Cocktail tastings

- Mixology classes
- Charity events
- Community nights
- Private hire opportunities
- Social seating designed to encourage conversation

The venue will be designed to feel premium without becoming cold or unapproachable. The goal is to create a place that feels exciting, social and stylish, while still being warm, relaxed and welcoming.

Target Market

Raskys will appeal to several key customer groups:

Young Professionals

Customers looking for a stylish venue for after-work drinks, dates, celebrations and social evenings.

Local Residents

Repeat customers who want a reliable, high-quality local venue with personality.

Tourists

Visitors looking for a distinctive hospitality experience in a lively location.

Students and Younger Guests

Customers are attracted by events, discounts, music, social media presence and affordable premium drinks.

Music and Events Audiences

Guests who attend because of live music, DJs, themed nights, tastings and community events.

Customer Experience

The success of Raskys will depend on more than drinks alone.

The venue will focus on creating an experience through:

- Friendly and knowledgeable staff
- Personalised recommendations
- Efficient service
- Strong product knowledge
- Well-designed interiors
- High-quality cocktails
- Music and entertainment
- Seasonal events
- Memorable interactions
- Atmosphere that encourages guests to stay longer

The objective is to build loyalty by making guests feel welcomed, valued and remembered.

Marketing Strategy

Raskys will use a modern, digital-first marketing strategy supported by strong local visibility.

Venue Visibility

The venue will use attractive signage, strong window presence and a recognisable brand identity to draw in passing trade.

Printed Marketing

Business cards, cocktail menus, event flyers and promotional materials will be designed to reflect the premium Raskys identity.

Social Media

Raskys will maintain an active presence across:

- Instagram
- TikTok
- Facebook
- YouTube

Content will include:

- Cocktail videos
- Menu launches
- Live music clips
- Behind-the-scenes content
- Event promotions
- Customer experience content
- Staff and venue personality

- Seasonal campaigns

Influencers and Local Partnerships

Raskys will collaborate with local influencers, musicians, event promoters and nearby businesses to increase visibility and build credibility.

In-Person Events

Events will be central to the marketing strategy.

Potential events include:

- Mixology classes
- Themed cocktail nights
- Happy hours
- Live music evenings
- Charity events
- Seasonal tastings
- Student nights
- Private celebrations

These events will help build word-of-mouth marketing and increase repeat visits.

Competitive Analysis

Raskys will operate in a competitive hospitality market with many established bars, pubs and nightlife venues.

However, Raskys will differentiate itself through a combination of:

Strong Brand Identity

A clear, memorable brand that feels more distinctive than a generic bar.

Quality Drinks at Accessible Prices

Premium cocktails and wine without making the venue feel inaccessible.

Personal Customer Service

Staff will be trained to engage with customers, recommend drinks and create memorable guest interactions.

Live Entertainment

Music, events and social experiences will give customers reasons to return beyond the drinks menu.

Community Focus

Raskys will aim to become a social hub, not just a transactional venue.

Scalable Vision

The long-term concept has potential to grow into a larger entertainment and hospitality destination.

Signature Cocktail Menu

Raskys will use a signature cocktail menu to create brand personality and give customers drinks they associate specifically with the venue.

Rasky Maria

A bold twist on a Bloody Mary.

Ingredients: Vodka, tomato juice, fresh lime juice, roasted red pepper puree, Worcestershire sauce and hot sauce.

Garnish: Celery stick and jalapeño slice.

Price: £7.99 or 2 for £12.99.

Raskarita

A mango-led twist on a Margarita.

Ingredients: Silver tequila, orange liqueur, fresh lime juice, fresh mango puree and optional agave syrup.

Garnish: Lime wheel and salted rim.

Price: £7.99 or 2 for £12.99.

Ye Old Rask

A Raskys take on an Old Fashioned.

Ingredients: Bourbon or rye whiskey, sugar cube, Angostura bitters and a splash of water or soda.

Garnish: Orange peel and maraschino cherry.

Price: £6.99 or 2 for £10.99.

Pina Raskalada

A lighter tropical drink inspired by a Piña Colada.

Ingredients: Coconut rum, pineapple juice, fresh lime juice and club soda.

Garnish: Pineapple wedge and fresh mint.

Price: £7.99 or 2 for £12.99.

Rasky Rosé

A light sparkling rosé cocktail.

Ingredients: Rosé wine, fresh grapefruit juice and soda water.

Garnish: Grapefruit slice and mint.

Price: £5.99 or 2 for £9.99.

Rasky Refresh

A crisp cucumber and lime cocktail.

Ingredients: Cucumber-infused vodka, fresh lime juice and tonic water.

Garnish: Cucumber ribbons and lime wedges.

Price: £5.99 or 2 for £9.99.

Raskberry Delight

A raspberry and gin cocktail with a refreshing finish.

Ingredients: Raspberry liqueur, gin, fresh lemon juice and soda water.

Garnish: Fresh raspberries.

Price: £7.99 or 2 for £12.99.

Raskito Twist

A mojito-inspired elderflower cocktail.

Ingredients: White rum, elderflower liqueur, fresh lime juice, mint leaves and soda water.

Garnish: Fresh mint.

Price: £6.99 or 2 for £11.99.

Tequila Sunrask

A Raskys version of a Tequila Sunrise.

Ingredients: Tequila, orange juice and grenadine.

Garnish: Orange slice and cherry.

Price: £5.99 or 2 for £9.99.

Tropical Raskcooler

A tropical coconut, pineapple and cranberry cocktail.

Ingredients: Coconut rum, pineapple juice and cranberry juice.

Garnish: Pineapple wedge and cherry.

Price: £6.99 or 2 for £11.99.

Rasky Sparkler

A light prosecco and elderflower cocktail.

Ingredients: Prosecco, elderflower cordial and fresh lemon juice.

Garnish: Edible flowers.

Price: £4.99 or 2 for £9.99.

Raskys Garden Elixir

A fresh gin, basil and lemon cocktail.

Ingredients: Gin, basil syrup, fresh lemon juice and soda water.

Garnish: Fresh basil.

Price: £5.99 or 2 for £9.99.

Charming Rask

A premium champagne and raspberry cocktail.

Ingredients: Champagne, raspberry liqueur and fresh lemon juice.

Garnish: Fresh berries.

Price: £8.99 or 2 for £14.99.

Discounts and Promotions

Raskys will offer selected discounts to support regular visits and community engagement.

Planned discounts include:

- Student Discount: 10%
- NHS Discount: 10%
- Blue Light Card Discount: 15%

Raskys may also run customer engagement campaigns such as:

Have a cocktail idea for us?

Customers can submit cocktail ideas, with the winning idea receiving cocktail credit.

Example campaign:

- Submit cocktail idea by email
 - Winning idea receives £250 cocktail credit
 - Winning cocktail may be featured on the menu
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Ingredient and Stock Cost Estimates

Estimated ingredient costs are based on budget supermarket pricing in England and should be treated as early planning estimates.

Estimated total initial ingredient cost:

Approximately £165.40

This includes alcohol, juices, mixers, garnishes and supporting cocktail ingredients.

Example alcohol costs:

- Vodka: £15.00
- Silver tequila: £18.00
- Bourbon or rye whiskey: £18.00
- Coconut rum: £12.00
- Rosé wine: £8.00
- Raspberry liqueur: £12.00
- Gin: £15.00
- White rum: £10.00
- Prosecco: £10.00
- Champagne: £20.00
- Orange liqueur: £10.00

Example non-alcoholic ingredient costs:

- Tomato juice: £1.00
- Lime juice: £1.00
- Pineapple juice: £1.50
- Grapefruit juice: £2.00

- Cranberry juice: £1.50
- Soda water: £0.50
- Tonic water: £1.00
- Lemon juice: £1.00

Example garnish costs:

- Celery sticks: £0.60
 - Jalapeño slices: £1.00
 - Lime wheel: £0.70
 - Maraschino cherries: £2.00
 - Fresh mint: £1.00
 - Fresh raspberries: £2.50
 - Edible flowers: £3.00
 - Fresh berries: £3.00
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Estimated Cocktail Profitability

The early cocktail cost model estimates ingredient costs between approximately £1.00 and £3.00 per cocktail depending on the drink.

Estimated ingredient cost examples:

- Rasky Maria: £2.50
- Raskarita: £2.50
- Ye Old Rask: £2.00
- Pina Raskalada: £2.50
- Rasky Rosé: £1.50
- Rasky Refresh: £1.50

- Raskberry Delight: £2.50
- Raskito Twist: £2.00
- Tequila Sunrask: £1.50
- Tropical Raskcooler: £2.00
- Rasky Sparkler: £1.00
- Raskys Garden Elixir: £1.50
- Charming Rask: £3.00

Estimated profit model:

Single Sales

Estimated average profit per cocktail:

£4.49 – £5.99

Estimated profit from 100 single cocktail sales:

Approximately £6,431

Two-for Sales

Estimated average profit per two-for sale:

£6.99 – £8.99

Estimated profit from 100 two-for sales:

Approximately £8,486

These figures are early estimates and would need to be refined using confirmed supplier pricing, wastage, VAT, labour, rent, utilities and operating costs.

Equipment and Setup Costs

Initial equipment requirements will include bar tools, refrigeration, cleaning equipment, ice management and blending equipment.

Mixing and Measuring Tools

Estimated cost:

£63 – £130

Includes:

- Boston shaker
- Cobbler shaker
- Fine mesh strainer
- Hawthorne strainer
- Jigger
- Long bar spoon

Preparation and Ice Management

Estimated cost:

£1,045 – £3,100

Includes:

- Mixing glass
- Muddler
- Ice scoop

- Insulated ice bucket
- Commercial ice maker

Cleaning and Serving Equipment

Estimated cost:

£1,700 – £5,000

Includes:

- Bar sink
- Commercial dishwasher
- Under-counter bar fridge

Advanced Blending Tools

Estimated cost:

£100 – £500

Includes:

- Commercial blender

Total Estimated Equipment Cost

£2,908 – £9,230

Licensing and Regulatory Costs

Estimated licensing and compliance costs include:

Liquor Licence

Estimated cost:

£1,000 – £2,500

Health Permits and Food Safety

Estimated costs:

- Staff certification: £100 – £150 per employee
- Health inspection fees: £200 – £500

Business Licence

Estimated cost:

£150 – £300

Fire Safety

Estimated cost:

£200 – £500

Music Licensing

Estimated cost:

£200 – £1,000

Total Estimated Licensing and Regulatory Cost

£2,050 – £4,950

excluding staff certification variations.

Overall Estimated Startup Costs

Estimated equipment total:

£2,908 – £9,230

Estimated licensing total:

£2,050 – £4,950

Estimated combined total:

£4,958 – £14,180

These figures represent early equipment and licensing estimates only. They do not include full lease costs, refurbishment, staffing, utilities, insurance, stock depth, professional fees, marketing launch budget or contingency.

Staff and Service Philosophy

Raskys will prioritise fair staff treatment, training and team culture.

The business philosophy is that excellent customer service begins with a motivated and respected team.

Staff will be trained to:

- Deliver confident service
- Recommend cocktails and wines
- Maintain responsible alcohol service
- Support events
- Build relationships with guests
- Maintain standards during busy periods

A strong team culture will help create a venue atmosphere that feels genuine, consistent and memorable.

Events and Community

Events will be a key part of the Raskys identity.

Potential event formats include:

- Live music nights
- Acoustic sessions
- DJ sets
- Cocktail masterclasses
- Seasonal tastings
- Student nights
- Charity events
- Local artist showcases
- Private hire events
- Themed cocktail nights
- Community meetups

These events will support both revenue and brand recognition.

Growth Strategy

Phase 1 – Launch

Open the first Raskys venue with a strong focus on drinks, service, branding and events.

Phase 2 – Brand Recognition

Develop a loyal customer base through events, social media, community partnerships and consistent service.

Phase 3 – Expanded Venue Concept

Develop the wider Raskys venue model including restaurant space, music stages, rooftop hospitality, leisure areas and premium nightlife concepts.

Phase 4 – Multi-Location Potential

If the first venue proves successful, explore further sites in suitable locations.

Raskys is designed as a brand that could scale.

Investment Opportunity

Raskys offers investors the opportunity to support a hospitality brand with strong potential across drinks, entertainment, music, community and destination experiences.

The concept is attractive because it combines several strong hospitality revenue streams:

- Drinks
- Food
- Events
- Private hire
- Live entertainment
- Seasonal menus
- Brand partnerships
- Future leisure and entertainment opportunities

Investment would support:

- Venue setup
- Equipment
- Licensing
- Interior design
- Launch marketing
- Staffing
- Events programming
- Brand development
- Future expansion planning

Raskys is not intended to be another generic bar. The aim is to create a recognisable hospitality brand with long-term growth potential.

Why Raskys Can Succeed

Raskys is built around several important strengths:

Clear Brand Identity

A distinctive name and concept that can be developed into a recognisable hospitality brand.

Experience-Led Offering

A focus on memorable visits rather than simple drink sales.

Strong Customer Service

Hospitality that encourages loyalty and repeat business.

Music and Entertainment

A built-in reason for customers to return regularly.

Flexible Venue Model

The concept can begin as a cocktail and wine venue, then grow into a larger entertainment destination.

Community Connection

Events, music and customer interaction can help create a loyal local following.

Scalable Vision

The brand is not limited to one site or format.

Conclusion

Raskys is a hospitality concept built around experience, quality, music, service and community.

The brand begins with cocktails, wine, events and atmosphere, but the long-term vision is significantly broader: a destination venue that combines restaurant hospitality, bars, live music, leisure, nightlife and social experiences under one recognisable identity.

With the right location, team, investment and execution, Raskys has the potential to become a distinctive hospitality brand that customers remember, recommend and return to.

The purpose of Raskys is clear:

To create experiences people remember.