

Business Plan for Sequoia

Executive Summary

Business Name: Sequoia
Location: 1843 Monroe St. Madison, Wisconsin 53711
Business Identity: Superstar Catering LLC
Owner: LiangLiang Wei
Liquor Agent: ZhiQiang(Zack) Li
Contact Information: Sequoiamadison@gmail.com

Sequoia aims to be the premier destination for sushi and ramen lovers in Madison, Wisconsin. Our mission is to provide an exceptional dining experience through a combination of high-quality ingredients, innovative menu offerings, and a unique atmosphere.

Business Description

Concept:

Sequoia will offer a modern, upscale dining experience with a focus on traditional Japanese cuisine. The menu will feature a variety of sushi rolls, sashimi, and ramen dishes, with options for vegetarians and vegans. The lounge will have a sophisticated ambiance, ideal for both casual dining and special occasions.

Goals and Objectives:

- Establish a loyal customer base within the first year of operation.
- Achieve a break-even point within the first 12 months.
- Generate a net profit margin of 15% by the end of the second year.
- Expand to additional locations within five years.

Market Analysis

Target Market:

- Young professionals (ages 25-40)
- College students
- Food enthusiasts
- Health-conscious diners

Conclusion

Sequoia Sushi and Ramen Lounge is poised to become a beloved dining destination in Madison, Wisconsin. With a focus on high-quality ingredients, exceptional customer service, and a unique dining atmosphere, we are confident in our ability to achieve our business goals and create a lasting impact in the local culinary scene.

Sequoia

セコイア

*Please notify your server of any dietary restrictions

*Not all sauces are included in food description

*all fried food share the same fryer

Happy Hour:

Mon-Fri 4-6pm

Wifi: sequoia-2G
happyplace

RAMEN | SUSHI | LOUNGE

appetizers

SPICY EDAMAME GF
soybean pods sautéed with garlic & chili pepper 7.5

STEAMED GYOZA
six pork or veggie dumplings 9

TATAKI *
pick between salmon | hamachi | or bluefin tuna +\$2, topped with crispy garlic, scallion, tobiko, bonito & ponzu 12

SEAWEED SALAD
spring mix topped with seaweed & sesame 8

SEQUOIA SALAD
avocado, cucumber, cherry tomatoes, spring mix, topped with seaweed salad & special house peanut dressing 13

HONEY BBQ WINGS
six crispy wings in a sweet & smoky bbq sauce 9.5

CRISPY SALMON SALAD
spring mix, topped with baked salmon skin and unagi sauce 8.5

SHRIMP TEMPURA
four fried shrimp served with tempura sauce 9

VEGGIE TEMPURA
tempura sweet potatoes, asparagus with tempura sauce 9

PORK BUN
two pcs served with hoisin sauce & sriracha hot sauce (tofu bun available) 9

classic

SPIDER 16 | DRAGON 17.5
*RAINBOW 17

TUNA AVOCADO ROLL 9.5

SALMON AVOCADO ROLL 9.5

CALIFORNIA | SPICY CALI 7.5

SHRIMP TEMPURA ROLL 9.5

AVOCADO MAKI GF 7

CUCUMBER MAKI GF 6

* **PHILADELPHIA GF 8.5**

* **SPICY ROLL GF**

salmon | tuna | yellowtail | shrimp | albacore 8.5

specialty 寿司

* **SEQUOIA DELUXE**
six nigiri and one specialty roll, chef's choice, & california roll 36

* **CRANBERRY SMOKE**
tempura shrimp, cream cheese, avocado, topped with seared tenderloin, cranberry glaze 18

* **ABURI SALMON**
pressed sushi style, thinly sliced avocado topped with torched salmon 15.5

* **TIGER ROLL**
tempura krab stick, avocado, topped with fresh salmon, sriracha, eel sauce & green onion 18

* **TORCHED ROLL**
spicy fish, avocado, jalapeño & green onion inside, torched fish on the top. pick between tuna, salmon, or yellowtail +2 16.5

BUTTERFISH ROLL
crispy salmon, asparagus tempura, topped with seared escolar, & bonito flakes 18

BAKED SCALLOP ROLL
california roll topped with baked scallop & krabmeat 17.5

1843
tempura roll with cream cheese, salmon, albacore, avocado 16.5

* **VILAS SUNRISE**
shrimp tempura, cucumber, krabmeat topped with salmon & tempura crunch 17.5

* **UP TOWN FUNK**
spicy tuna, avocado, topped with thinly sliced new york strip, and roasted garlic butter 18

FLAMING VOLCANO
kani krab meat, tempura crunch, california roll & volcano flame 18

* **WISCO HEAT**
cucumber, krabmeat, shrimp tempura, topped with seared yellowtail & jalapeño 18

VEGETARIAN ROLL
sweet potato tempura, cucumber, tamago, topped with avocado 16

* **NAMA SPECIAL GF**
six pieces nigiri and six pieces sashimi chef's choice 32

noodle 麵

our rich pork broth is simmered in-house over 12 hours daily

SEQUOIA RAMEN
pork belly, bamboo shoots, corn, *soft boiled egg, green onion 15.95

SPICY MISO RAMEN
spicy miso broth, pickled minced pork, corn, bamboo shoots *soft boiled egg, wood ear, green onion 16.5

VEGETARIAN RAMEN
fried tofu, corn, *soft boiled egg, green onion, pork bone broth (veggie broth available) 15.95

RAKKASEI NOODLE
sun noodle, furikake, mixed with house peanut sauce, topped with green onion, dry noodle 13 (+pork belly or tofu 2.5)

à la carte

nigiri | sashimi +1

BLUEFIN TUNA *limited supply 11

* **SALMON 8.5**

TAMAGO 6

EBI SHRIMP 6.5

* **TUNA 9**

* **HAMACHI 9.5**

UNAGI 9.5

* **ALBACORE | *ESCOLAR 8.5**

beverage

THAI ICED TEA 5

HOT MILK TEA 5

PEPSI PRODUCTS

pepsi, diet pepsi, sierra mist, ginger ale, mountain dew, lemonade, cranberry juice, diet mountain dew 2

HOT TEA POT

black tea, jasmine tea,

tie guan yin tea, green tea 6

RAMUNE

Japanese soda strawberry/original 5

SMOOTHIES

mango, taro, honeydew, matcha blueberry 6

Whites

*RE = Restaurant Exclusive Wine

ECHO BAY SAUVIGNON BLANC

NEW ZEALAND *RE
bright and balanced, this refreshing wine has beautiful notes of passion fruit, melon, and zesty citrus 9.5|36

CHATEAU STE MICHELLE RIESLING

WASHINGTON
Crisp apple and white peach aromas and flavors with subtle mineral notes 8|30

KENDALL JACKSON CHARDONNAY

SANTA MARIA VALLEY *RE
rich and creamy in golden mango, pineapple, yellow peach and honeysuckle flower flavors, with oak barrel aging bringing notes of buttered biscuits and vanilla bean to the palate and finish 13|50

RUFFINO PINOT GRIGIO DELLE VENEZIE, ITALY

medium bodied, lively, and elegant, bright green apple flavors with notes of lemon peel 8|30

MARCEL DUBOIS VOUVRAY

FRANCE *RE
Ripe juiciness explodes on the palate, followed by refreshing minerality and lingering notes of white flowers, honeysuckle and lemon zest. 10|38

Reds

LEESE FITCH PINOT NOIR

CALIFORNIA
flavors reminiscent of dark plum, raspberry, tobacco leaf, cocoa nibs, crisp acidity, and rhubarb 10|38

PUNTO FINAL MALBEC

ARGENTINA
floral tones of violet and rose combined with blackcurrant and raspberry, smooth and silky with round tannins and a long and persistent finish 10.5|40

COLUMBIA CREST H3 RED BLEND

WASHINGTON
this Syrah, Merlot and Cabernet blend is focused and generous, open textured and inviting, offering cherry, currant, red plum, and raspberry jam flavors 9|36

DONATI CABERNET

CALIFORNIA *RE
notes of rhubarb, mulled cherries and cocoa powder, medium bodied with a balance of minerality, fruity cherries and soft tannins 13|50

TERRA D'ORO ZINFANDEL

CALIFORNIA
enticing aromas of cacao, raspberry jam, clove, cedar, anise, orange zest, bright cherry, finishing with juicy and round tannins 10.5|40

Sake, Soju & Plum Wine

OZEKI "CLASSIC"

this well-balanced traditional sake is full-bodied with a light melon flavor, served in 140 ml sake bottle 8.5

OZEKI PLATINUM

this refreshing Junmai Daiginjo marries expansive floral aromas with a rich texture and clean finish 300 ml 19.5

DOOR PENINSULA PLUM WINE

Farm fresh plums jump with rich, ripe flavor 10|38

OZEKI NIGORI

rich and creamy, this unfiltered sake is milky in color and preserves the essence of rice 180 ml 18

HUNNI SPARKLING SOJU

choose from grape ginger | pear perilla leaf | yuzu elderflower | peach chili | peppet 355 ml 13

Specialty drinks

SEQUOIA OLD FASHION

st. elder liqueur, suntuory whisky, bitter, sierra mist, fresh orange, cherry 12

MIDNIGHT OASIS

bourbon, simple syrup, blueberry, lemon juice, blueberry vodka, soda water 11

JAPAN 75

roku gin, lemon juice, simple syrup, champagne 9

NEW YORK SOUR

simple syrup, lemon juice, bourbon, wine float 9.5

RUBY

ozeeki classic sake, st. elder liqueur, lime juice, cranberry juice 9

BLUE LAGOON

fresh blueberries, lychee juice, blueberry vodka, st. elder liqueur, and lime juice 10

Bubbles & Blush

DOMAINE CHANDON

BRUT, CALIFORNIA
this brut classic consistently expresses our signature flavor profile of apple, pear and citrus flavors and aromas with a hint of spice that leads to a soft, dry finish 13

RUFFINO PROSECCO

VENETO, ITALY
Sparkling wine with fruity aromas and hints of wisteria floral notes plus peach and golden apple flavors. 10

AIME ROQUESANTE ROSE

COTES DE PROVENCE, FRANCE
powerful note, with crushed strawberry and citrus fruit aromas, ample, rich, with flavors of red fruit supported by a light acidity 8.5|32

Beer

Sapporo 6.5 | Kirin 6.5

Mango Cart 6

The Commuter 6.5

Kona Big Wave 6.5

Angry Orchard 6

Spotted Cow 6

Moon Man 6

Hazy Beer Hug 6.5

Pseudo Sue 10

Blue Moon 6

Guinness Draught 6.5

Fat Tire 6

Stella Artois 6.5

Baptist Coffee Stout 6.5

seasonal drinks

GINNY APRIL

gin, aperol, lemon, honey, club soda, cranberry juice 9.5

EASY BREEZY

plum wine, haku vodka, lime, tonic 9

MANGO MOJITO

malibu, white rum, lime, sugar, mango, club 9

WISCO-MULE

wisconsin cherry vodka, lime, ginger beer, mint, cranberry 9.5

GREEN GIANT

midori liqueur, st. elder liqueur, lemon, lemonade 8.5

STRAWBERRY SPARK

strawberry vodka, st. elder liqueur, lime, club, cranberry 8.5



Sage & Sparrow

Private
○○○○○

W1
○○○○○

W2
○○

W3
○

Bar1
10:00

Bar2
10:00

Bar3
○

Bar4
○

Bar5
○

Bar6
○

Bar7
○

Bar8
○

Snug
7:30

D11
○○

D1
5:30
7:15

D12
○○

D2
5:30

D13
○○

D3
○○

D14
○○

D4
○○

D5
○○

FD1
○○

FD2
○

FD3
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