

# Fin Sushi Business Plan

## **1 Executive summary**

Fin Sushi will be serving sushi on the west side of madison. It will be a quick-service restaurant mainly focused on takeout and delivery.

## **2 Restaurant description**

A casual sit-down Japanese restaurant. The Premises can seat up to 24 guests with 20 patio seating capacity. Quick prepared lunch specials would serve the area's office workers better and a comprehensive dinner menu will serve the residence well.

## **3 Target market**

Office workers and residences.

## **4 Competitor**

One competitor within 3 miles

## **5 Management**

Family owned business. Owner has over 10 years experience.



Please check or circle

# Fin Sushi order form

Tel: 608-820-1392  
Add: 610 Junction Rd  
#113, Madison, WI 53717

## Appetizer

Veg Spring Roll (2pcs)	1.95
Crab Rangoon (4pcs)	4.95
Age Tofu	4.95
Deep fried soy bean curd w. tempura sauce	
Edamame	5.95
Steamed Japanese soy bean	
Gyoza(8pcs)	5.95
Vegetable Tempura	5.45
Fried mixed vegetable w. tempura sauce	
Shrimp Tempura	5.95
Fried shrimp w. tempura sauce	
RockShrimp	5.95
Fried shrimp w. spicy mayo	
Fried Calamari	5.95
Steamed Shrimp Shumai(8pcs)	4.95

## Regular Sushi Roll 6pcs

Cucumber Roll	3.95
Avocado Roll	3.95
Oshinko Roll <small>Japanese pickled reddish</small>	3.95
Avocado & Cucumber Roll	4.45
Asparagus Roll	4.45
Sweet Potato Tempura Roll	4.95
Crab Meat Roll	4.95
Crab Meat Tempura Roll	5.45
Tuna Roll*	5.95
Salmon Roll*	5.45
Yellow Tail Roll*	5.95
Eel Roll	5.45
Boston Roll	4.95
California Roll <small>Crab meat, cucumber, avocado</small>	4.95
Alaska Roll* <small>Salmon, cucumber, avocado</small>	5.45
Philadelphia Roll* <small>Smoked salmon, avocado, cream cheese</small>	5.95
Spicy California Roll	5.45
Spicy Crab Meat Roll	5.45
Spicy Salmon Roll*	5.45
Spicy Tuna Roll*	5.95
Shrimp Tempura Roll <small>Fried shrimp, avocado, cucumber</small>	5.95
Eel Avocado Roll	5.95
Eel Cucumber Roll	5.95
Salmon Avocado Roll*	5.95
Tuna Avocado Roll*	5.95



Pls refer to our photo book  
for more details.

## Soup & Salad

Miso Soup	2.25
Soybean soup w. seaweed & tofu	
House Salad	3.25
Lettuce, cucumber, carrot w. ginger dressing	
Seaweed Salad	4.95
Avocado Salad	4.95
Spicy Crab Meat Salad	4.95

## Sushi or Sashimi 2pcs

Crab Meat	2.95	Massago*(fish egg)	4.25
Inari (tofu skin)	2.95	Surf Clam*	4.45
Shrimp	3.95	Tuna*	4.45
Red Snapper*	3.95	Salmon*	4.45
Yellowtail*	4.95	White Tuna*	4.50
Eel	4.95	Pepper Tuna*	4.50
		Octopus*	4.50

## Lunch Special

every day until 5pm

Any 2 Regular Rolls for 8.95

Any 3 Regular Rolls for 12.95

more on the back

\* Indicates raw or under cooked meat  
Consuming raw or under cooked meat, poultry, seafood, shellfish or egg  
may increase your chance of food borne illness

Please check or circle

## Special Roll 8pcs/roll

<b>Lake City*</b> inside: shrimp tempura, cucumber top: smoke salmon, eel sauce, spicy mayo	11.99	<b>Royal*</b> inside: salmon, tuna, crab meat, avocado, seaweed salad top: yellow soy paper, miso sauce	12.99
<b>King*</b> inside: eel, cucumber, avocado top: spicy tuna, eel sauce, miso sauce	10.99	<b>Rainbow*</b> inside: crab meat, avocado, cucumber top: avocado, tuna, salmon, white fish	11.99
<b>Spider*6pcs</b> inside: soft shell crab tempura, avocado, cucumber top: fish egg, eel sauce	10.99	<b>Hot Girl*</b> inside: spicy salmon, spicy tuna, crunch, avocado top: pink soy paper, spicy mayo	11.99
<b>Dynamite</b> inside: white fish, avocado, crab meat outside: deep fried, sweet mayo, eel sauce, saracha	11.99	<b>Bamboo*</b> inside: shrimp tempura, spicy tuna top: avocado, eel sauce, miso sauce	11.99
<b>Dragon*</b> inside: eel, cucumber, shrimp tempura top: avocado, fish egg, eel sauce	11.99	<b>Out of Control*</b> inside: pepper tuna, cucumber, avocado top: spicy tuna, miso sauce	12.50
<b>Fire Cracker</b> inside: shrimp tempura, avocado, cucumber top: spicy crab meat, eel sauce, spicy mayo	11.99	<b>Snow Stone*</b> inside: soft shell crab, cucumber, avocado top: jalapeno, white tuna, eel sauce	12.50
<b>Monster</b> inside: shrimp tempura, cream cheese top: crab meat, eel sauce, spicy mayo	11.99	<b>Volcano</b> inside: white fish, cream cheese, avocado outside: deep fried, spicy crab, eel sauce, spicy mayo	12.50
<b>Mango Lover</b> inside: crab meat tempura, cucumber top: avocado, mango, eel sauce	11.99	<b>Golden Age*10pcs</b> inside: spicy tuna, avocado, shrimp tempura, mango, top: yellow soy paper, eel sauce	13.99

## Sushi Entree served w. salad

<b>Sushi Regular*</b> 7pcs sushi & California roll	16.95
<b>Sushi Deluxe*</b> 9pcs sushi & spicy tuna roll	18.95
<b>Sashimi Regular*</b> 12pcs sashimi	18.95
<b>Sashimi Deluxe*</b> 15pcs sashimi	21.95
<b>Sushi &amp; Sashimi Combo*</b> 8pcs sashimi, 8 pcs sushi & shrimp tempura roll	28.95
<b>Love Boat*</b> 14pcs sashimi, 8pcs sushi & hot girl roll	39.95
<b>Party Platter*</b> 10pcs sushi, 16pcs sashimi, spicy tuna roll, California roll & dragon roll	55.95

## Donburi Japanese rice bowl served w. soup & salad

Eel over Rice	14.95
Salmon(raw) over Rice	14.95

## Dessert

Fried Oreo 6pcs	3.50
Fried Cheese Cake	4.95

## Drink

Can Soda: Coke, Sprite, Diet Coke, Mt Dew, Dr. Pepper, Orange Soda, Brisk Ice Tea	1.00
Bottle Water	1.00
Hot Tea	1.65
Brewed Iced Tea (unsweetened)	1.25



Pls refer to our photo book for more details.

# Fin Sushi Floor Plan

