

## 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.

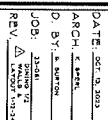
**Target Market:** Our primary target market includes local residents, shoppers from the nearby mall, and sushi enthusiasts looking for a quality all-you-can-eat experience. We expect to attract a diverse clientele, including families, young professionals, and sushi lovers who value the variety and quality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

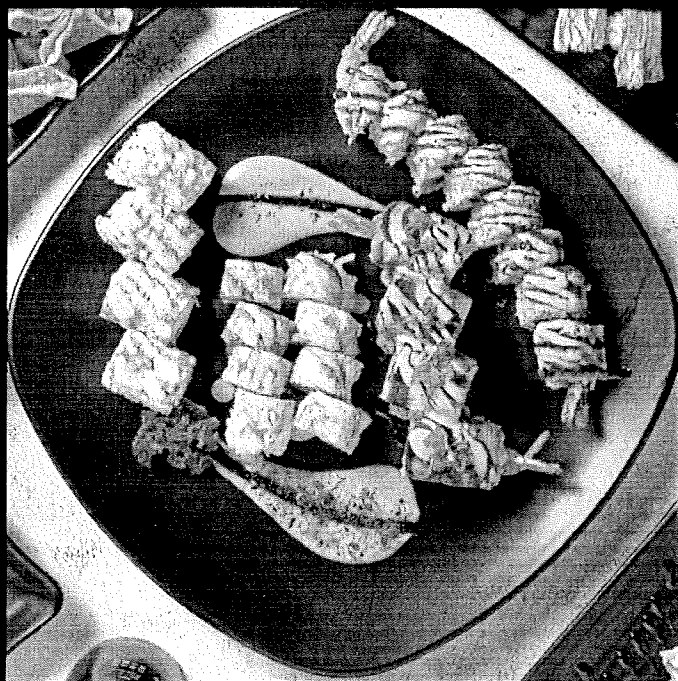
**Our restaurant features an all-you-can-eat option, where you can enjoy a variety of dishes at a fixed price, excluding beverages and sashimi. We advise ordering in small, frequent quantities to minimize food waste and enhance your dining experience. Please be mindful to order only what you can comfortably 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

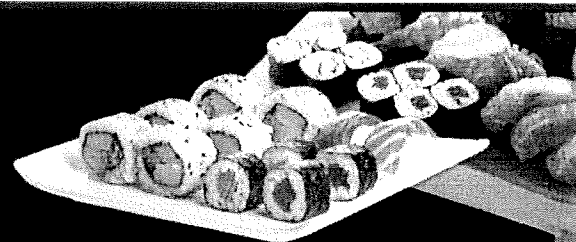
Original	Melon
Strawberry	

## 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, Lettuces, 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)

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## 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 Lettuces; Topped with Garden Sauce

## Mexican Roll

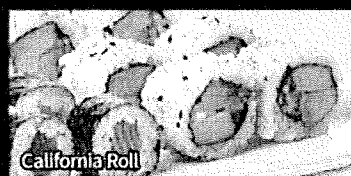
Spicy Crab & Jalapeno; Topped w. Avocado & Sriracha (w Tempura Panko)

## 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.



California Roll



California Roll



California Roll



California Roll

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

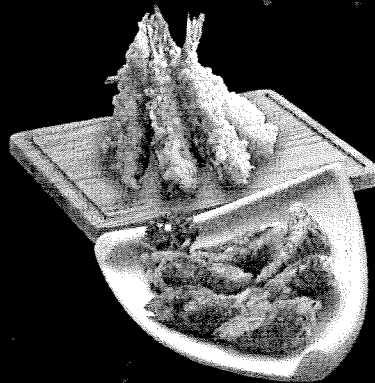
Tempura battered fried vegetables served with tempura sauce.

### 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

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## 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, Shitake Mushroom and Carrot.

Vegetable Beef

Chicken Shrimp

### Stir Fried Udon

(検査) Including green cabbage onion shitake 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)