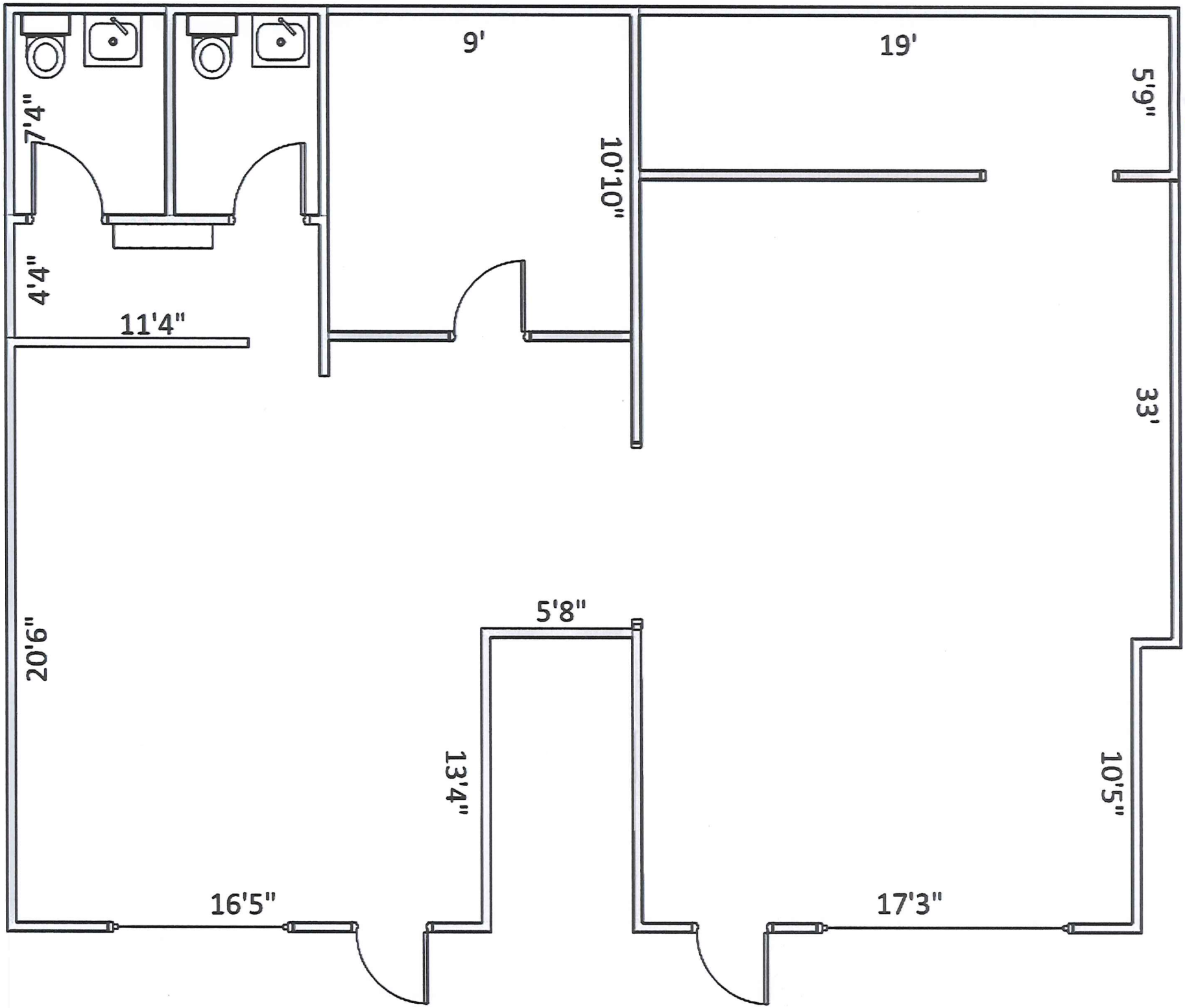

Floor Plan

Yako Sushi Inc.

(Yako Sushi House)

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515 Cottage Grove Rd, Madison, WI 53716

Yako Sushi House
BUSINESS PLAN

Prepared by:

Zhaolu Lam

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I. EXECUTIVE SUMMARY

Yako Sushi House (referred to from hereon in as the "Company")was established as a C-corporation at 515 Cottage Grove Rd, Madison, Wisconsin 53716 with the expectation of rapid expansion in the japanese cuisine with sushi, sashimi, and sushi rolls industry.

Business Description

The Company was formed on 01/03/2023 as C-corporation under Wisconsin state laws and headed by Zhaolu Lam.

I have eight years experience working at Japanese sushi restaurants over Florida, South Dakota, Texas, and Alabama.Me as the head chef of sushi and my fiancée Winnie works as the manager, we both do a great corporation to ensure the restaurant working the way we expected when we work together in those restaurants. The reason why I went to and worked at so many sushi restaurants is because I really enjoy working as a sushi chef, I love to talk to my customers and share my story how am I getting to be a sushi chef step by step, as well as learning new things from those restaurants. Since sushi restaurants are getting more and more popular, people might get tired of how traditional sushi restaurants presented, that's why new items like "sushi pizza," "sushi parfait," "sashimi martini" coming up. They are actually sushi and sashimi present to people in an modern way. I really like to discover and create things like that which can also surprise my customers to let them know eating sushi is not just to fit your stomach but can also be very fun.

The Company currently employs 2full-time employees and 0 part-time employees.

Product

The Company's primary product is Sushi, Sashimi, Sushi Rolls: We got soup, salad, sushi, sashimi, sushi rolls, as well as Japanese soda, and desserts like Japanese mochi ice cream and fried cheese cake.

II. BUSINESS SUMMARY

Industry Overview

In the United States, the japanese cuisine with sushi, sashimi, and sushi rollsindustry presently makes 480,000 dollars in sales.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

Legal Issues

The Company affirms that its promoters have acquired all legally required trademarks and patents.

III. MARKETING SUMMARY

Target Markets

The Company's major target markets are as follows:

I personally believe that sushi restaurants do not have any specific target market or target customer. It really can serve people from all ages. From my own point of view, I will firstly focus on all residents including kids, teenagers, students, office workers, elderly people, and etc. around our business for 10-15mins driving distance. Right before we opened, I also did advertisements to let people know there is one sushi restaurant at this location is gonna open in the next few days and I personally also drove around and sent out those flyers to the residents. I already went and visited some of the employees, students, elderly people to ask them about their favors for sushi. Since different people comes up with different ideas about sushi, I already separated the sushi roll menu into "raw sushi roll" and "cooked sushi roll" which will make both of us, as the owner, and the customers a better way to know our business better and easier.

The estimated number of potential clients within the Company's geographic scope is 7,338.

Pricing Strategy

The Company has completed a thorough analysis of its competitors' pricing. Keeping in mind our competition's pricing and the costs of customer acquisition, we have decided on the following pricing strategy:

Basically we hold the similar price compare to our competitors. However, for some of those items which we think the cost can be lower a little bit, we make the price for those products cheaper than the price to our competitors. And for those products that new to our customers, we will raise the price a little bit because those products are kind of unique and we are the only restaurant who is doing this type of product.

Promotional Strategy

The Company will promote sales using the following methods:

We are currently focusing on Instagram and Facebook posts which we will post every single new item or fresh fish we get the week to let our customers know what we will have this week and what's new to them. We are also planning to send out flyers to the resident via usps.

Services

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.

Menu

Lunch Special

(Tuesday ~ Saturday 11:00 AM - 3:00 PM)
Any Two Rolls $11.99 / Any Three Rolls $14.99
(Served with soup or salad)

Tuna
Salmon
Yellowtail Scallion
Spicy Tuna
Spicy Salmon
Spicy Yellowtail
Tuna Avocado
Tuna Cucumber
Salmon Avocado
Salmon Cucumber
Alaska
Philly
Cucumber

Avocado
California
Boston
Shrimp Tempura
Salmon Katsu
Crab Stick
Spicy Crab
Crab & Cream Cheese
Eel Avocado
Eel Cucumber
Sweet Potato
Vegetable
AAC Roll
Peanut Avocado Roll

Salmon Lunch _____ $15.99
(3 pcs salmon sushi, 3 pcs salmon sashimi, 1 spicy salmon roll)

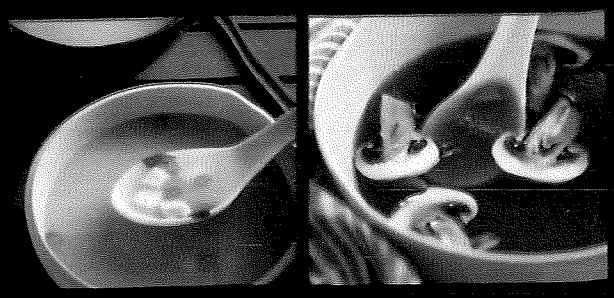
Tuna Lunch _____ $15.99
(3 pcs tuna sushi, 3 pcs tuna sashimi, 1 spicy tuna roll)

Non-alcoholic Beverages

Pepsi Products (can)	$2.50
(Pepsi, Diet Pepsi, Dr Pepper, Lemonade, Mtn Dew, Sierra Mist)	
Hot Green Tea	$2.75
Sweet Tea	$2.75
Unsweet Tea	$2.75
Apple Juice	$2.75
Whole Milk	$2.75
Ramune Japanese Soda	$3.50
(Original, Strawberry, Melon, Lychee)	
Bubble Tea	$4.75
Strawberry/Honeydew/Mango/Taro/Thai Tea/ Coconut/Peach/Green Tea	

Soup

Clear Soup	$3.25
Miso Soup	$3.25



Salad

House Salad	$4.25
Avocado Salad	$6.50
Cucumber Salad	$5.95
Spicy Kani Salad	$6.95
Seaweed Salad	$6.95
Squid Salad	$7.99
Yako Salad	$9.50
(spicy crab, avocado, cucumber, mango & crunch)	

· 18% gratuity will be added to parties of six or more.
· Consuming raw or undercooked eggs, meat, poultry, seafood or shellfish may increase your risk of food borne illness, especially if you have certain medical conditions.

Classic Roll or Hand Roll

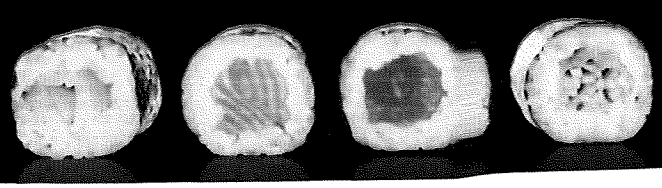
(soy paper + $1; cucumber wrapped no rice + $3)

Raw Rolls

Tuna Roll	$6.25
Salmon Roll	$6.25
Yellowtail Scallion Roll	$6.75
Spicy Tuna Roll	$6.75
Spicy Salmon Roll	$6.75
Spicy Yellowtail Roll	$6.75
Spicy Scallop Roll	$7.50
Tuna Avocado Roll	$6.50
Tuna Cucumber Roll	$6.50
Salmon Avocado Roll	$6.50
Salmon Cucumber Roll	$6.50
Alaska Roll (salmon, avocado & cucumber)	$6.75
Philadelphia Roll (smoked salmon, avocado & cream cheese)	$6.75

Cooked Rolls

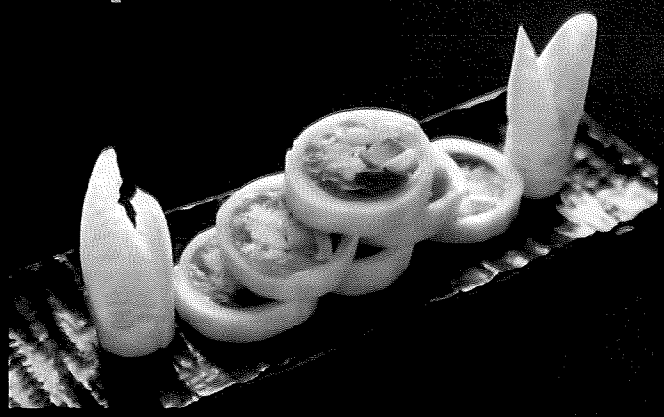
Cucumber Roll	$4.75
Avocado Roll	$4.75
Crab Stick Roll	$4.99
Spicy Crab Roll	$5.75
Crab & Cream Cheese Roll	$5.99
Eel Avocado Roll	$6.50
Eel Cucumber Roll	$6.50
Sweet Potato Roll	$5.75
Peanut Avocado Roll	$5.75
California Roll (crabstick, avocado & cucumber)	$5.75
AAC Roll (asparagus, avocado & cucumber)	$5.75
Salmon Skin Roll (toasted salmon skin & cucumber)	$6.25
Boston Roll (steamed shrimp, spring mix & cucumber w. mayo)	$6.50
Shrimp Tempura Roll (shrimp tempura, avocado, cucumber & spring mix w. eel sauce)	$7.25
Chicken Tempura Roll (chicken tempura, avocado, cucumber & spring mix w. eel sauce)	$6.75
Vegetable Roll (seaweed salad, cucumber, avocado & asparagus)	$5.75
Spider Roll (tempura soft shell crab, avocado, cucumber & spring mix w. eel sauce)	$7.99
Salmon Katsu Roll (deep fried salmon, avocado & cream cheese)	$6.50



Chef's Special Roll

(soy paper + $1; cucumber wrapped no rice + $3)

Special Raw Rolls



Rainbow Roll $13.50
(crabmeat, avocado, cucumber inside / tuna, salmon, white tuna, avocado on top)

Crazy Tuna Roll $14.25
(spicy tuna, crunch inside / tuna on top w. spicy mayo & sriracha sauce)

Salmon Lover Roll $14.25
(spicy salmon, crunch inside / salmon on top w. spicy mayo & sriracha sauce)

Snow White Roll $14.25
(spicy tuna, spicy crab, avocado inside / seared white tuna on top)

Hokage Ninja Roll $15.99
(tempura soft shell crab, cucumber inside / spicy tuna, eel, avocado on top w. black tobiko, spicymayo & eel sauce)

Colorful Naruto Roll $15.25
(tuna, salmon, yellowtail, avocado, masago wrapped with cucumber, served with ponzu sauce)

Yako Roll $15.75
(tuna, salmon, yellowtail, avocado, cucumber inside wrapped with soy paper / topped w.scallion, masago, spicy mayo & eel sauce)

Amazing Roll $14.50
(spicy tuna, spicy crab, avocado inside / pepper tuna on top with wasabi tobiko & wasabi sauce)

Sweet Heart Roll $14.25
(spicy tuna and avocado wrapped with soy paper / topped with sliced tuna & sweet chili sauce)

Kiss on Fire Roll $15.99
(shrimp tempura, spicy tuna inside / topped with avocado, sweet chili & eel sauce, whole roll on fire)

Fire Island Roll $13.95
(shrimp tempura, cucumber inside / spicy tuna on top w. eel sauce & spicy mayo)

Golden Tiger Roll $13.95
(spicy tuna, avocado inside / salmon on top with spicy mayo)

Badger Roll $14.75
(spicy salmon, cucumber inside / shrimp, avocado on top w. spicy mayo & sweet chili sauce)

Sex on the Beach Roll $13.95
(shrimp tempura, spicy tuna inside / salmon, avocado on top w. wasabi sauce)

Gold Armor Roll $14.25
(spicy tuna, avocado, jalapeño inside / topped with crunch, spicy mayo & eel sauce)

Mt. Fuji Roll $14.75
(crabmeat, avocado, cucumber inside / topped w. seared spicy salmon, scallion & masago)

Hot Girl Roll $14.25
(pepper tuna, mango inside / spicy tuna, jalapeño on top w. mango sauce, eel sauce & sriracha sauce)

Angry bird Roll $14.75
(salmon, mango, avocado inside / spicy crab on top w. masago & sweet chili sauce)

Polar Bear Roll $14.25
(spicy crab, salmon, avocado inside / seared white tuna & black tobiko on top)

Double Yellowtail Roll $15.50
(spicy yellowtail, crunch inside / yellowtail, jalapeño on top w. sriracha sauce)

Chef's Special Roll

(soy paper + $1; cucumber wrapped no rice + $3)

Special Cooked Roll

Dragon Roll $13.95
(eel, cucumber inside / avocado on top w. eel sauce)

Jaguars Roll $13.95
(eel, cream cheese, avocado inside / deep fried w. spicy mayo & eel sauce)

Volcano Roll $14.25
(shrimp tempura, cream cheese inside / topped w. spicy crab meat, crunch & eel sauce, whole roll toasted)

Mango Tango Roll $14.75
(shrimp tempura, spicy crab meat, cucumber inside / mango, red tobiko on top w. mango sauce & eel sauce)

Sweet Naruto Roll $15.25
(shrimp tempura, spicy crab, avocado, mango wrapped with cucumber / topped w. red tobiko, mango sauce & eel sauce)

Super Dynamite Roll $14.75
(salmon, asparagus, crabmeat, cream cheese inside / deep fried w. scallion, masago, spicy mayo & eel sauce)

Empire Lobster Roll $17.99
(lobster tempura, spicy crab, mango, avocado wrapped with soy paper / topped w. red tobiko, mango sauce & eel sauce)

Dancing Eel Roll $14.25
(shrimp tempura, avocado, cucumber inside / eel on top w. eel sauce)

Wisconsin Roll $15.25
(fish tempura, avocado wrapped with soy paper / topped w. spicy crab, cheddar cheese, crunch & eel sauce, whole roll toasted)

Green Dragon Roll $14.25
(shrimp tempura, spicy crab, cucumber inside / avocado on top w. spicy mayo & sriracha sauce)

Black Dragon Roll $14.75
(spicy crab, avocado, cucumber inside / topped w. eel, avocado, black tobiko & eel sauce)

Godzilla Roll $14.75
(tuna, salmon, jalapeño, cream cheese inside / deep fried w. scallion, masago, spicy mayo & sweet chili sauce)

Vegetarian Roll $13.95
(sweet potato tempura, cucumber, asparagus, spring mix inside / avocado on top w. eel sauce)

Tropical Tour Roll $14.25
(shrimp tempura, cream cheese inside / mango, avocado on top w. mango sauce)

Pyramid Roll $15.25
(fish tempura, avocado, cucumber inside / seared salmon, crab tempura on top w. sweet chili sauce)

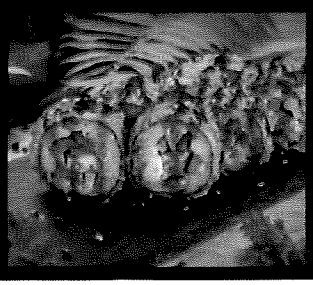
Spicy Mexican Roll $15.75
(fish tempura, cucumber, jalapeño, inside / spicy crab tempura, crunch on top w. sriracha sauce)

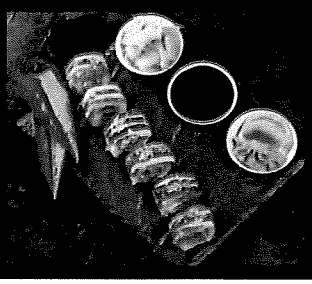
Madison Roll $16.99
(shrimp tempura, crabmeat, cream cheese, avocado, cucumber, spring mix inside / masago,scallion on top w. eel sauce)

Paradise Roll $14.50
(shrimp tempura, avocado, cucumber inside / spicy crab on top w. eel sauce)

Hurricane Roll $15.25
(crabmeat, avocado, inside / baked spicy scallop, crunch on top w. eel sauce)

Hawaii Roll $15.99
(crab tempura, cream cheese, asparagus inside / avocado on top w. spicy mayo & eel sauce)

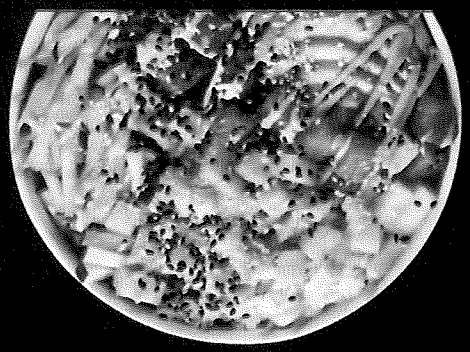


Poke Bowls

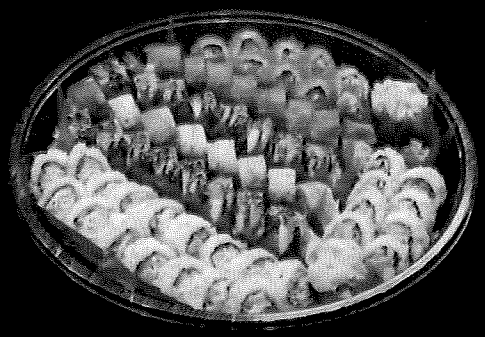
Choice of: sushi rice or spring mix
Served with: avocado, edamame, seaweed salad, mango & cucumber
Sauce option: yum yum sauce, spicy mayo, or eel sauce

Spicy Tuna / Ahi Tuna	$14.99
Spicy Salmon / Salmon	$14.99
Spicy Crabmeat / Snow Crab	$14.99
Shrimp / Chicken Tempura	$14.99
Seafood Lover (tuna, salmon, yellowtail, crabmeat & shrimp)	$17.99



Party Tray Special

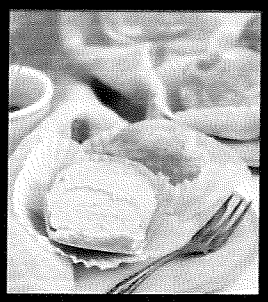
(Note: for classic roll combination that adds "Spider Roll" will be charge for $2 each; for special roll combination that adds "Empire Lobster Roll" or "Madison Roll" will charge for $3 each)



Any 8 Classic Roll	$45.99
Any 4 Special Roll + 2 Classic Roll	$63.99
Any 6 Special Roll	$77.99

Side Order

White Rice	$2.75
Sushi Rice	$3.25
Chicken Nugget & French Fries	$7.95



Desserts

Two Scoops Ice Cream (vanilla, strawberry, green tea, or chocolate)	$4.50
Japanese Mochi Ice Cream (strawberry, mango & green tea)	$6.99
Fried Cheesecake	$5.95