

BUSINESS PLAN - HUTONG

410 E Wilson St
Madison, WI 53717

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EXECUTIVE SUMMARY

Overview: Hutong will be a casual dining concept that is designed to appeal first and foremost the neighborhood and nearby residents. The restaurant will also offer take-out and delivery to people who use online/mobile ordering platform.

Market Opportunity: Hutong will serve traditional Chinese foods from northern China. The foods will be freshly prepared and made in the kitchen, and they are the type of foods that people enjoy healthy and daily as home cooking.

Management: Zhao Zhao, the general manager/owner of Hutong, has been in restaurant business since 2006. She had been an assistant manager in her parents' restaurant for more than 10 years. Ziwen Wang is another owner of the restaurant. He is a experienced chef, who has worked in various kitchens from a family restaurant to a cafeteria in a large establishment.

Financing Projections: The property of the restaurant will be purchased by the owners. The capital of purchasing of the property and beginning operating cost will be provided by the owners and their family members. There will not be any loans from banks on the business, which will in favor of operating cost. Expected return on investments will be low in the first year due to the influence to the restaurant industry under COVID-19, but it will increase while the market is back to normal.

COMPANY DESCRIPTION

Hutong will be a family operated restaurant. The owners are husband/wife who intend to be both owners and operators. It will locate at 410 E Wilson St.. The concept is traditional Chinese food from northern China –noodles, dumplings, Roujiamo (Shanxi sandwich), braised meat dishes and kabobs. The restaurant's name, "Hutong", are a type of narrow street or alley common in northern Chinese cities. They are often found in historical neighborhoods. The design of the restaurant will reflect a theme of "Hutong" with pictures and cultured decorations.

Hutong

Northern Chinese Cuisine -
noodles, sandwiches, grills

Appetizers

Scallion pan cake

Beef pan cake

Chinese leek and egg pan cake

Beef pot sticker/Beef and shrimp pot sticker

Spiced edamame

Spicy and sour potato

Spiced beef with chili oil sauce

Szechuan roasted chicken with chili oil sauce

Authentic spiced chicken

Sandwiches (house made traditional buns)

Vegetarian tofu "patty"

Sweet spicy chicken

Braised pork

Chef special grill cumin lamb

Grills

Sweet spicy chicken kebab

Honey chicken kebab

chef special cumin lamb kebab

Hutong

Northern Chinese Cuisine -
noodles, sandwiches, grills

Noodles

Szechuan DanDan noodle

Cold noodle with sesame sauce(chicken/vegetarian)

Beef noodle with original riched broth/red braised broth

Pork ribs noodle

Rice Bowls

Braised pork belly with braised egg and steamed broccoli

Honey roasted chicken with broccoli and carrots

Chef special grill cumin lamb

Fried Selections

(house creation seasoning/sweet sour/kung pao)

Tofu ball

Oyster mushroom

Lotus root "sandwich"

Fish fry

Fried chicken

Hutong

Northern Chinese Cuisine -
noodles, sandwiches, grills

Beverage menu

Cocktails

Screwdriver
Bloody Mary
Margarita
Gin Tonic
Mojito
Long Island Iced Tea

By The Glass

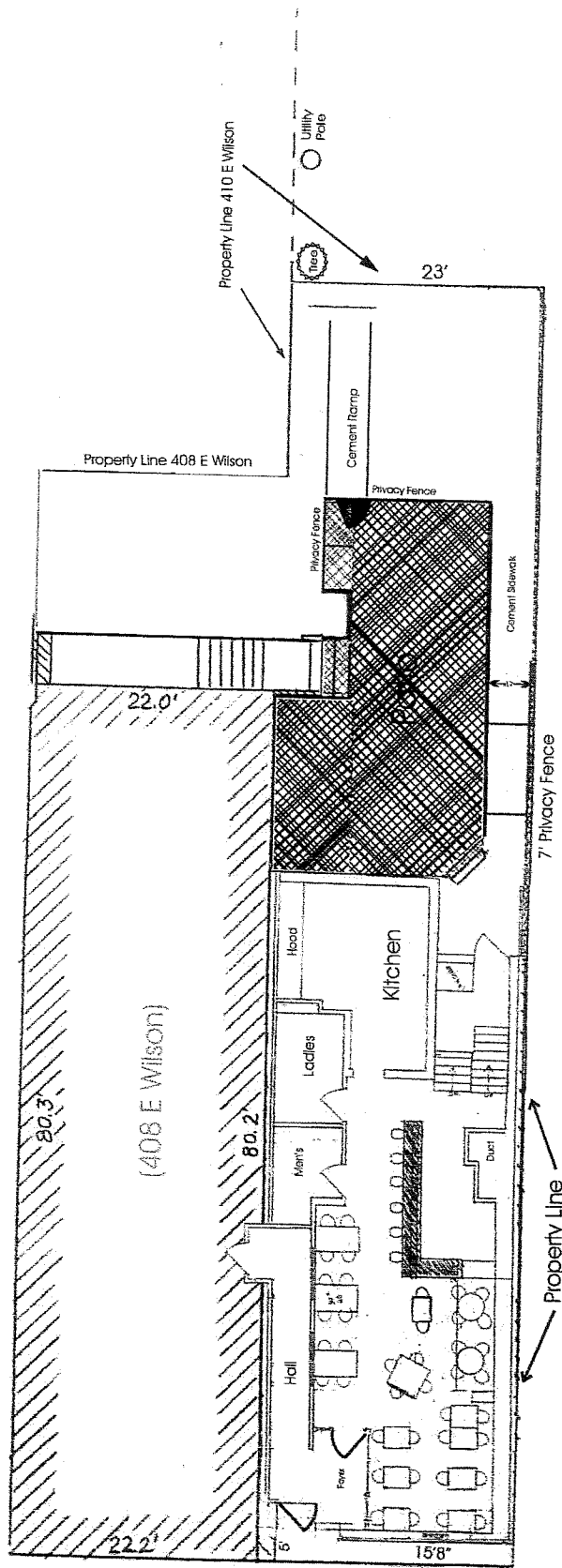
Champagne
Riesling
Chardonnay
Rose
Cabernet Sauvignon
Merlot
Pinot Noir

Beer

Tsingtao
Sapporo
New Glarus-Spotted Cow
Ale Asylum Hopalicious

Non-Alcoholic

Soda
Iced Tea
Bubble Tea
Plum Tea



410 E Wilson St

Madison WI

Site = 2714 SF

Building area = 1344 SF

Year Built = 1954

Restaurant + Patio + Full Basement

