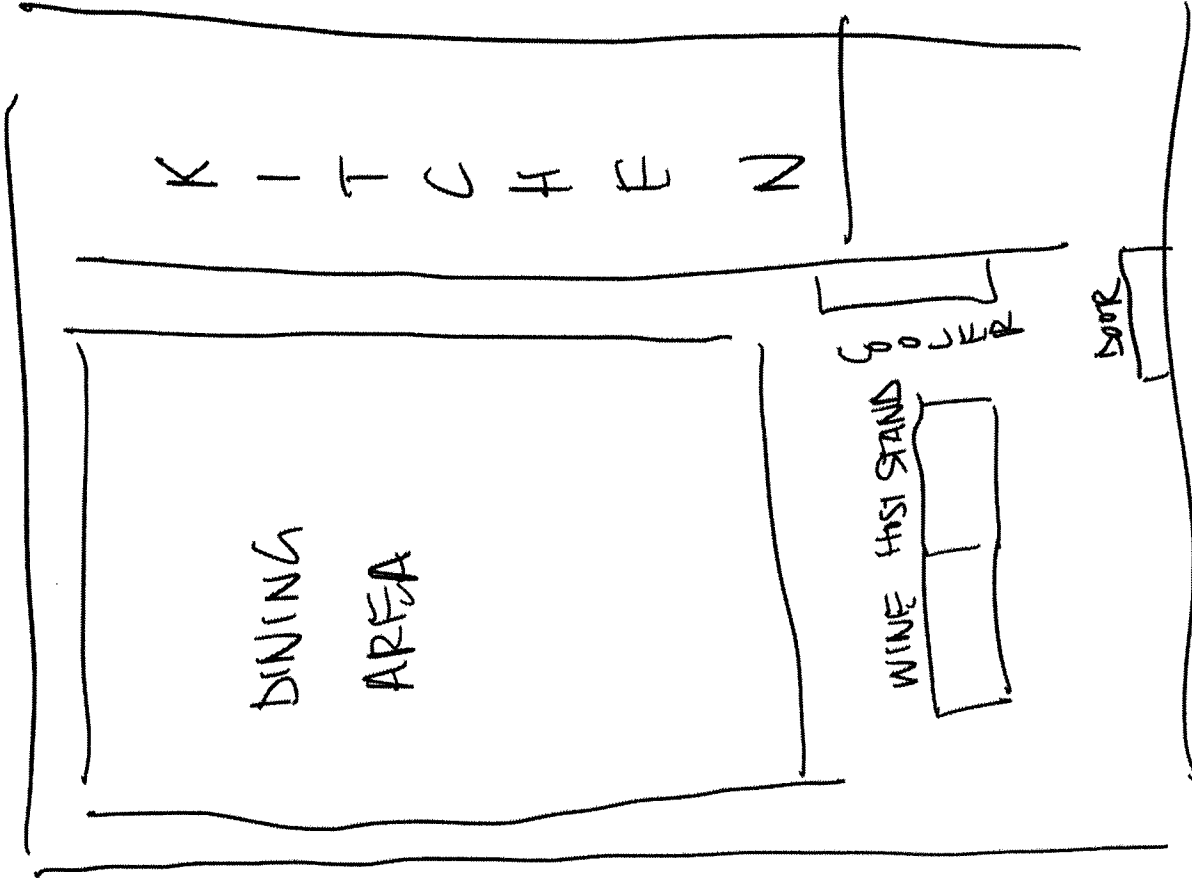
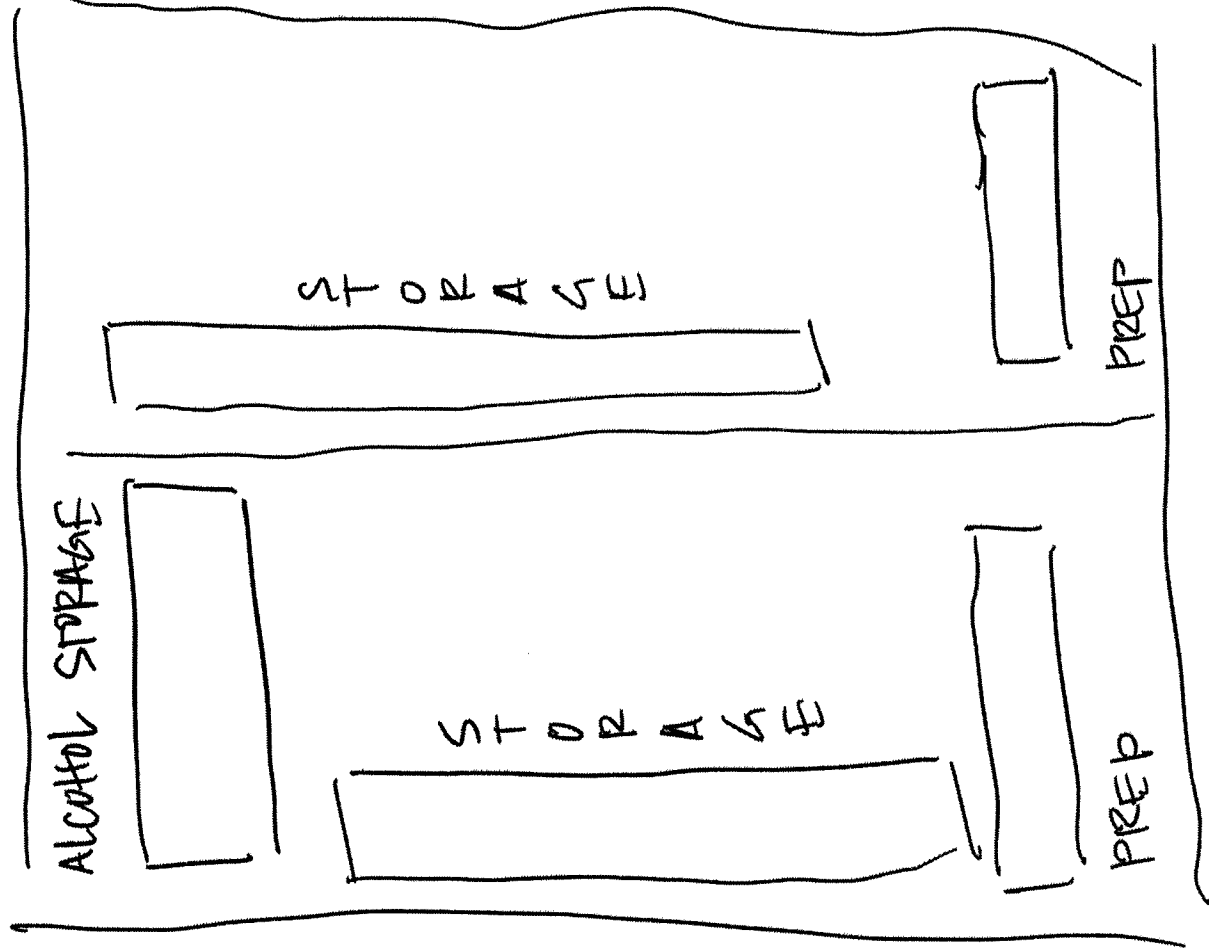


FIRST FLOOR



BASEMENT



Thức Ăn Khai Vị - Appetizers

Vietnamese

AP1	Chả Giò – Pork Egg Rolls (2) Ground pork, carrot, cabbage, mushroom, onion, egg, taro, bean thread noodle	\$3.50
AP2	Chả Giò Chay – Vegetable Egg Rolls (2) Tofu, carrot, cabbage, mushroom, onion, bean thread noodle	\$3.50
AP3	Chicken Egg Rolls (2) Ground chicken, carrot, cabbage, mushroom, onion, egg, bean thread noodle	\$3.50
AP4	Crab Meat Wontons (4) Cream cheese, imitation crab, onion, garlic	\$4.95
AP5	Fried Chicken Wontons (4) Ground chicken, mushroom, potato, onion	\$4.95
AP6	Golden Tofu Deep fried bean curd	\$4.95
AP7	Veggie Curry Puffs (4) Potato, spinach, peas, carrot, onion, yellow curry	\$4.95
AP8	Dumplings – Chicken (6) or Tofu (8) Ginger, onion, napa; steamed or fried	\$6.95
AP9	Spicy Wontons Pork and shrimp wontons, bok choy, and napa in a sweet and spicy soy ginger sauce	\$5.95
AP10	Gỏi Cuốn Chả Giò – Vietnamese Fresh Spring Rolls with Pork Egg Roll (2) Rice paper wrapped vermicelli noodle, lettuce, bean sprouts, cucumber, carrot, cilantro	\$4.95
AP11	Gỏi Cuốn Tôm – Vietnamese Fresh Spring Rolls with Shrimp (2) Rice paper wrapped vermicelli noodle, lettuce, bean sprouts, cucumber, carrot, cilantro	\$4.95
AP12	Gỏi Cuốn – Vietnamese Fresh Spring Rolls with Pork and Shrimp (2) Rice paper wrapped vermicelli noodle, lettuce, bean sprouts, cucumber, carrot, cilantro	\$4.95
AP13	Gỏi Cuốn Chay – Vietnamese Fresh Spring Rolls with Tofu (2) Rice paper wrapped vermicelli noodle, lettuce, bean sprouts, cucumber, carrot, cilantro	\$4.95
AP14	Spicy Chicken Wings Fried chicken wings tossed in a sweet and spicy sauce	\$7.95

Thai

AP15	Chicken Satay (4) Grilled chicken skewers, coconut milk; served with peanut sauce and cucumber salad	\$7.95
AP16	Thai Spring Rolls (2) Wonton paper wrapped tofu, imitation crab, bean sprouts, cucumber, lettuce, carrot, cilantro	\$4.95
AP17	Sriracha Chicken Meatballs Chicken meatballs topped with a sweet and sour sriracha sauce	\$6.95

Soup

Vietnamese

S1	Wonton Soup Pork and shrimp wontons, bok choy, napa, green onion	\$3.95
S2	Tofu Soup Soft tofu, tomato, cilantro, green onion	\$3.95
S3	Vegetable Soup Broccoli, carrot, mushroom, zucchini, bok choy, napa, ginger	\$3.95
S4	Asparagus Crab Soup Asparagus, imitation crab, egg	\$5.50
S5	Hot and Sour Soup Bamboo, carrot, mushroom, chili	\$3.95

Thai

Degree of Spiciness: Mild, Medium, Hot, Extra Hot

S6	Tom Yum CHICKEN OR TOFU \$6.95 SHRIMP	\$7.95
	Clear broth with chili paste, mushroom, galanga, lemongrass, kaffir lime leaves, lime juice, cilantro	
S7	Tom Yum Talay – Tom Yum with Seafood	\$19.95
	Mussels, shrimp, squid, scallop in clear broth with chili paste, mushroom, tomato, pineapple, galanga, lemongrass, kaffir lime leaves, lime juice, cilantro	
S8	Tom Kha CHICKEN OR TOFU \$7.95 SHRIMP	\$8.95
	Coconut milk, chili paste, mushroom, galanga, lemongrass, kaffir lime leaves, lime juice, cilantro	

Salad

Degree of Spiciness: Mild, Medium, Hot, Extra Hot

SL1	Som Tum – Papaya Salad Shredded green papaya, tomato, peanut, fish sauce, shrimp paste, lime juice	\$9.95
SL2	Cucumber Salad Cucumber, carrot, lime fish sauce vinaigrette, ground peanut	\$4.50
SL3	Yum Nuah or Yum Gai – Beef or Chicken Salad Grilled beef or chicken, tomato, cucumber, onion, cilantro, fish sauce, lime juice; on lettuce	\$11.95
SL4	Yum Koong – Shrimp Salad Shrimp, tomato, cucumber, onion, cilantro, fish sauce, lime juice; on lettuce	\$11.95
SL5	Yum Pla Muk – Squid Salad Squid, tomato, cucumber, onion, cilantro, fish sauce, lime juice; on lettuce	\$11.95
SL6	Yum Tofu – Tofu Salad Tofu, bean thread noodle, tomato, cucumber, onion, cilantro, fish sauce, lime juice; on lettuce	\$11.95

Bánh Xèo – Vietnamese Crepe

SATURDAYS & SUNDAYS ONLY

Bean sprouts, green onion; served with lime fish sauce vinaigrette on the side

BX1	Pork or Tofu	\$11.95
	Shrimp	\$12.95
	Pork and Shrimp	\$12.95

Cháo – Vietnamese Porridge

Topped with green onion, fried shallot, cilantro

VP1	Chicken, Pork, or Tofu	\$8.95
	Shrimp	\$9.95

Phở - Vietnamese Rice Noodle Soup

Topped with green onion, white onion, cilantro

Served with bean sprouts, basil, jalapeno, lime

Extra Meat +\$2.00; Extra Shrimp +\$3.00; Extra Duck +\$6.00; Extra Noodles +\$1.50; Large Bowl +\$3.00

*CONSUMING RAW OR UNDERCOOKED MEAT MAY INCREASE YOUR RISK FOR FOODBORNE ILLNESSES.

PH1	Phở Tái Rare beef	\$11.95
PH2	Phở Bò Viên Beef meatballs	\$11.95
PH3	Phở Tái Nạm Rare beef, well-done beef flank	\$11.95
PH4	Phở Tái Gân Rare beef, tendon	\$12.95
PH5	Phở Tái Nạm, Sạch Rare beef, well-done beef flank, tripe	\$12.95
PH6	Phở Tái Nạm, Gân Rare beef, well-done beef flank, tendon	\$12.95
PH7	Phở Tái Nạm, Bò Viên Rare beef, well-done beef flank, beef meatballs	\$12.95
PH8	Phở Đặc Biệt Rare beef, well-done beef flank, beef meatballs, tendon, tripe	\$13.95
PH9	Phở Gà Chicken, bok choy, napa	\$11.95
PH10	Phở Đậu Hũ Tofu, broccoli, peapod, carrot, bok choy, napa	\$11.95
PH11	Phở Tôm Shrimp, bok choy, napa	\$12.95
PH12	Phở Vịt Roast duck, bok choy, napa	\$15.95

Bánh Canh – Vietnamese Round Rice Noodle Soup

Round rice noodles in chicken broth
Topped with green onion and cilantro
Served with bean sprouts, basil, jalapeno, lime

BC1	Bánh Canh Rau Cải Tofu, broccoli, peapod, napa		\$10.95
BC2	Bánh Canh	Pork or Chicken Shrimp	\$10.95 \$11.95

Mì – Vietnamese Egg Noodle Soup

Egg noodles in chicken broth
Topped with green onion, white onion, cilantro
Served with bean sprouts, basil, jalapeno, lime

ES1	Mì Rau Cải Tofu, mushroom, broccoli, baby corn, carrot, bok choy, napa		\$11.95
ES2	Mì Đồ Biển Shrimp, imitation crab, squid, bok choy, napa		\$12.95
ES3	Mì Vịt Roast duck, bok choy, napa		\$15.95
ES4	Mì Gà Chicken, bok choy, napa		\$11.95
ES5	Mì Wonton Pork and shrimp wontons, bok choy, napa		\$11.95
ES6	Mì Xá Xiu BBQ pork, bok choy, napa		\$11.95
ES7	Mì Bò Kho – Vietnamese Beef Stew Simmered beef, star anise, cinnamon, carrot, onion		\$11.95
ES8	Mì Mun-Duck Mun-duck, bok choy, napa		\$11.95

Thai Noodle Soup

Degree of Spiciness: Mild, Medium, Hot, Extra Hot

TS1	Tom Yum Noodle Soup Rice noodles in clear broth with chili paste, galanga, lemongrass, kaffir lime leaves, lime juice, cilantro, green onion	Chicken, Beef, Pork, or Tofu Shrimp Combination of beef, shrimp, and squid	\$11.95 \$12.95 \$14.95
TS2	Kha Nom Jin Nam Prik – Red Curry Noodle Soup Rice vermicelli, coconut milk, red curry, bamboo, lettuce, carrot, bean sprouts, basil, cilantro, green onion	Chicken, Beef, Pork, or Tofu Shrimp	\$12.95 \$13.95
TS3	Kha Nom Jin Keng Kheow Vaan – Green Curry Noodle Soup Rice vermicelli, coconut milk, green curry, bamboo, lettuce, carrot, bean sprouts, basil, cilantro, green onion, Thai eggplant	Chicken, Beef, Pork, or Tofu Shrimp	\$12.95 \$13.95
TS4	Suki-Num Bean thread noodles in clear broth with suki sauce (peanut & soybean), napa, peapod, broccoli, mushroom, cilantro, green onion	Chicken, Beef, Pork, or Tofu Shrimp Combination of beef, shrimp, and squid	\$12.95 \$13.95 \$14.95
TS5	Tom Kha Noodle Soup Rice noodles in coconut milk broth with chili paste, galanga, lemongrass, kaffir lime leaves, lime juice, cilantro, green onion	Chicken, Beef, Pork, or Tofu Shrimp Combination of beef, shrimp, and squid	\$12.95 \$13.95 \$14.95

Bún – Vietnamese Rice Vermicelli Salad

Rice vermicelli, lettuce, cucumber, carrot, bean sprouts, basil, cilantro, ground peanut; served with lime fish sauce vinaigrette on the side

B1	Bún Thịt Nướng – Heo Grilled pork	\$12.95
B2	Bún Thịt Nướng – Bò Grilled beef	\$12.95
B3	Bún Tôm Nướng Grilled shrimp	\$12.95
B4	Bún Chả Giò Pork eggrolls	\$12.95
B5	Bún Tôm Nướng, Chả Giò Grilled shrimp and pork egg rolls	\$13.95
B6	Bún Bò Xào Stir-fried lemongrass beef	\$12.95
B7	Bún Thịt và Tôm Nướng Grilled pork OR beef and grilled shrimp	\$13.95
B8	Bún Deluxe Grilled pork, beef, and shrimp	\$13.95
B9	Bún Thịt Nướng – Gà Grilled chicken	\$12.95
B10	Bún Đậu Hũ Xào Stir-fried lemongrass tofu	\$12.95

Cơm Đĩa – Grilled Meat Rice Plate

White rice, cucumber, tomato, pickled carrot and green papaya; served with lime fish sauce vinaigrette on the side

R1	Thịt Heo Nướng Grilled pork	\$11.95
R2	Thịt Gà Nướng Grilled chicken	\$11.95
R3	Thịt Bò Nướng Grilled beef	\$11.95
R4	Tôm Nướng Grilled shrimp	\$11.95
R5	Vịt Quay Roast duck	\$15.95
R6	Thịt Gà & Tôm Nướng Grilled chicken and shrimp	\$12.95
R7	Thịt Bò & Tôm Nướng Grilled beef and shrimp	\$12.95
R8	Thịt Heo & Tôm Nướng Grilled pork and shrimp	\$12.95

Hủ Tiếu Xào Khô -- Stir-Fried Large Rice Noodles

Bok choy, broccoli, peapod, carrot, baby corn, mushroom, bean sprouts, onion

Degree of Spiciness: Mild, Medium, Hot, Extra Hot

HK1	Hủ Tiếu Xào Khô	Beef, Pork, BBQ Pork, Chicken, or Tofu	\$12.95
		Shrimp	\$13.95
HK2	Hủ Tiếu Xào Khô Thập Cẩm	Combination of beef, BBQ pork, shrimp, and chicken	\$14.95
HK3	Hủ Tiếu Xào Khô Đồ Biển	Combination of shrimp, mussels, scallop, and squid	\$25.95

Hủ Tiếu Xào – Fried Large Rice Noodles

Topped with bok choy, broccoli, peapod, carrot, baby corn, mushroom, bell pepper, onion

Degree of Spiciness: Mild, Medium, Hot, Extra Hot

HT1	Hủ Tiếu Xào	Beef, Pork, BBQ Pork, Chicken, or Tofu	\$12.95
		Shrimp	\$13.95
HT2	Hủ Tiếu Xào Thập Cẩm	Combination of beef, BBQ pork, shrimp, and chicken	\$14.95
HT3	Hủ Tiếu Xào Đồ Biển	Combination of shrimp, mussels, scallop, and squid	\$25.95

Ha Long Bay Business Plan

EXECUTIVE SUMMARY

Ha Long Bay Restaurant is an established and beloved restaurant in Madison, WI. We focus on serving good food at affordable prices so it can be accessible to any budget.

We plan to continue our family's legacy and look forward to continuing our relationship with the local community.

Market Analysis

Our market size of the Madison metro area is 641,000 with a median age of 36 and an average household income of \$64,000. Approximately 51% of the population is female.

Trends in Target Market

With the tech industry on the rise in Madison, the average medium income is increasing and the demographics of young professionals with disposable income are following suit. The city is attracting consumers from various parts of the US where there is more diversity and will have a broader palette than the offerings available in a Germanic state and city like Madison.

Growth Potential

Due to the pandemic, there will be limited capacity so a majority of the sales will have to rely on carry-out and delivery orders. The benefit of starting during these parameters is that we can focus on marketing and food quality without the overhead of servers and in-house service. This will prove to be beneficial in the beginning as systems of efficiency are being developed. Adapting to food delivery services and online app integration with local systems will be integral to the carry-out delivery platform.

More rental and condo units are being developed within the Capitol Neighborhoods for a potential for an increase in consumers. We will be complimentary to downtown culture and night life as there are more events that centralize around the capitol - farmers market, concerts, street festivals.

Parking is abundant and readily available. The restaurant concept is complimentary to other businesses in the area as there is a variety of different styles of cuisines and only two Asian-centric restaurants on the whole capitol square, both of which are Japanese-esque.

Barriers

We are entering a space with a concentration of restaurants and bars that have already been established. There are already long-standing food and beverage establishments in the capitol neighborhood with a loyal customer base. Supply costs would be higher compared to long established restaurants in the start up phase.

Our Mission Statement

To provide a professional and creative food and beverage service within a stylish and inspiring environment that can be accessible to all and to continue our family's legacy and growth within our community.

Our Vision Statement

To provide our clients with a restaurant experience that focuses on ambiance and high quality food and drinks that are accessible and engaging. Our service will be executed with well-trained servers and staff.

Our Company Goals & Objectives Goals:

Goals:

- Increase customer base to 20% by end of first year
- Increase gross revenue 20% by end of year
- Food sales revenue target is 80% of gross sales
- Beverage revenue target is 20% of gross sales
- Maintain an average beverage cost under 20%
- Maintain an average food cost under 30%

Objectives:

- Maintain a healthy and creative workplace by offering benefits and competitive wages in order to keep staff consistent with a low turnover rate
- Monitor quality control by having mystery shoppers come in quarterly to test our staff
- To be on top of new trends and technology within the industry via continued education, trade shows, training
- Have a healthy, growing business that is recognized for unparalleled customer service and products
- Grow and retain a loyal customer base
- Design a unique space that is inclusive to all
- Offer quality food and beverage that is accessible to all

- Visual marketing, community engagement, and food and beverage program
- Maintain the highest standards of sanitation and health code practices
- Provide a range of entrees and drink that appeal to all clients with accessibility in mind
- Engage with community organizations to incorporate social activism
- Create a healthy environment for our staff to thrive socially, emotionally, and financially - to support our employees creatively

FOOD AND BEVERAGES

We will offer well-executed dishes and drinks. Sample menu attached for reference.