

Case Study: Strategic Growth Positioning for a Sports Bar Preparing for Sale

Client Overview

An established sports bar in Palm Beach County with a 4-year operating history engaged General Media Consulting Company with a clear goal: prepare the business for a successful exit within 24–36 months by increasing revenues by at least 15% annually and documenting healthy, scalable growth on paper. The sports bar featured a full liquor, beer, and wine license and a simplified food menu, but was facing mounting food costs, staff retention challenges, and dwindling cash reserves.

Client Goals

- Increase annual revenue by 15%+ within 12–24 months
- Stabilize and reduce food and labor costs
- Build a clear, transferable operations system
- Improve perceived and actual value for future sale
- Develop a documented growth story to present to potential buyers

Challenges Identified

- Rising food costs pressuring profit margins
- Difficulty attracting and retaining qualified staff
- Declining cash reserves inhibiting reinvestment
- Lack of clear SOPs (standard operating procedures)
- Inconsistent digital presence and community engagement
- No strategic buyer positioning or sales narrative

Our Approach

Financial Diagnostics & Margin Management

- Conducted a 3-year financial audit and profitability analysis
- Recommended strategic menu adjustments to maximize high-margin items
- Partnered with local food suppliers to negotiate better pricing and secure consistent inventory
- Introduced portion control and waste tracking systems

Staff Optimization and Retention Strategy

- Developed a leaner labor model with cross-trained staff
- Launched an in-house referral hiring program with bonuses
- Implemented performance-based incentives and shift flexibility to retain key employees

Brand & Experience Enhancement

- Upgraded sports viewing experience with affordable AV enhancements
- Created weekly theme nights (e.g., “Trivia & Tacos Tuesdays”, “Game Day Gridiron Specials”)
- Introduced local tap takeovers and limited-release drink specials to boost repeat traffic

Digital & Local Marketing Activation

- Refreshed branding, photography, and social media presence

- Built a data-driven email and SMS list using in-store promos and digital forms
- Leveraged hyperlocal SEO and review management
- Created a monthly “Community Sports Report” shared via newsletter and blog

Growth Documentation & Exit Strategy

- Built a comprehensive digital operations manual and staff onboarding kit
- Created investor-ready reports: 12-month rolling profit/loss trends, KPI dashboards, and customer growth metrics
- Identified key growth levers to present to brokers or potential buyers

Results (Within 12 Months)

Metric	Before	After 12 Months
Monthly Revenue	\$58,000	\$68,900 (+18.8%)
Food Cost %	39%	34%
Labor Turnover (Annual)	85%	38%
Online Reviews (Google/Yelp)	3.7 stars	4.4 stars
Social Followers	1,250	4,100
Email List	N/A	2,800 subscribers

Conclusion

General Media Consulting helped the owner reclaim control of business operations, grow revenue despite macroeconomic headwinds, and package the business for a premium sale. With key systems in place and documented growth trends, the bar is now positioned to attract serious buyers and command top market value within the client’s 2–3 year exit timeline.

Services Delivered:

- Strategic Planning & Financial Analysis
- Menu Engineering & Vendor Negotiation
- Workforce Development & Retention Strategy
- Branding & Local Marketing
- Exit Positioning & Buyer Readiness Package

Ready to position your business for growth or exit? Let General Media Consulting build your roadmap.