

## **Double 10 Mini Hot Pot Restaurant Business Plan**

### **The problem**

Madison consumers are looking for variety and new experiences. Location is obviously important, but so is ambience and uniqueness. So, our marketing challenge is to stand out from our competitors, not just as a "new" restaurant, but as a restaurant that offers consistently high quality food, a diverse menu, and a unique atmosphere.

### **The solution**

Our concept combines diversity, ambience, entertainment, and great people to create a different experience to what we achieve in the dining/entertainment experience.

### **Market**

Instead of building a business around a preconceived concept, we did market research and built a concept around our customers. Our market analysis identified the following key drivers as areas of opportunity for serving Madison restaurant customers:

Menu types: our restaurant offers a variety of choices, such as traditional Chinese food, American modified Chinese food, hot pot, etc. No matter what the customer needs, they can find the right choice in our restaurant.

Dining experience: Customer satisfaction with food and service has been and will continue to be of Paramount importance, but our survey results suggest that decor, lighting, bar, and other options to improve the dining experience are also factors that influence customer decisions. All these factors have been considered in the decoration of our restaurant.

Reasonable prices: Our menu is moderately priced, with no entrees over \$20, although the overall price level has increased due to pandemic inflation. In addition, we offer an expanded selection of snacks and appetizers priced between \$3.50 and \$9.50, allowing you to enjoy an affordable dining experience at our full-service restaurant.

competition

Madison's top-ranked restaurants generally have two things in common: comfortable, stylish interiors and reasonably priced regional specialty menus. We have both comfort and cost performance. The most important thing is that we are the only one with hot pot and we have absolute competitive advantage.

Four Seats Table

Four Seats Table

Four Seats Table

Four Seats Table

Four Seats Table

Sauce Bar

Front Door

Four Seats Table

Four Seats Table

Four Seats Tables

# Double 10 Mini Hot Pot

Front Desk  
Cashier

Handwashing Sink  
Beverages

Kitchen Entry

Freezer

Freezer

Cooking Area  
(with cooking Equipment and Hood)

Dish washer  
Hand Washing Sink

Restroom

Woman

Man

Exit

Food Preparation Counter (Two Coolers)  
Ice Machine  
Hand Washing Sink (Hot and Cold)  
Storage Rack

Walk in Cooler (Cold food for display)  
Spillage Rack

Restroom

Freezer

Freezer

Meat Slicer Machine

Cooler

Cleaned

Eight Seats Table

Six Seats Table

2852 sf usable space

# Lunch Combination

**\$8.00**

11am - 3pm (White rice and miso soup)

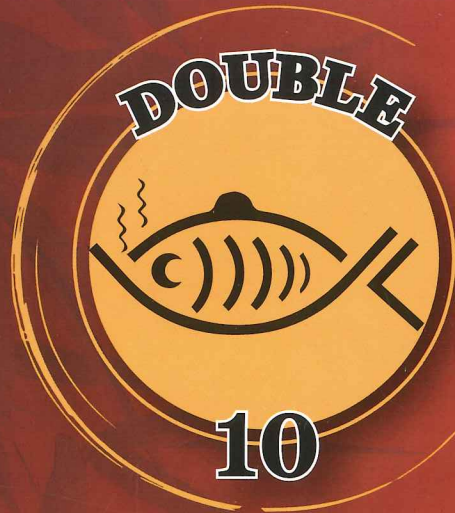


- |      |      |                           |
|------|------|---------------------------|
| L01. | 左宗雞  | General Tao's Chicken     |
| L02. | 芝麻雞  | Sesame Chicken            |
| L03. | 甜酸雞  | Sweet and Sour Chicken    |
| L04. | 腰果雞  | Cashew Chicken            |
| L05. | 宮保雞  | Kang Pao Chicken 🌶️       |
| L06. | 魚香牛  | Beef with Garlic Sauce    |
| L07. | 魚香雞  | Chicken with Garlic Sauce |
| L08. | 芥蘭牛  | Beef with Broccoli        |
| L09. | 芥蘭雞  | Chicken with Broccoli     |
| L10. | 芥蘭蝦  | Shrimp with Broccoli      |
| L11. | 麻婆豆腐 | Ma Po Tofu 🌶️             |
| L12. | 炒雜菜  | Mix Vegetable             |
| L13. | 咖喱雞  | Curry Chicken 🌶️          |
| L14. | 蒙古牛  | Mongolian Beef            |
| L15. | 湖南雞  | Hunan Chicken 🌶️          |
| L16. | 湖南牛  | Hunan Beef 🌶️             |
| L17. | 湖南蝦  | Hunan Shrimp 🌶️           |



A15 Kung Pao Chicken 🌶️

Printed in USA ADG (773) 254-2828 • 34524-1121



食全食美

MINI HOT POT • CHINESE RESTAURANT

DINE IN • TAKE OUT



**TEL: 608-630-9882**  
**608-203-9341**  
**FAX: 608-630-9268**



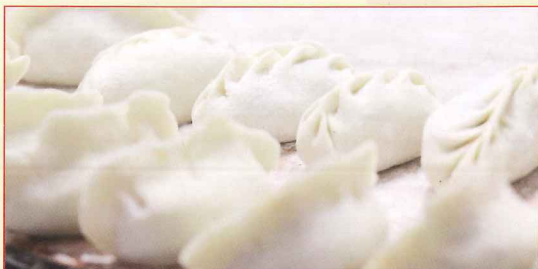
600 Williamson St E  
Madison, WI 53593

[www.double10hotpot.com](http://www.double10hotpot.com)

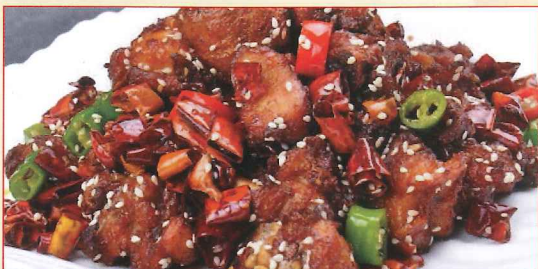
**OPEN 6 DAYS A WEEK:**  
**MONDAY CLOSED**

Tues. - Sat.: 11:00am - 10:00pm

Sun.: 11:00am - 9:30pm



10 Dumpling



82 Szechuan Style Chicken



11 Buns



63 Chicken Peanut Paste Noodle (cold)



28 Green Bean with Garlic Sauce



95 Homemade Pork Belly

## Appetizer 頭臺

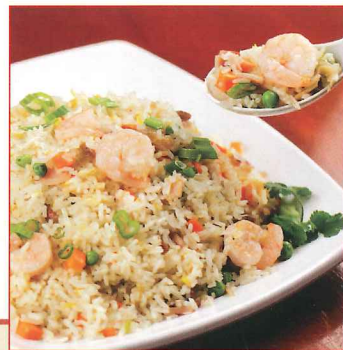
- |          |   |           |
|----------|---|-----------|
| 01. 春卷   | Egg Roll (Pork or Vegetables) .....(2) 2.00   | 20. 地三鮮   |
| 02. 蟹角   | Crab Rangoon.....(6) 6.00   | 21. 白菜水餃  |
| 03. 韭菜盒子 | Pan Fried Chive Dumplings .....(4) 8.00   | 22. 香干肉絲  |
|          | <i>Chinese Chive Pockets make a perfect snack, filling made with Chinese chives and scrambled eggs</i>      | 23. 韭菜炒雞蛋 |
| 04. 肉夾饅  | Roujiamo ..... 6.00   | 24. 魚香肉絲  |
|          | <i>Bread with braised beef is originated from Shanxi province, also known as Chinese style hamburger</i>    | 25. 辣豆瓣炒肉 |
| 05. 牛肉卷餅 | Beef Roll Cake .....(8) 8.00  | 26. 麻婆豆腐  |
|          | <i>Scallion pancakes filled with flavorful braised beef</i>   | 27. 炆炒肉片  |
| 06. 辣白菜  | Double10 Kimchi .....4.00   | 28. 四季豆炒肉 |
| 07. 毛豆   | Edamame.....5.00  | 29. 蒜蓉炒時蔬 |
| 08. 紅油抄手 | Red Wonton 🍡 .....(10) 8.00   | 30. 蠔油炒肉片 |
|          | <i>Delicate pork dumplings with spicy garlic sauce</i>  |           |
| 09. 肉燒賣  | Pork Shaomai .....(6) 6.00  |           |
| 10. 餃子   | Dumpling (Steam or Pan-Fried).....(8) 7.00  |           |
|          | <i>Tasty, juicy filling with soft, fluffy wrappers, homemade dumplings are super comforting, choice of:</i> |           |
| A. 豬肉白菜  | Pork Cabbage (Our signature juicy pork dumpling)  |           |
| B. 三鮮水餃  | Three Taste ( Chives, scrambled eggs, shrimps)  |           |
| C. 素菜    | Vegetable (Carrots, tofu, cabbage, mushrooms)   |           |
| D. 雞肉香菇  | Chicken Mushroom  |           |
| 11. 包子   | Buns .....(6) 8.00  | 41. 揚州炒飯  |
|          | <i>Tasty, juicy filling with soft, fluffy wrappers, homemade buns are super comforting, choice of:</i>      | 42. 菠蘿炒飯  |
| A. 豬肉白菜  | Pork Cabbage  | 43. 九層塔炒肉 |
| B. 灌湯包   | Juicy Style   | 44. 羊肉炒飯  |
| C. 素餡包   | Vegetables  | 45. 牛肉炒飯  |
| 叉燒包      | B.B.Q Buns.....(4) 6.00   | 46. 雞肉炒飯  |

## Soup 湯

- |         |                      |
|---------|----------------------|
| 15. 馄饨湯 | Wonton Soup.....4.00 |
| 16. 味噌湯 | Miso Soup .....4.00  |



02 Crab Rangoon



41 Yangchow Fried Rice

- 20. 地三鮮
- 21. 白菜水餃
- 22. 香干肉絲
- 23. 韭菜炒雞蛋
- 24. 魚香肉絲
- 25. 辣豆瓣炒肉
- 26. 麻婆豆腐
- 27. 炆炒肉片
- 28. 四季豆炒肉
- 29. 蒜蓉炒時蔬
- 30. 蠔油炒肉片
- 41. 揚州炒飯
- 42. 菠蘿炒飯
- 43. 九層塔炒肉
- 44. 羊肉炒飯
- 45. 牛肉炒飯
- 46. 雞肉炒飯
- 47. 韭菜雞絲
- 48. 咖喱雞

## Vegetable 蔬菜

洋	Three Brothers.....	11.00
	<i>Vegetarian dish w. potato, eggplant, green pepper &amp; garlic sauce</i>	
木耳	Cabbage w. Wood Ear (vegetarian) .....	10.00
韭菜	Chives w. Dry Tofu (vegetarian) .....	11.00
少雞蛋	Chives w. Scrambled Egg (vegetarian) .....	11.00
茄子	Hot Garlic Eggplants (vegetarian) 🍷.....	11.00
筍	Hot & Spicy Tofu (vegetarian) 🍷.....	10.00
豆腐	Ma Po Tofu (vegetarian) 🍷.....	11.00
土豆絲	Sautéed Shredded Potatoes (vegetarian) ..	11.00
豆	Green Bean with Garlic Sauce (vegetarian) ...	11.00
青江菜	Garlic Bok Choy (vegetarian) .....	12.00
筍	Asparagus in Oyster Sauce (vegetarian).....	12.00

## Fried Rice 炒飯

Optional - Choose as many as you like.

Add Egg / Vegetables Extra \$1.5

Add Beef / Shredded Chicken Extra \$2.5

Add Lamb Extra \$3 / Add Seafood Extra \$3.5

少飯	Yangchow Fried Rice .....	10.00
	<i>Fresh white rice w. sausage, cucumber, shrimps, carrots</i>	
少飯	Pineapple Fried Rice .....	10.00
	<i>Pineapple &amp; bell pepper</i>	
苔炒飯	Basil Fried Rice 🍷.....	9.00
	<i>Basil, bell pepper, onion</i>	
少飯	Lamb Fried Rice 🍷.....	12.00
少飯	Beef Fried Rice.....	10.00
少飯	Chicken Fried Rice.....	9.00
蛋牛肉飯	Three Tastes Fried Rice .....	10.00
	<i>Beef, egg, chives</i>	
雞炒飯	Curry Chicken Fried Rice 🍷.....	10.00

🍷 Indicates Hot & Spicy



61 Beef Stew Noodle Soup



64 Scallion Paste Noodle

## Noodles 麵

Optional Choose Homemade Noodles, Udon, Meifun, or Hofun

Optional - Choose as many as you like.

Add Egg / Vegetables / Noodle Extra \$1.5

Add Beef / Shredded Chicken Extra \$2.5

Add Lamb Extra \$3 / Add Seafood Extra \$3.50

61. 經典牛肉面	Beef Stew Noodle Soup .....	10.00
	<i>Beef with homemade noodle</i>	
62. 雞絲湯面	Chicken Noodle Soup .....	9.00
	<i>Chicken with homemade noodle</i>	
63. 雞絲涼面	Chicken Peanut Paste Noodle (cold).....	9.00
	<i>Cold homemade noodle with peanut onions</i>	
64. 蔥油拌面	Scallion Paste Noodle (spicy) 🍷.....	9.00
	<i>Strong scallion taste homemade noodle</i>	
65. 麻辣拌面	Hot and Spicy Paste Noodle 🍷.....	9.00
	<i>Szechuan peppercorn homemade noodle</i>	
66. 撈面	Lo Mein Noodle.....	10.00
	<i>Chicken / beef / vegetable / shrimp w. stir fry soft egg noodle</i>	
67. 烏冬	Udon Noodle .....	10.00
	<i>Chicken / beef / vegetable / shrimp w. Stir fry Udon noodle</i>	
68. 河粉	Hofun.....	10.00
	<i>Chicken / Beef / Shrimp / Vegetable w. Stir fry Flat Rice Noodled</i>	
69. 米粉	Meifun .....	10.00
	<i>Chicken / Beef / Shrimp / Vegetable w. Stir fry Thin Rice Noodled</i>	
70. 星洲米粉	Singapore Meifun 🍷.....	11.00
	<i>Stir fry Thin Rice Noodled w. pork / chicken / shrimp with curry</i>	
71. 海鮮面	Seafood Noodle Soup.....	12.00
	<i>Savory soup w. mixed seafood.</i>	
72. 素菜面	Vegetables Noodle Soup (Homemade noodle) .....	9.00

# FREE

2 Egg Rolls



with \$20 purchase or more before tax

Please mention coupon when ordering. Excludes Lunch specials, Dinner Specials, and Family Dinner.

# FREE

6 Crab Rangoons



with \$30 purchase or more before tax

Please mention coupon when ordering. Excludes Lunch specials, Dinner Specials, and Family Dinner.

# FREE

General Tao's Chicken



with \$50 purchase or more before tax

Please mention coupon when ordering. Excludes Lunch specials, Dinner Specials, and Family Dinner.



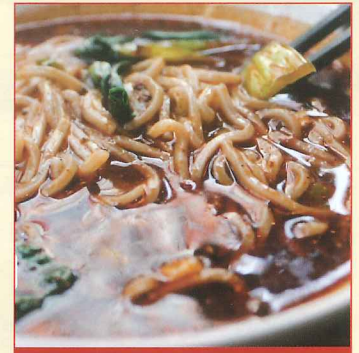
## House Special

81. 酸菜猪肉粉絲 **Sauerkraut Pork w. Meifen .. 13.00**
82. 四川辣子雞 **Szechuan Style Chicken 🌶️.. 13.00**  
*Sautéed diced Chicken w. chili pepper,  
Sichuan Style*
83. 孜然牛肉 **Cumin Spicy Beef 🌶️..... 14.00**  
*Sautéed beef w. cumin seed & onion*
84. 孜然雞肉 **Cumin Spicy Chicken 🌶️..... 13.00**  
*Sautéed chicken w. cumin seed & onion*
85. 孜然羊肉 **Cumin Spicy Lamb 🌶️ ..... 16.00**  
*Sautéed lamb w. cumin seed & onion*
86. 椒鹽蝦 **Salt & Pepper Shrimp 🌶️ .... 16.00**  
*Crispy shrimp, salty, slightly spicy w. bell  
pepper & onion*
87. 辣海鮮 **D10 Spicy Seafood 🌶️..... 16.00**  
*Sautéed Squid, fish, clam, shrimp,  
crabmeat, mussels w. hot & spicy sauce*
88. 家鄉木須肉 **Hometown Moo Shoo Pork .. 14.00**  
*Sautéed pork w. cucumber, eggs, carrots and  
wood ear mushroom, white garlic sauce*
89. 尖椒干豆皮 **Pork w. Tofu Sheets Hot Pepper.. 14.00**  
*A very traditional cuisine comes from  
Northeast China*
90. 香干肉絲 **Pork w. Dry Tofu ..... 14.00**  
*Hot and spicy dry tofu with shredded pork*
91. 鍋包肉 **Sweet & Sour Pork..... 15.00**  
*Crispy Sweet & Sour Pork, it has  
humble origins in Harbin during  
the Qing Dynasty*
92. 東北醬大骨 **Northeast Pork Bones..... 15.00**  
*The big bones in sauce are made  
from the thigh bones of pigs*
93. 番茄炒雞蛋 **Tomato with Scrambled Eggs .... 12.00**  
*Sautéed scrambled eggs  
w. tomato pieces*
94. 干鍋肥腸 **Hot & Spicy Intestines ..... 14.00**  
*Sautéed intestines w. red pepper  
& Szechuan peppercorn*
94. 溜肥腸 **Stir-Fry Intestines ..... 14.00**  
*Sautéed intestines w. Vegetables  
white garlic sauce*
95. 紅燒肉 **Homemade Pork Belly ..... 14.00**

🌶️ Indicates Hot & Spicy



91 Sweet &amp; Sour Pork



Spicy Noodles

## American Style

(Come with white rice)

- A01. 左宗雞 **General Tao's Chicken 🌶️..... 11.00**  
*Breaded w. corn flour and deep-fried before being coated  
in a spicy & sweet sauce*
- A02. 甜酸雞 **Sweet & Sour Chicken ..... 11.00**  
*Breaded w. Corn flour deep-fried w. sweet sour  
sauce on the side*
- A03. 芝麻雞 **Sesame Chicken ..... 11.00**  
*Breaded w. corn flour deep-fried before being coated  
in a sesame & sweet sauce*
- A04. 魚香雞 **Chicken with Garlic Sauce 🌶️ ..... 11.00**  
*Sautéed chicken & vegetables w. hot garlic sauce*
- A05. 魚香牛 **Beef with Garlic Sauce 🌶️ ..... 12.00**  
*Sautéed beef & vegetables w. hot garlic sauce*
- A06. 咖喱牛 **Curry Spicy Beef 🌶️ ..... 12.00**  
*Sautéed Beef, onion, Carrots & yellow curry taste*
- A07. 咖喱雞 **Curry Chicken 🌶️ ..... 11.00**  
*Sautéed chicken, onion, Carrots w. yellow curry taste*
- A08. 芥蘭牛 **Beef with Broccoli ..... 12.00**  
*Sautéed Beef w. broccoli, carrots & brown garlic sauce*
- A09. 芥蘭蝦 **Shrimp with Broccoli ..... 13.00**  
*Sautéed shrimp w. broccoli, carrots & brown garlic sauce*
- A10. 芥蘭雞 **Chicken with Broccoli ..... 11.00**  
*Sautéed chicken w. broccoli, carrots & brown garlic sauce*
- A11. 腰果雞 **Cashew Chicken ..... 11.00**  
*White meat dice chicken & vegetables with garlic sauce*
- A12. 湖南雞 **Hunan Chicken 🌶️ ..... 11.00**  
*Sautéed chicken & mix vegetables w. Hunan spicy sauce*
- A13. 湖南牛 **Hunan Beef 🌶️ ..... 12.00**  
*Sautéed beef & mix vegetables w. Hunan spicy sauce*
- A14. 湖南蝦 **Hunan Shrimp 🌶️..... 13.00**  
*Sautéed shrimp & mix vegetables w. Hunan spicy sauce*
- A15. 宮保雞丁 **Kung Pao Chicken 🌶️..... 11.00**  
*White meat dice chicken & vegetables w. hot garlic sauce*