Business Plan: MacRae's Black Terrier Pub

1. Executive Summary

The Black Terrier Pub will be a Scottish-themed public house and entertainment venue located on Main Street in downtown Crisfield, Maryland, one block from the City Pier. The pub combines traditional Highland hospitality with a robust weekly entertainment schedule.

Rather than operating as a full-service restaurant, The Black Terrier will focus on premium beverages, entertainment, and a carefully selected menu of Scottish-inspired pub snacks and small plates.

This model minimizes kitchen overhead while maximizing profitability through beverage sales, entertainment events, and tourism traffic.

By operating without a full commercial kitchen, The Black Terrier Pub focuses on what drives nightlife profitability: high-margin draft beers, an extensive Scotch whisky selection, and consistent entertainment. To complement the beverages, the pub offers a curated menu of easily prepped, authentic Scottish bites. Our goal is to be Crisfield's premier destination for sports, live music, karaoke, trivia nights, and community gathering.

2. Company Overview

- **Mission Statement:** To provide a warm, lively, and authentic pub experience centered around great drinks, spirited entertainment, and traditional Scottish snacks.
- **Concept & Atmosphere:** A cozy, authentic Scottish pub environment featuring dark wood paneling, exposed brick, brass fixtures, and a prominent oak bar. It operates as a traditional "wet-led" pub (where drinks are the primary focus), ideal for socializing, watching sports, and enjoying local nightlife.
- **Location:** West Main Street, downtown Crisfield, MD. The proximity to Somers Cove Marina and the City Dock ensures heavy foot traffic from seasonal boaters, tourists, and locals.

Business Concept

The Black Terrier Pub will feature:

- Traditional Scottish pub décor
- Comfortable gathering spaces
- Large wooden bar
- 15–20 big-screen televisions
- Extensive Scotch whisky selection
- Maryland craft beer offerings
- Live music every Saturday night
- Karaoke every Friday night
- Team Trivia every Thursday night
- Outdoor seasonal seating
- Community events and fundraisers

3. Products & Services

The Menu: "Scottish Bites & Pints"

Without a full kitchen, food operations will rely on high-speed convection ovens, food warmers, and simple prep stations (avoiding the need for expensive commercial hoods or grease traps).

The Bites:

- **Traditional Scottish Treats**
    - **Fresh Scottish Scones**
        - Served with:
        - Butter
        - Jam
        - Honey
        - Clotted cream (seasonally)

- **Scotch Eggs**
  - Traditional hard-boiled eggs wrapped in seasoned sausage and baked.
- **Mini Sausage Rolls**
  - Flaky pastry filled with seasoned sausage.
- **Scottish Shortbread**
  - House-packaged butter shortbread.
- **Haggis Bites**
  - Mini haggis meatballs served with mashed turnip and potato dip.
- **Black Terrier Snack Board**
  - Combination sampler featuring:
  - Scotch eggs
  - Sausage rolls
  - Cheese
  - Shortbread cookies

Beverage Program

Scotch Whisky Collection featuring selections from:

- Highlands
- Speyside
- Islay
- Lowlands
- Campbeltown

Goal:
50+ Scotch offerings.

Draft Beer

- Guinness

- Smithwick's
- Harp Lager
- Rotating local Maryland craft beers from places like

Bottled and Canned Beer

- Domestic favorites
- Imported Scottish beers
- Regional craft selections

Signature Cocktails

- MacRae’s Old Fashioned
- Highland Mule
- Isle of Sky Sour
- Scottish Storm

The Entertainment Strategy

Because food is a secondary offering, entertainment is the vital engine driving foot traffic and beverage sales.

Day	Event Profile	Objective
Thursday	**Team Trivia Night**	Drives mid-week foot traffic. Encourages repeat local groups and team rivalries. Weekly prizes and championship touranments
Friday	**Karaoke Night**	High-energy kickoff to the weekend. Highly popular with marina visitors and local party-goers.
Saturday	**Live Music**	Features local and regional rock, acoustic, and Celtic bands. Draws the largest weekend crowds.

Day	Event Profile	Objective
Every Day	**Sports Broadcasting**	Multiple big-screen TVs strategically placed around the bar to show NFL, NHL, MLB, and Premier League matches, F1 and NASCAR

Community Restaurant Partnership Program

One of The Black Terrier Pub's core values is supporting fellow local businesses and contributing to the success of downtown Crisfield.

Rather than operating a full-service kitchen, The Black Terrier will partner with local restaurants by providing guests with menus from participating establishments throughout the downtown area.

Guests may order food directly from participating restaurants and have their meals delivered to the pub while enjoying beverages, sports, trivia, karaoke, or live entertainment.

Benefits of this program include:

- Increased sales opportunities for local restaurants
- Expanded dining options for pub patrons
- Reduced food waste and overhead expenses
- Stronger relationships among downtown businesses
- A more vibrant and collaborative local economy

Participating restaurants will be highlighted on pub menus, social media pages, and special community promotion events.

The Black Terrier Pub aims to become a gathering place that supports not only its own success, but the continued growth and vitality of the entire Crisfield business community.

The Black Terrier's philosophy is simple:

"A rising tide lifts all boats."

The pub could even have a wall called "The Harbor Partners" featuring the logos and menus of participating restaurants. If somebody wants a crab cake from one place, oysters from

another, or a pizza from somewhere else, they can eat it right there while watching the Ravens game or listening to a band.

That's the kind of thing that gets talked about. Not because it's fancy, but because it's neighborly. In a town the size of Crisfield, that matters.

4. Market Analysis

Target Demographics

1. **Crisfield Locals (Year-Round):** Seeking a reliable, late-night spot for drinks and entertainment, filling the gap when traditional seafood restaurants close.
2. **Boaters & Marina Guests (Seasonal):** Boaters, tourists, event goers and campers from Jane’s Island looking for a short walk from the docks for lively weekend and post-event nightlife.
3. **Pre- and Post-Dinner Crowds:** Diners who have eaten at nearby local staples (like Chesapeake Steak and Seafood) and want to continue their evening with drinks and music.

Competitive Advantage

By removing the full kitchen, The Black Terrier completely avoids competing with Crisfield's established seafood restaurants. Instead, it complements them. The pub captures the highly profitable late-night and entertainment-seeking crowd, keeping operational overhead exceptionally low. And The Black Terrier offers something not currently available in Crisfield:

- Authentic Scottish pub theme
- Extensive Scotch selection
- Sports bar atmosphere
- Weekly entertainment
- Minimal food complexity
- Community-centered environment

5. Marketing & Sales Strategy

- **"Pint & A Pie" Promotions:** Bundle a draft beer with a savory meat pie or Scotch egg for a flat price during happy hour.
- **Marina Partnerships:** Distribute weekly entertainment schedules directly to boaters at Somers Cove Marina, pitching the pub as the ultimate post-dinner party spot.
- **Sports & Scotch:** Host guided Scotch tasting events during slower weekend afternoons, and open early on weekends for European soccer (Premier League) matches with scone and coffee specials.
- **Loyalty Program:** A "Kilt & Mug Club" offering locals a custom pub glass, discounted pints, and priority seating for major sports games.

And don't forget Merch!

The Black Terrier brand merchandise:

- T-shirts
- Hoodies
- Hats
- Pint glasses
- Whiskey glasses
- Stickers

Featuring the Black Terrier mascot:



6. Operations Plan

- **Hours of Operation:**
  - Wednesday - Thursday: 4:00 PM – 11:00 PM
  - Friday - Saturday: 2:00 PM – 1:30 AM
  - Sunday: 11:30 AM – 10:00 PM (Early open for sports).
  - *Closed Monday & Tuesday to minimize labor costs during slow days.*
- **Staffing:**

- General Manager (Owner/Operator)
- 1 Bar Manager & 3-4 Bartenders (Bartenders cross-trained to handle the simple food-warming station).
- 2 Barbacks/Bussers.
- Part-time security/door staff for Friday/Saturday nights.
- *No dedicated kitchen staff required.*

7. Financial Projections (Phase 1)

Pivoting away from a full kitchen reduces startup capital by tens of thousands of dollars and significantly lowers ongoing utility and labor costs.

Expense Category	Estimated Cost	Description
Build-Out & Renovations	$65,000	Custom bar installation, dark wood paneling, flooring, plumbing upgrades.
Prep Station Equipment	$8,000	Commercial convection oven, hot holding cabinet, commercial refrigeration.
AV & Entertainment	$20,000	8-10 Big screen TVs, PA system, stage lighting, karaoke system.
Licenses & Permits	$8,500	Liquor license (Somerset County), simplified food handler permits, business license.
Initial Inventory	$18,000	Heavy focus on liquor, beer, wine, and frozen/stable food stock.
Working Capital	$20,000	Cash reserves for the first 3-6 months of operation.

Expense Category	Estimated Cost	Description
Total Startup Capital	**$139,500**	

Revenue Streams:

Beverage sales are projected to account for 85% of total revenue, operating at a highly profitable 75-80% gross margin. Food sales will account for the remaining 15%, acting primarily as a means to keep patrons in the venue longer rather than as a primary profit driver.

Why a Limited Food Model

The Black Terrier is designed as a beverage and entertainment venue rather than a restaurant.

Benefits include:

- Lower startup costs
- Reduced staffing requirements
- Smaller facility footprint
- Less food waste
- Faster service
- Higher profit margins
- Easier management

Most revenue will be generated through beverage sales, with additional merch and cover charge revenue streams filling in.

First-Year Goals

1. Become downtown Crisfield's favorite nightlife destination.
2. Build strong local customer loyalty.
3. Establish a reputation as the area's premier sports pub.
4. Create successful recurring events.

Generate annual gross revenue between $500,000 and $800,000.



1 Proposed interior design

The Black Terrier Pub will become a recognizable landmark in Crisfield, attracting both local residents and visitors seeking a unique blend of Scottish culture, entertainment, and Chesapeake Bay hospitality.

BLACK TERRIER
MacRae's
PUB

Your friendly neighborhood Scottish Pub!

Design Concepts







