

Business Plan for Sushi Lover in Madison

Concept: Our all-you-can-eat sushi restaurant will offer a wide selection of high-quality sushi and sashimi, creating a unique and enjoyable dining experience for our customers. We focus on fresh ingredients, skilled sushi chefs, and a comfortable atmosphere, allowing patrons to indulge in a variety of sushi options. Additionally, we are introducing a bar area, offering a selection of beers, sake, and other alcoholic beverages to enhance our guests' dining experience.

Location: Our proposed location near West Towne Mall and Hobby Lobby provides excellent visibility and accessibility to potential customers. With a total square footage of 9,000, there is ample seating and flexibility to accommodate various dining preferences, including the bar area.

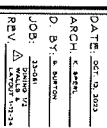
Target Market: Our primary target market includes local residents, shoppers from the nearby mall, and sushi enthusiasts looking for a quality all-you-can-eat experience. We expect to attract a diverse clientele, including families, young professionals, and sushi lovers who value the variety and quality our restaurant offers.

Competitive Advantage: Our all-you-can-eat concept sets us apart from traditional sushi restaurants in the area. This approach allows customers to sample a wide array of sushi at a fixed price, fostering a sense of exploration and satisfaction. The addition of a bar area differentiates us further, offering a curated selection of Japanese sake, beers, and other spirits, thus providing a more comprehensive dining experience. We will focus on creating a comfortable and inviting ambiance, excellent service, and consistently fresh sushi to ensure customer satisfaction and loyalty.

Operational Strategy: We will implement efficient operational processes to maintain high-quality standards and a smooth dining experience. This includes managing inventory to ensure the availability of fresh ingredients, training staff for exceptional service, and using technology for efficient order management and customer communication. The operation of the bar area will also be integrated into these processes to ensure quality and efficiency in beverage service.

Marketing and Promotion: We have developed a comprehensive marketing strategy to generate awareness and attract customers. This includes online marketing campaigns, social media engagement, local business partnerships, targeted advertisements, and community involvement. Special promotions and discounts will be offered to encourage new customers to try our all-you-can-eat sushi concept. The introduction of the bar area will also be highlighted in our marketing and promotional efforts, showcasing its unique beverage options.

Financial Plan: Significant funds have been allocated for lease payments and initial setup costs. Our financial plan includes detailed revenue projections, operational expenses, staff salaries, and marketing costs. Based on thorough market research and industry benchmarks, we are confident in our ability to maintain financial stability and profitability.



A Warm Welcome to Our Customers

Welcome to Sushi Lover:

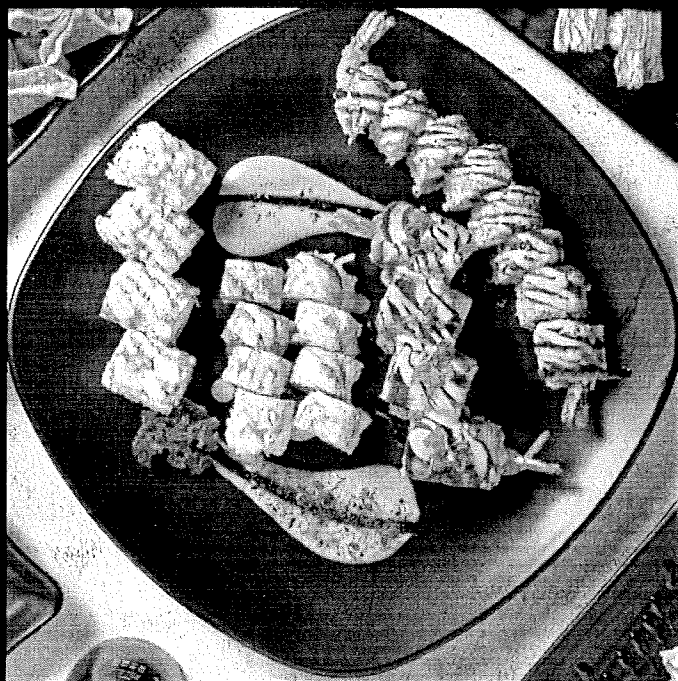
Our restaurant features an all-you-can-eat option, where you can enjoy a variety of dishes at a fixed price, excluding beverages and sashimi. We advise ordering in small, frequent quantities to minimize food waste and enhance your dining experience. Please be mindful to order only what you can comfortably finish, as excess leftovers may incur additional charges on the final bill.

Friendly Reminder

1. For groups of 6 or more, an 18% gratuity will be added.
2. On weekends, dinner prices apply throughout the day.
3. Holiday pricing subject to change without prior notice.
4. Additional charges may apply for requests to modify items not listed on the menu.

Lunch Price

Adult	\$17.99
Kids (7-11yrs)	\$9.99
Kids (3-6yrs)	\$5.99



Locations

Green Bay

313 N Broadway.
Green Bay, WI 54303
Phone: 920-634-2809
Fax: 920-634-2438

Appleton

527 W College Ave.
Appleton, WI 54911
Phone: 920-257-4255
Fax: 920-257-4461

Oshkosh

2605 Jackson St.
Oshkosh, WI 54901
Phone: 920-385-4068
Fax: 920-385-1872

Madison

72 W Towne Mall.
Madison, WI 53719
Phone: 000-000-0000
Fax: 000-000-0000

BEER

Coors Light	4
Michelob Ultra	4
Stella Artois	4
Bud Light	5
Spotted Cow	5
Blue Moon	5
Corona	5
Heineken	5
Kirin Ichiban	5
Sapporo(Small)	5
Sapporo (Large)	8

SAKE

	Glass	Bottle
Hot Sake(small)		7
Hot Sake (Large)		9
Nigori Silky Mild		12
Mio Sparkling		15
Yuki Nigori		15
Mango /White Peach / Lychee		
Hana Flavored	7	22
FujiApple /White Peach /Lychee		
Sayuri Nigori		16
Sayuri means "little lily" in Japanese, apt for this soft floral noted nigori. Hints of white grape and elements of cherry blossom create a lush, creamy sake.		
Superior -Junmai Ginjo		17
A flowery and fragrant sake with silky, well-balanced smoothness. Notes of blueberry and melon with well balanced flavors of pear and strawberry.		
Organic - Junmai		18
Light, exhilarating and crisp with hints of aromatic citrus and robust bran flavors. USDA certified organic.		

WINE

RED WINE

	Glass	Bottle
Cabernet	7	19
Merlot	7	19
Pinot Noir	7	19

WHITE WINE

	Glass	Bottle
Chardonnay	7	22
Pinot Grigio	7	22
Moscato	8	22
Riesling	8	22
Plum wine	8	22

SODA \$2.50/PERSON

Pepsi	Diet Pepsi
Cherry Pepsi	Sierra Mist
Mountain Dew	Pink Lemonade
Raspberry Iced Tea	Orange Crush

RAMUNE \$4.50/DRINK

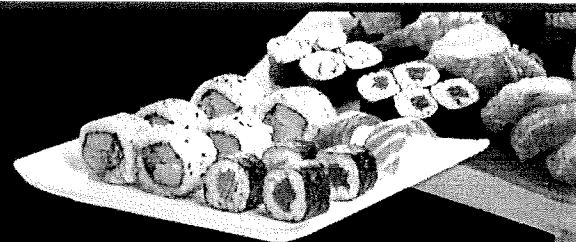
Original	Melon
Strawberry	

APPLE JUICE \$2.50/DRINK

HOT TEA \$2.50/PERSON

Cut Roll (6pcs) & Handroll (1pc)

(Soy Paper Style: \$0.50)



- 🐟 **Avocado Roll**
- 🐟 **Cucumber Roll**
- 🐟 **Sweet Potato Roll**
Sweet potatoes with eel sauce on top.
- California Roll**
Crabstick, cucumber, and avocado.
- 🐟 **Spicy California Roll**
Crabstick, cucumber, and avocado with spicy mayo.
- Crunchy Roll**
Snow Crab, Tempura Panko with Sweet Mayo.
- 🐟 **Tuna Roll**
- 🐟 **Salmon Roll**

- 🐟 **Fresh Philly Roll**
Fresh Salmon, Cream Cheese and Avocado.
- 🐟 **Alaska Roll**
Fresh Salmon, Cucumber & Avocado
- 🐟 **New York Roll**
Fresh Tuna, Cucumber & Avocado.
- Boston Roll**
Steamed shrimp, Lettuce, Avocado & Kewpie Mayo.
- 🐟 **Mango Avocado Roll**
Mango & Avocado; Topped with Mango Sauce
- 🐟 **Mango Cucumber Roll**
Mango & Cucumber; Topped with Mango Sauce

- 🐟 **Tuna Avocado Roll**
- 🐟 **Tuna Cucumber Roll**
- 🐟 **Salmon Avocado Roll**
- 🐟 **Salmon Cucumber Roll**
- 🐟 **Spicy Tuna Roll**
(w. Tempura panko)
- 🐟 **Spicy Salmon Roll**
(w. Tempura panko)
- 🐟 **Spicy Crab Roll**
Spicy Crab & Cucumber (w. Tempura Panko)
- 🐟 **Spicy Shrimp Roll**
(w. Tempura Panko)

SPECIAL ROLL

Soy Paper Style: \$0.50
Special Modifications: \$1.00

- Crazy Roll (5pcs)** 🐟 🍷
Deep Fried Salmon & Cream Cheese; Topped with Eel Sauce & Spicy Mayo.
- Volcano Roll (6pcs)** 🐟 🍷
Deep Fried Crabstick & White Fish; Topped w. Eel Sauce, Spicy Mayo & Sriracha
- Rainbow Roll** 🐟
Crabstick, Cucumber Topped w. Tuna, Salmon, Red Snapper & Avocado.
- Red Dragon Roll** 🐟
Spicy Tuna & Cucumber; Topped with Tuna & Avocado and Spicy Mayo. (w. Tempura Panko)
- Orange Dragon Roll** 🐟
Spicy Salmon & Cucumber; Topped with Salmon & Avocado and Spicy Mayo. (w. Tempura Panko)
- Sea Angel Roll** 🐟
Spicy Crab & Jalapeno; Topped with Spicy Shrimp, Tempura Panko. Eel Sauce and Spicy Mayo.

- Shrimp Tempura Roll (5pcs)**
Shrimp Tempura, Cucumber; Topped with Masago and Eel Sauce
- Snow Crab Roll** 🐟
Snow Crab & Avocado, Topped w. Sweet Mayo & Masago. (w. Tempura Panko)
- Monkey Roll**
Fried plantain; Topped with Crabstick and Sweet Mayo
- Green Bay Roll**
Spicy Shrimp; Topped with Spicy Crab and Honey Wasabi Mayo. (w. Tempura Panko)
- Appleton Roll**
Snow Crab; Topped w. Spicy Crab and Mango Sauce. (w. Tempura Panko)
- Oshkosh Roll (5pcs)**
Shrimp Tempura Crabstick & Avocado; Topped w. Tempura Panko & Spicy Mayo.

- Madison Roll (5pcs)**
I am the description.
- Garden Roll (5pcs)** 🐟
Avocado, Cucumber, Carrots & Seaweed Salad. Topped w. Garden Sauce
- Angry Bird Roll**
Spicy Crab & Cucumber; Topped w. Spicy Shrimp, Spicy Mayo and Sriracha (w. Tempura Panko)
- Farmer's Roll (5pcs)** 🐟
Avocado Cucumber Lettuce; Topped with Garden Sauce
- Mexican Roll**
Spicy Crab & Jalapeno; Topped w. Avocado & Sriracha (w. Tempura Panko)
- Go Packer Roll** 🐟
Sweet potatoes; Topped with Avocado and Sweet Mayo.
- Coco Roll** 🐟
Cucumber and Cream Cheese, Topped with Salmon & Avocado, Sweet Mayo and Coconut Flakes.



🌿 Vegetarian

🌶️ Spicy

🍷 Deep Fried

🐟 Contains Raw Fish

Eating raw or undercooked meats, poultry, seafood, shellfish, or eggs could heighten the risk of foodborne illnesses, particularly for those with specific medical conditions. If you have any serious allergies, please inform your server.

SOUP & SALAD

Clear Soup

Scallion, fried onion, and sliced mushroom with ginger broth.

Miso Soup

Scallion, tofu, and dried seaweed with miso broth

Garden Salad

Lettuce, cucumber, carrot, and tomato; with ginger salad dressing

Cucumber Salad

Fresh cucumber, dried seaweed with special vinegar sauce.

Kani Salad

Crabstick Cucumber Kewpie Mayo; Topped with Tempura Panko and Masago.

Spicy Kani Salad

Crabstick, Cucumber, Spicy Mayo; Topped with Tempura Panko and Masago.

APPETIZERS

Edamame

Boiled soybean pods.

Crab Rangoon

Cheese & Crabmeat Wrapped in Wonton Skin and Fried Crispy Served with Sweet & Sour Sauce.

Harumaki

Japanese spring rolls served with sweet chili sauce.

Shumai

Fried shrimp dumplings served with special soy sauce.

Gyoza

Japanese fried chicken dumplings with special soy sauce.

Vegetable Tempura

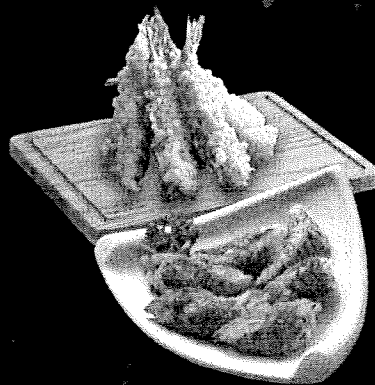
Tempura battered fried vegetables served with tempura sauce.

Shrimp Tempura

Tempura Battered Fried shrimp Served with Tempura Sauce.

Cheese Shrimp

Steamed shrimp over the rice with kewpie mayo and cheddar cheese on top.



KID'S ENTREES

Chicken Nuggets

French Fries

Corn Dogs

DESSERT

Ice Cream

(Vanilla, Chocolate, Strawberry)

Fried Oreos

Vegetarian Spicy Deep Fried Contains Raw Fish

Eating raw or undercooked meats, poultry, seafood, shellfish, or eggs could heighten the risk of foodborne illnesses, particularly for those with specific medical conditions.

If you have any serious allergies, please inform your server.

SUSHI & SASHIMI

Each sushi order includes one piece. Sashimi Style add \$0.50 per piece.

- 🐟 Masago (Fish Eggs)
- 🐟 Red Snapper (Izumidai)
- 🐟 Salmon
- 🐟 Tuna
- 🐟 Kani (Crabstick)
- 🐟 Shrimp (Ebi)
- 🥬 Inari (Sweet Bean Curd)
- 🥞 Tamago (Omelette)

KITCHEN ENTREES

Gluten-Free upon request

Fried Rice

(検査) Including green onion, egg peas and carrot.

Vegetable
Beef

Chicken
Shrimp

Yakisoba (Lo-Mein)

(検査) Including Green Cabbage, Onion, Shiitake Mushroom and Carrot.

Vegetable
Beef

Chicken
Shrimp

Stir Fried Udon

(検査) Including green cabbage onion shiitake and carrot.

Vegetable
Beef

Chicken
Shrimp

Hibachi

(検査) Including Broccoli, Carrot, Zucchini and Fresh Mushrooms Served with Seafood and Teriyaki Sauce

Hibachi Vegetable
Hibachi Chicken
Hibachi Steak

(Rare, Medium Rare, Medium, Medium Well, Welldone)

Teriyaki

Including Broccoli and Onion Served w Teriyaki Sauce

Teriyaki Vegetable
Teriyaki Chicken
Teriyaki Steak

(Rare, Medium Rare, Medium, Medium Well, Welldone)