

Business Plan: Osaka

1. Overview

Osaka is a fast-casual restaurant specializing in ramen, hibachi, and rice bowls. The concept focuses on serving high-quality, flavorful Japanese-inspired meals quickly and at an affordable price.

Location: Madison, WI

Concept: Fast-casual dining (dine-in, takeout, delivery)

Goal: Provide delicious, consistent food with fast service and strong customer experience.

2. Menu

Core Items:

- **Ramen:** Tonkotsu, Shoyu, Miso, Spicy Ramen
- **Hibachi Plates:** Chicken, steak, shrimp with vegetables and fried rice
- **Rice Bowls:** Teriyaki chicken, beef, spicy chicken

Price Range:

- Ramen: \$13-\$25
- Hibachi: \$14-\$27
- Rice Bowls: \$11-\$15

Strategy:

- Keep menu simple and efficient
 - Focus on high-margin items
 - Offer add-ons (extra protein, egg, toppings)
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3. Target Market

- Office workers (lunch crowd)
- Young professionals
- Families

- Delivery customers

Why they'll come:

- Fast service
 - Affordable pricing
 - Variety (ramen + hibachi + bowls in one place)
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4. Operations

Hours:

- Lunch: 11 AM – 3 PM
- Dinner: 3 PM – 9/10 PM

Staffing:

- 2–3 kitchen staff
- 1–2 front staff
- 1 manager

Service Type:

- Counter service (fast-casual)
 - Strong takeout and delivery focus
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5. Marketing

- Social media (Instagram, TikTok)
- Online reviews (Google, Yelp)
- Delivery platforms: Uber Eats, DoorDash

Promotions:

- Lunch specials
- Grand opening discounts
- Loyalty rewards

OSAKA MADISON MENU

APPETIZER

TAKOYAKI: Deep fried octopus ball served with special sauce (5 pieces)	\$6.50
HARUMAKI: Vegetable spring rolls (2 pieces)	\$4.00
Pork egg roll (2 pieces)	\$5.50
GYOZA: Fried pork dumpling (5 pieces)	\$5.50
Shumai: fried shrimp dumpling (5 pieces)	\$5.50
Golden tofu: deep fried tofu served with special sauce	\$4.50
Chicken karage: Breaded marinated Japanese fried chicken	\$8.50
Yakitori pork belly : tender grill marinated pork belly on the stick in special sauce	\$7.50
Korean taco: perfectly cook choice of beef or pork belly in special sauce wrapped in warm tortilla topped with coleslaw and drizzle with special sauce	\$10.95

LUNCH HIBACHI

(come with fried rice)

HIBACHI VEGETABLE: Freshly grilled vegetables served with a special hibachi sauce	\$11.95
HIBACHI TOFU: light breaded deep fried tofu with mix vegetable served with a special hibachi sauce	\$12.95
HIBACHI CHICKEN: Marinated grilled chicken served with fresh vegetables and special hibachi sauce	\$12.95
HIBACHI SHRIMP: Freshly grilled shrimp served with vegetables and special hibachi sauce	\$13.95
HIBACHI FILET: Tender grilled filet mignon served with fresh vegetables and a special hibachi sauce	\$13.95

HIBACHI SALMON: Freshly grilled salmon served with vegetables and special hibachi sauce \$13.95

FRIED RICE

CHICKEN FRIED RICE: Stir-fried rice with marinated chicken, mixed vegetables, and a touch of soy sauce \$13.95

PORK BELLY FRIED RICE: Stir-fried rice with tender pork belly, mixed vegetables, and a touch of soy sauce \$14.95

BEEF FRIED RICE: Stir-fried rice with tender beef slices, mixed vegetables, and a touch of soy sauce \$14.95

SHRIMP FRIED RICE: Stir-fried rice with freshly grilled shrimp, mixed vegetables, and a touch of soy sauce \$14.95

VEGETABLE FRIED RICE: Stir-fried rice with fresh vegetables, and a touch of soy sauce \$11.95

COMBINATION FRIED RICE: Stir-fried rice with a mix of marinated chicken, beef slices, grilled shrimp, fresh vegetables, and a touch of soy sauce \$15.95

NOODLE

YAKISOBA NOODLE: Stir-fried Japanese noodles with a mix fresh vegetables, and a savory soy-based sauce with choice of protein

Tofu or chicken \$13.95

Shrimp or beef \$14.95

Combination \$16.95

LOMEIN NOODLE: Stir-fried Chinese noodles with mixed vegetables and a savory soy-based sauce with your choice of protein

Tofu or Chicken \$13.95

Shrimp or Beef \$14.95

Combination \$16.95

RICE BOWL

CHICKEN TERIYAKI RICE BOWL: Grilled teriyaki chicken served over steamed rice, coleslaw, green onion in a savory teriyaki sauce. \$13.95

CHICKEN KATSU RICE BOWL: Breaded and deep-fried chicken cutlet served over steamed rice with coleslaw, green onion, with special sauce on the side. \$14.95

PORK KATSU RICE BOWL: Breaded and deep-fried pork cutlet served over steamed rice with coleslaw, green onion, and special sauce on the side. \$14.95

CHICKEN KARAGE RICE BOWL: Japanese marinated breaded chicken served over steamed rice with coleslaw, green onion, and a special sauce on the side. \$14.95

SALMON RICE BOWL: Grilled salmon served over steamed rice, coleslaw, green onion, in savory teriyaki sauce. \$14.95

SHRIMP RICE BOWL: grilled shrimp served over steamed rice, coleslaw, green onion, in savory teriyaki sauce \$15.95

BEEF BULGOGI RICE BOWL: perfectly marinated tender beef in Korean special sauce, served over bed of steamed rice, coleslaw, and green onion. \$ 14.95

BRISKET RICE BOWL: Tender marinated brisket in special sauce served over steamed rice, coleslaw, and green onion. \$19.95

PORK RIB RICE BOWL: delicious super tender pork rib in special sauce served over steam rice, coleslaw, and green onion. \$20.95

BEEF RIB RICE BOWL: Our signature super tender beef rib cook in perfection in special sauce served over steamed rice, coleslaw, and green onion. \$23.95

OSAKA RAMEN

TAN TAN RAMEN: Spicy sesame dashi broth topped with ground pork, mushroom, bamboo, bean sprout, scallion, fish cakes, and boiled egg. \$17.50

SHOYU RAMEN: Light beef broth topped with pork chashu, mushroom, bamboo, bean sprout, scallion, fish cakes, and a boiled egg. \$17.50

MISO RAMEN: Rich pork broth, soy bean paste, topped with pork chashu, mushroom, bamboo, bean sprout, scallion, fish cakes, and a boiled egg. \$17.50

SPICY CHICKEN RAMEN: Creamy spicy pork broth topped with grilled chicken, mushroom, bamboo, bean sprouts, scallion, fish cakes, and a boiled egg. \$17.50

BONITO JUZU: Creamy pork broth topped with pork chasu, mushrooms, bamboo, bean sprouts, scallions, fish cakes, juzu spice, bonito flakes, and a boiled egg. \$17.50

TONKATSU RAMEN: Original tonkatsu with creamy, rich pork broth, pork chashu, mushrooms, bamboo, bean sprouts, scallions, fish cakes, and a boiled egg. \$17.50

BEEF GYUDON RAMEN: Light beef broth, topped with thin slices of tender beef, mushrooms, bamboo, bean sprouts, scallions, fish cakes, and a boiled egg. \$18.50

SPICY TONKATSU RAMEN: Spicy creamy pork broth, topped with pork chasu, mushrooms, bamboo, bean sprouts, scallions, fish cakes, and a boiled egg. \$17.50

CHICKEN KARAGE RAMEN: Spicy creamy pork broth, topped with Japanese marinated breaded chicken, mushrooms, bamboo, bean sprouts, scallions, fish cakes, and a boiled egg. \$17.50

SHRIMP TEMPURA RAMEN: Spicy creamy pork broth, topped with shrimp tempura, mushrooms, scallions, beansprouts, bamboo, fish cakes, and a boiled egg. \$17.50

HOT MISO RAMEN: Spicy pork broth, topped with ground pork, mushrooms, bamboo, scallions, beansprouts, fish cakes, and a boiled egg. \$17.50

PORK KATSU RAMEN: Tender deep-fried pork covered with bread crumbs, laid upon a bed of spicy creamy pork broth, mushrooms, bamboo, bean sprouts, scallions, fish cakes, and a boiled egg. \$17.50

CHICKEN
breaded

SHRIMP

CHICKEN KATSU RAMEN: Tender deep-fried pork covered with bread crumbs, laid upon a bed of spicy creamy pork broth, mushrooms, bamboo, bean sprouts, scallions, fish cakes, and a boiled egg. \$17.50

CHEF SPECIAL RAMEN

BEEF RIB RAMEN : Spicy creamy pork broth topped with marinated tender beef rib, mushrooms, scallions, beansprouts, bamboo, asparagus, fish cakes, and a boiled egg. \$24.95

PORK RIB RAMEN : Spicy creamy pork broth topped with marinated tender pork rib, mushrooms, scallions, beansprouts, bamboo, asparagus, fish cakes, and a boiled egg. \$22.95

BRISKET RAMEN: Spicy or non-spicy creamy pork broth topped with delicious tender brisket, mushrooms, scallions, bean sprouts, bamboo, asparagus, fish cakes, and a boiled egg. \$21.95

VEGETERIAN MENU

GLUTEN FREE VEGAN RAMEN: Creamy vegetable broth, tofu, mushrooms, scallions, beansprouts, bamboo, and asparagus. \$14.50

VEGETARIAN RAMEN: creamy vegetable broth, topped with mushrooms, scallions, beansprouts, bamboo, asparagus and a boiled egg. \$14.50

RICE BOWLS

RICE BOWL TOFU: Lightly breaded tofu served over a bed of steamed rice, coleslaw, green onion in savory teriyaki sauce. \$12.95

RICE BOWL MIX VEGETABLE: A healthy mix of sautéed vegetables, coleslaw served over a bed of steamed rice with a savory teriyaki sauce. \$12.95

TERIYAKI TOFU: Lightly breaded tofu in teriyaki sauce served with white rice. \$13.95

HIBACHI VEGETABLE: A delightful mix of fresh sautéed vegetables in savory hibachi sauce. Served with white rice \$13.95

TERIYAKI

(SERVED WITH WHITE RICE)

KOREAN BULGOKI	\$16.95
TERIYAKI CHICKEN	\$17.95
TERIYAKI SALMON	\$20.95
TERIYAKI SHRIMP	\$19.95
TERIYAKI FILLET MIGNON	\$23.95

HIBACHI

(Freshly grilled mix vegetables served with choice of protein a special hibachi sauce served with fried rice)

HIBACHI CHICKEN	\$ 16.95
HIBACHI SHRIMP	\$ 17.95
HIBACHI SALMON	\$19.95
HIBACHI FILLET MIGNON	\$23.95
HIBACHI CHICKEN & SHRIMP	\$19.95
HIBACHI CHICKEN & FILLET	\$ 22.95
HIBACHI FILLET & SHRIMP	\$ 24.95
HIBACHI SPECIAL COMBO	\$ 26.95

(CHICKEN, SHRIMP, FILLET MIGNON)

SIDE / EXTRA

PLAIN RAMEN: noodle and choice of broth	\$8.00
Egg	\$2.00
Broth	\$4.00
Noodle	\$4.00
Add vegetables	\$1.00
Side vegetables	\$5.95
Side sauce	\$1.00
Side chicken	\$6.95
Side fillet mignon	\$7.95
Side salmon or shrimp	\$7.95
Side fried rice	\$3.50
Side white rice	\$2.50

SODA (free refill) \$ 3.50

Ramune (Japanese soda) \$ 3.95

BOBA DRINK \$6.25

(\$1 more for strawberry popping boba)

STRAWBERRY

THAI TEA

MELON

MOCHA

MANGO

GREEN TEA

TARO

BROWN SUGAR

WATERMELON

MILK TEA

THAI COFFEE

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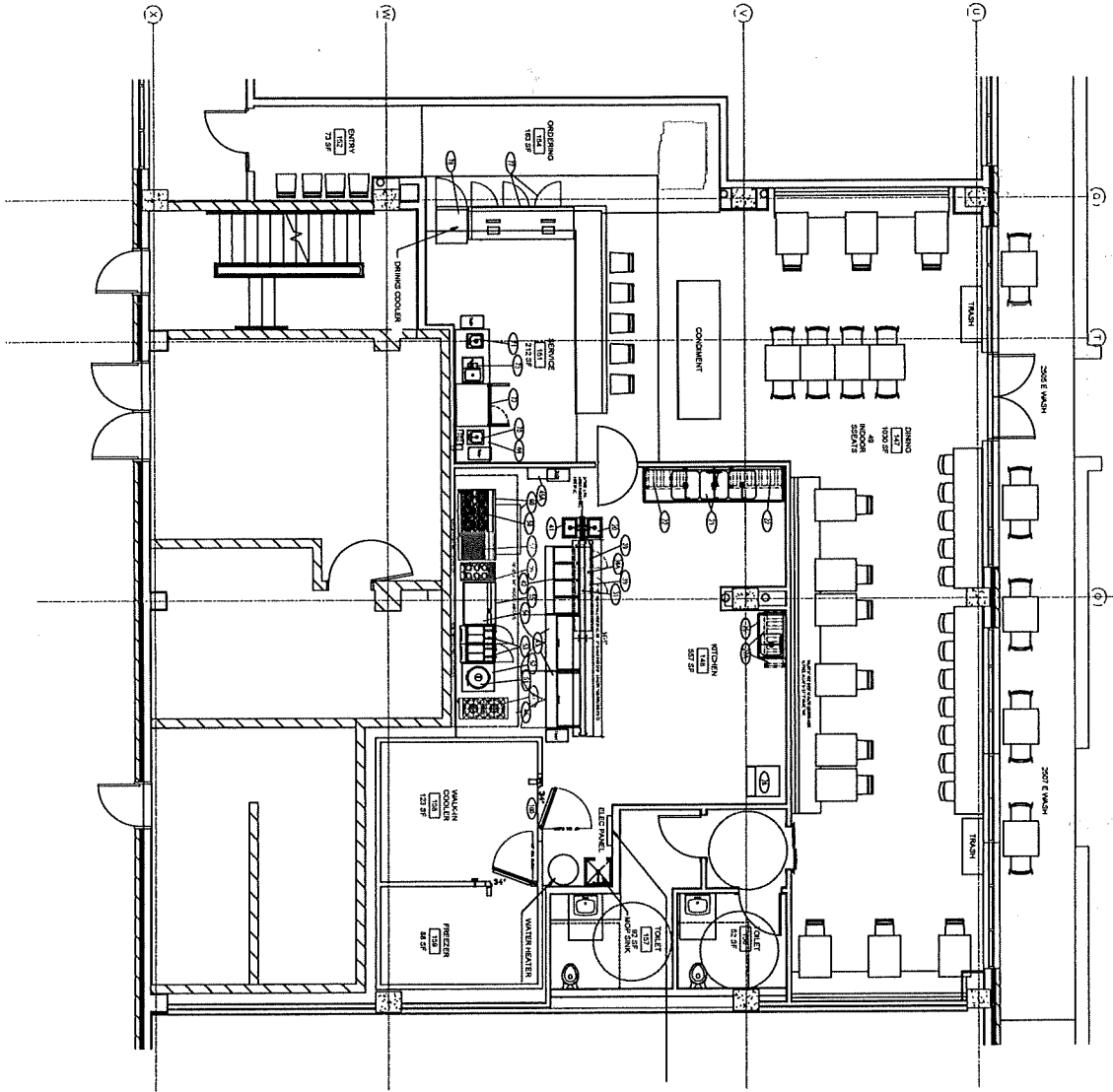
25. Sponsors

26. Awards

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28. Endorsements

1 FIRST FLOOR PLAN
REV. 02



FS100	Osaka Raman & Hibachi	
	FOOD SERVICE EQUIPMENT LAYOUT	
	PLOT DATE 01/30/2026	DRWN BY RGF
	SCALE 1/4"=1'	PROJ MGR SP



All drawings and specifications are property of Kavanaugh Restaurant Supply, Inc. and shall not be used on any other work not be disclosed to a person for any use whatsoever without written permission. Dimensions to be verified at the job site.

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