

Business Plan for Zen Ramen

Executive Summary:

Business Name: Zen Ramen

Location: 4674 Cottage Grove Rd, Madison, WI 53716

Concept: A modern Ramen restaurant offering an authentic culinary experience with a focus on high-quality ramen dishes, complemented by a curated selection of beer, wine, and sake.

Objective: To become a premier destination for ramen enthusiasts in Madison, offering a unique dining experience that combines traditional flavors with modern culinary techniques, enhanced by a selective range of alcoholic beverages.

Business Description:

Cuisine: Specializing in a variety of ramen dishes, using fresh, locally sourced ingredients to create authentic and innovative flavors.

Beverage Program: A complementary beverage program focusing on a variety of beers, wines, and sakes, specifically chosen to pair with our ramen dishes.

Ambiance: A cozy and inviting atmosphere, with a seating capacity of 48, including a bar area with 8 seats for casual dining.

Market Analysis:

Target Market: Our primary audience includes young professionals, families, and college students in Madison, seeking quality dining experiences.

Competition: We will differentiate ourselves from local competitors through our unique focus on ramen and a carefully curated selection of beverages.

Market Trends: There is a growing trend towards ethnic cuisines and dining experiences that offer both quality food and drink options.

Marketing Strategy:

Branding: Develop a strong brand identity that reflects the quality and authenticity of our cuisine.

Promotion: Utilize social media, local events, and partnerships with local businesses to increase visibility.


Customer Engagement: Foster a community around our restaurant through events, loyalty programs, and exceptional customer service.

Operations Plan:

Management: Led by an experienced team with a background in culinary arts and restaurant management.

Staffing: A mix of full-time and part-time staff, trained in both culinary and customer service excellence.

Suppliers: Partnerships with local farmers and suppliers to ensure the freshest ingredients.



DRINKS MENU

BEER

Bud Light	4.99
Miller Lite	4.99
Coos Light	4.99
New Glaus	4.99
IPA	4.99
Corona	5.99
Sapporo	5.99
Asahi Super "Dry"	5.99
Kirin Ichiban	5.99

Boba Tea

Brown Sugar Boba Tea	5.99
Thai Tea	5.99
Signature Fruit Green Tea	5.99

SAKE

	Glass	Bottle
Hana White Peach	7.99	28
Hakutsurli Superior		14.99
Sayuri Nigori		14.99
OZEKI Nigori		17.99
OZEKI Hana Awaka		15.99

WINES

	Glass	Bottle
Cabernet Sauvignon	7.99	20.99
Merlot	7.99	20.99
Pinot Noir	9.99	22.99
Chardonnay	7.99	21.99
Pinot Grigio	7.99	20.99

DRINKS

Soda	2
Can Japanese Green Tea	3
Ramune Drink	3
Hot Tea	2
Water	2





4674 Cottage Grove Rd
Madison WI 53716
6085040168

Scale = 1:50

Dining Area

