Business Plan: Osaka

1. Overview

Osaka is a fast-casual restaurant specializing in ramen, hibachi, and rice bowls. The concept focuses on serving high-quality, flavorful Japanese-inspired meals quickly and at an affordable price.

Location: Madison, WI
Concept: Fast-casual dining (dine-in, takeout, delivery)
Goal: Provide delicious, consistent food with fast service and strong customer experience.

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2. Menu

Core Items:

- **Ramen:** Tonkotsu, Shoyu, Miso, Spicy Ramen
- **Hibachi Plates:** Chicken, steak, shrimp with vegetables and fried rice
- **Rice Bowls:** Teriyaki chicken, beef, spicy chicken

Price Range:

- Ramen: $13–$25
- Hibachi: $14–$27
- Rice Bowls: $11–$15

Strategy:

- Keep menu simple and efficient
- Focus on high-margin items
- Offer add-ons (extra protein, egg, toppings)

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3. Target Market

- Office workers (lunch crowd)
- Young professionals
- Families

- Delivery customers

Why they'll come:

- Fast service
- Affordable pricing
- Variety (ramen + hibachi + bowls in one place)

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4. Operations

Hours:

- Lunch: 11 AM – 3 PM
- Dinner: 3 PM – 9/10 PM

Staffing:

- 2–3 kitchen staff
- 1–2 front staff
- 1 manager

Service Type:

- Counter service (fast-casual)
- Strong takeout and delivery focus

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5. Marketing

- Social media (Instagram, TikTok)
- Online reviews (Google, Yelp)
- Delivery platforms: Uber Eats, DoorDash

Promotions:

- Lunch specials
- Grand opening discounts
- Loyalty rewards

OSAKA MADISON MENU

APPETIZER

TAKOYAKI: Deep fried octopus ball served with special sauce (5 pieces) $6.50

HARUMAKI: Vegetable spring rolls (2 pieces) $4.00

Pork egg roll (2 pieces) $5.50

GYOZA: Fried pork dumpling (5 pieces) $5.50

Shumai: fried shrimp dumpling (5 pieces) $5.50

Golden tofu: deep fried tofu served with special sauce $4.50

Chicken karage: Breaded marinated Japanese fried chicken $8.50

Yakitori pork belly : tender grill marinated pork belly on the stick in special sauce $7.50

Korean taco: perfectly cook choice of beef or pork belly in special sauce wrapped in warm tortilla topped with coleslaw and drizzle with special sauce $10.95

LUNCH HIBACHI

(come with fried rice)

HIBACHI VEGETABLE: Freshly grilled vegetables served with a special hibachi sauce $11.95

HIBACHI TOFU: light breaded deep fried tofu with mix vegetable served with a special hibachi sauce $12.95

HIBACHI CHICKEN: Marinated grilled chicken served with fresh vegetables and special hibachi sauce $12.95

HIBACHI SHRIMP: Freshly grilled shrimp served with vegetables and special hibachi sauce $13.95

HIBACHI FILET: Tender grilled filet mignon served with fresh vegetables and a special hibachi sauce $13.95

HIBACHI SALMON: Freshly grilled salmon served with vegetables and special hibachi sauce $13.95

FRIED RICE

CHICKEN FRIED RICE: Stir-fried rice with marinated chicken, mixed vegetables, and a touch of soy sauce $13.95

PORK BELLY FRIED RICE: Stir-fried rice with tender pork belly, mixed vegetables, and a touch of soy sauce $14.95

BEEF FRIED RICE: Stir-fried rice with tender beef slices, mixed vegetables, and a touch of soy sauce $14.95

SHRIMP FRIED RICE: Stir-fried rice with freshly grilled shrimp, mixed vegetables, and a touch of soy sauce $14.95

VEGETABLE FRIED RICE: Stir-fried rice with fresh vegetables, and a touch of soy sauce $11.95

COMBINATION FRIED RICE: Stir-fried rice with a mix of marinated chicken, beef slices, grilled shrimp, fresh vegetables, and a touch of soy sauce $15.95

NOODLE

YAKISOBA NOODLE: Stir-fried Japanese noodles with a mix fresh vegetables, and a savory soy-based sauce with choice of protein

Tofu or chicken $13.95

Shrimp or beef $14.95

Combination $16.95

LOMEIN NOODLE: Stir-fried Chinese noodles with mixed vegetables and a savory soy-based sauce with your choice of protein

Tofu or Chicken $13.95

Shrimp or Beef $14.95

Combination $16.95

RICE BOWL

CHICKEN TERIYAKI RICE BOWL: Grilled teriyaki chicken served over steamed rice, coleslaw, green onion in a savory teriyaki sauce. $13.95

CHICKEN KATSU RICE BOWL: Breaded and deep-fried chicken cutlet served over steamed rice with coleslaw, green onion, with special sauce on the side. $14.95

PORK KATSU RICE BOWL: Breaded and deep-fried pork cutlet served over steamed rice with coleslaw, green onion, and special sauce on the side. $14.95

CHICKEN KARAGE RICE BOWL: Japanese marinated breaded chicken served over steamed rice with coleslaw, green onion, and a special sauce on the side. $14.95

SALMON RICE BOWL: Grilled salmon served over steamed rice, coleslaw, green onion, in savory teriyaki sauce . $14.95

SHRIMP RICE BOWL: grilled shrimp served over steamed rice, coleslaw, green onion, in savory teriyaki sauce $15.95

BEEF BULGOGI RICE BOWL: perfectly marinated tender beef in Korean special sauce, served over bed of steamed rice, coleslaw, and green onion. $ 14.95

BRISKET RICE BOWL: Tender marinated brisket in special sauce served over steamed rice, coleslaw, and green onion. $19.95

PORK RIB RICE BOWL: delicious super tender pork rib in special sauce served over steam rice, coleslaw, and green onion. $20.95

BEEF RIB RICE BOWL: Our signature super tender beef rib cook in perfection in special sauce served over steamed rice, coleslaw, and green onion. $23.95

OSAKA RAMEN

TAN TAN RAMEN: Spicy sesame dashi broth topped with ground pork, mushroom, bamboo, bean sprout, scallion, fish cakes, and boiled egg. $17.50

SHOYU RAMEN: Light beef broth topped with pork chashu, mushroom, bamboo, bean sprout, scallion, fish cakes, and a boiled egg. $17.50

MISO RAMEN: Rich pork broth, soy bean paste, topped with pork chashu, mushroom, bamboo, bean sprout, scallion, fish cakes, and a boiled egg. $17.50

SPICY CHICKEN RAMEN: Creamy spicy pork broth topped with grilled chicken, mushroom, bamboo, bean sprouts, scallion, fish cakes, and a boiled egg. $17.50

BONITO JUZU: Creamy pork broth topped with pork chasu, mushrooms, bamboo, bean sprouts, scallions, fish cakes, juzu spice, bonito flakes, and a boiled egg. $17.50

TONKATSU RAMEN: Original tonkatsu with creamy, rich pork broth, pork chashu, mushrooms, bamboo, bean sprouts, scallions, fish cakes, and a boiled egg. $17.50

BEEF GYUDON RAMEN: Light beef broth, topped with thin slices of tender beef, mushrooms, bamboo, bean sprouts, scallions, fish cakes, and a boiled egg. $18.50

SPICY TONKATSU RAMEN: Spicy creamy pork broth, topped with pork chasu, mushrooms, bamboo, bean sprouts, scallions, fish cakes, and a boiled egg. $17.50

CHICKEN KARAGE RAMEN: Spicy creamy pork broth, topped with Japanese marinated breaded chicken, mushrooms, bamboo, bean sprouts, scallions, fish cakes, and a boiled egg. $17.50

SHRIMP TEMPURA RAMEN: Spicy creamy pork broth, topped with shrimp tempura, mushrooms, scallions, beansprouts, bamboo, fish cakes, and a boiled egg. $17.50

HOT MISO RAMEN: Spicy pork broth, topped with ground pork, mushrooms, bamboo, scallions, beansprouts, fish cakes, and a boiled egg. $17.50

PORK KATSU RAMEN: Tender deep-fried pork covered with bread crumbs, laid upon a bed of spicy creamy pork broth, mushrooms, bamboo, bean sprouts, scallions, fish cakes, and a boiled egg. $17.50

CHICKEN KATSU RAMEN: Tender deep-fried pork covered with bread crumbs, laid upon a bed of spicy creamy pork broth, mushrooms, bamboo, bean sprouts, scallions, fish cakes, and a boiled egg. $17.50

CHEF SPECIAL RAMEN

BEEF RIB RAMEN : Spicy creamy pork broth topped with marinated tender beef rib, mushrooms, scallions, beansprouts, bamboo, asparagus, fish cakes, and a boiled egg. $24.95

PORK RIB RAMEN : Spicy creamy pork broth topped with marinated tender pork rib, mushrooms, scallions, beansprouts, bamboo, asparagus, fish cakes, and a boiled egg. $22.95

BRISKET RAMEN: Spicy or non-spicy creamy pork broth topped with delicious tender brisket, mushrooms, scallions, bean sprouts, bamboo, asparagus, fish cakes, and a boiled egg. $21.95

VEGETERIAN MENU

GLUTEN FREE VEGAN RAMEN: Creamy vegetable broth, tofu, mushrooms, scallions, beansprouts, bamboo, and asparagus. $14.50

VEGETARIAN RAMEN: creamy vegetable broth, topped with mushrooms, scallions, beansprouts, bamboo, asparagus and a boiled egg. $14.50

RICE BOWLS

RICE BOWL TOFU: Lightly breaded tofu served over a bed of steamed rice, coleslaw, green onion in savory teriyaki sauce. $12.95

RICE BOWL MIX VEGETABLE: A healthy mix of sautéed vegetables, coleslaw served over a bed of steamed rice with a savory teriyaki sauce. $12.95

TERIYAKI TOFU: Lightly breaded tofu in teriyaki sauce served with white rice. $13.95

HIBACHI VEGETABLE: A delightful mix of fresh sautéed vegetables in savory hibachi sauce. Served with white rice $13.95

TERIYAKI

(SERVED WITH WHITE RICE)

KOREAN BULGOKI	$16.95
TERIYAKI CHICKEN	$17.95
TERIYAKI SALMON	$20.95
TERIYAKI SHRIMP	$19.95
TERIYAKI FILLET MIGNON	$23.95

HIBACHI

(Freshly grilled mix vegetables served with choice of protein a special hibachi sauce served with fried rice)

HIBACHI CHICKEN	$ 16.95
HIBACHI SHRIMP	$ 17.95
HIBACHI SALMON	$19.95
HIBACHI FILLET MIGNON	$23.95
HIBACHI CHICKEN & SHRIMP	$19.95
HIBACHI CHICKEN & FILLET	$ 22.95
HIBACHI FILLET & SHRIMP	$ 24.95
HIBACHI SPECIAL COMBO	$ 26.95

(CHICKEN, SHRIMP, FILLET MIGNON)

SIDE / EXTRA

PLAIN RAMEN: noodle and choice of broth	$8.00
Egg	$2.00
Broth	$4.00
Noodle	$4.00
Add vegetables	$1.00
Side vegetables	$5.95
Side sauce	$1.00
Side chicken	$6.95
Side fillet mignon	$7.95
Side salmon or shrimp	$7.95
Side fried rice	$3.50
Side white rice	$2.50

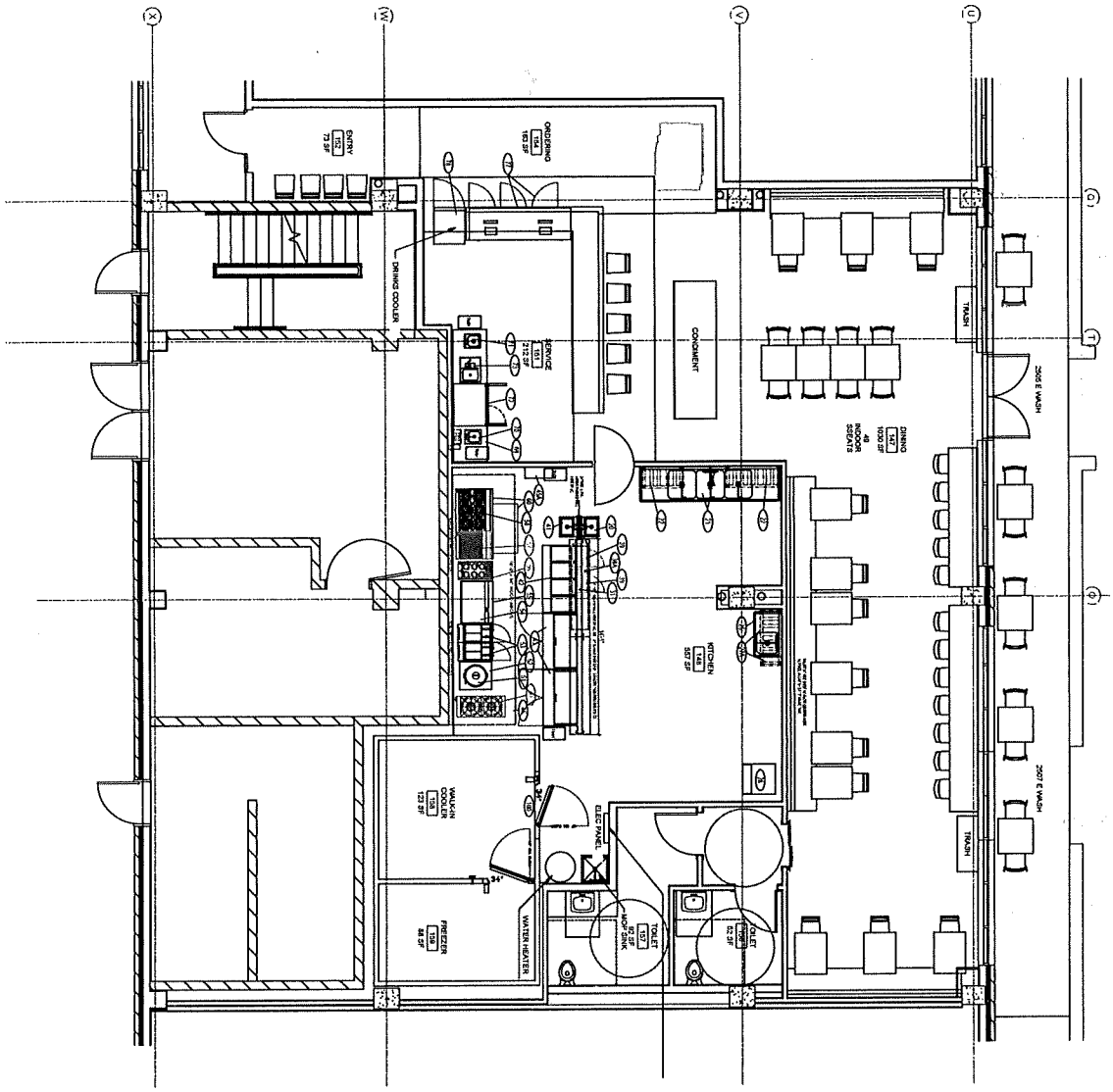
SODA (free refill)	$ 3.50
Ramune (Japanese soda)	$ 3.95
BOBA DRINK	$6.25

($1 more for strawberry popping boba)

STRAWBERRY	THAI TEA
MELON	MOCHA
MANGO	GREEN TEA
TARO	BROWN SUGAR
WATERMELON	MILK TEA

THAI COFFEE

1 FIRST FLOOR PLAN
1/4" = 1'-0"



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Osaka Raman & Hibachi

FOOD SERVICE EQUIPMENT LAYOUT

PLOT DATE 01/30/2026 | DRWN BY RGF | SCALE 1/4"=1' | PROJ MGR SP

EST 1987
Kavanaugh
RESTAURANT SUPPLY
2920 Bryant Road Madison, WI 53713 608-271-8514

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