

8

Description of the business: Poke Poke provides the freshest Hawaii Poke bowl to the local community, let people have a fun, and enjoy food in our restaurant.

Business Plan:

The Traditional Hawaii-Style Restaurant ("Poke Poke") will be a moderately priced 32 seat restaurant offering Hawaii-Style seafood and service. Ahi Tuna Poke Bowl, Salmon Poke Bowl, Shimp Poke Bowl, Crab Salad, Oden Bentu are all on the menu. We will offer specialty selections including a lighter options and smaller portions for a children's menu.

The restaurant will be company owned and operated by Judy (Zhuzhu). She previous worked for Amazon. She also has master degree in business area and several years experience in the restaurant and E-scommerce industry.

The GatesWay Associates will be leasing a 1,200 square foot space located at 600 Williamson St K3. The former tenant removed the majority of the furniture, fixtures and equipment which will need to be replaced. The location will also require some additional renovation to update the lavatories and increase table space in the dining area.

The décor will feature wood accented chairs. Dinner style tables will be surrounded by wooden chairs with comfortable seating chairs.

Sales projections assume 700 customers per week resulting in weekly sales of just over \$250,000 or \$500,000 annually.

1. Ownership/location: ForWorld LLC/ 600 Williamson St Madison WI 53703
2. What the business does? Restaurant
3. What product created? Hawaii Poke bowl and Oden Bentu
4. Financial Plan:
1th month: cash flow \$1000 daily, 2ed month: cash flow \$1500 daily, 3rd month: cash flow \$2000 daily.
5. Pricing strategy: lower 10% than Miko's price
6. Targeted audience: Tourists, Downtown workers, Local people, Weekend shoppers, Students,
7. Marketing Plan: Yelp, Google Search, SEO Website, Google my business, Facebook, Instagram, Snapchat, Open table, Zomato, foursquare, Eat 24, Groupon, daily deal (Wednesday \$5 for regular salmon bowl), Buzz(local bloggers) , free lunch for the neighbor
8. Promo Plan: open 1st month- free lemonade with one bowl order, Weekly photo

contest:<https://www.touchbistro.com/starting-a-restaurant/restaurant-marketing-plan/>

9. Production plan:

bowl - wash - cut - source

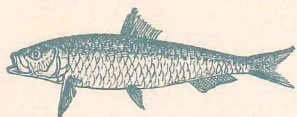
Sides - ready to go

10. Long term goals: the best Poke restaurant in the Madison area

8

BUILD ALL YOUR OWN

POKE POKE



Poke-Poke chose to bring the best poke restaurant on the mainland to Madison, WI because of the incredible people, the cool culture, and the adventurous food scene. We are located at 600 Williamson St Madison WI
Open Daily 11AM-9PM

01 PICK A SIZE

Little \$7.5
Regular \$9.5
Kahuna \$14.5

02 BASE

White Rice, Brown Rice, Quinoa (+\$1)

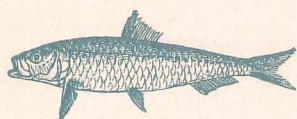
03 POKE (CHOOSE 1 OR 2)

Ahi Tuna (Marginated or Naked?)
Salmon (Marginated or Naked?)
Shimp (Marginated or Naked?)
Tofu

Sashimi Grade Seafood only

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POKE POKE



04 CREATION

ALOHA: Pineapple, Cucumber, Scallion, Maui Onion, Jalapeño, Sesame Vinaigrette

CRUNCH: Jalapeño, Cucumber, Scallions, Edamame, Tobiko, Crunch, Spicy Aioli, Samurai

VOLCANO: Seaweed, Edamame, Jalapeño, Ginger, Volcano

P.Y.O.B: Pack your own bowl with any or all of the ingredients & get sauced!

SAUCE: Samurai (Sweet + Savory), Wasabi, Spicy Aioli (Tangy + Spicy Mayo), Sesame Oil (Toasted + Nutty), Sesame Vinaigrette (Light, Sweet + Citrusy), Volcano (Chili + Ponzu Mayo), Yuzu Ranch (Japanese Citrus Ranch)

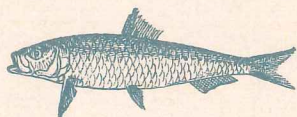
05 SIDES

Crab Salad \$3.5

Seaweed Salad: \$2.5

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POKE POKE



06 BEVERAGE

Macha Green Tea \$2.5

Ramune \$2.95

Royal Milk Tea \$2.95

07 DESERT

Mochi \$2

Shaved Iced \$3.5

Oden Bentu (boiled eggs, daikon radish,
konnyaku, and processed fish cakes) \$5

08 ALCOHOL

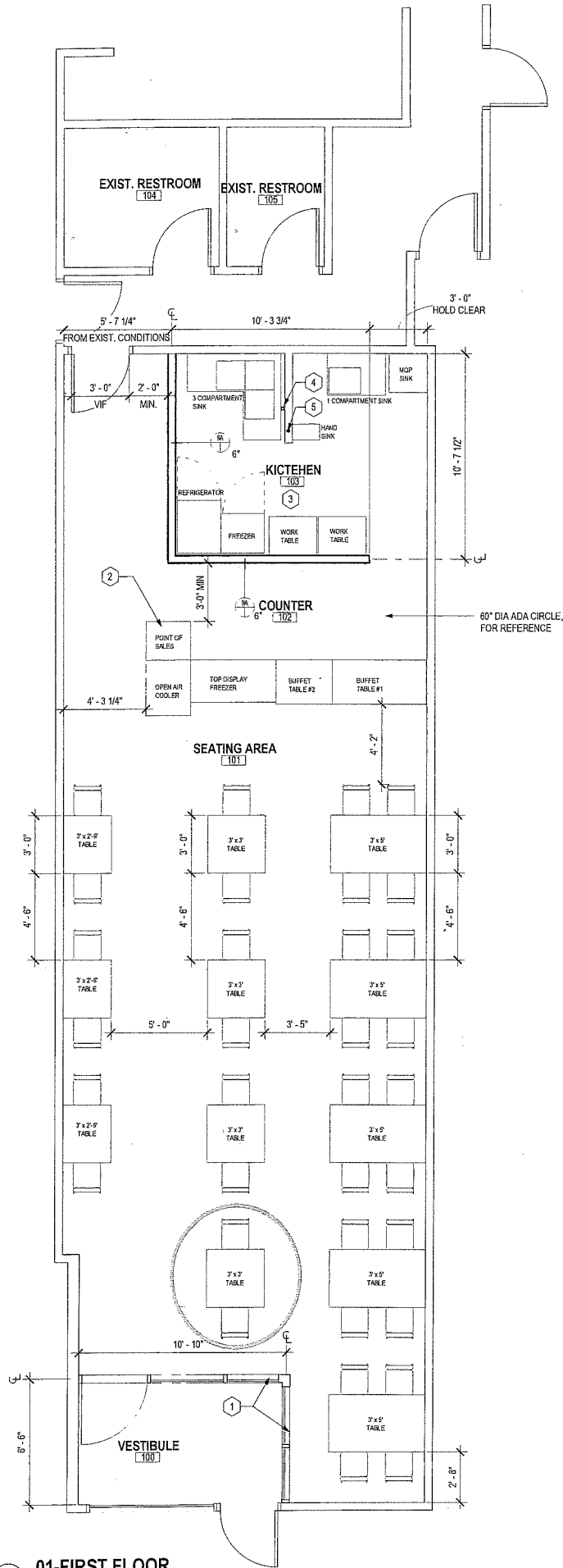
We offer a great selection of craft beer, wine
and sake designed to pair with poke at our
Williamson St location.

KEYNOTES

- 1. TO BE DESIGN BUILD BY
- 2. TO BE TEMPERED, NEW
- 3. MAX HEIGHT.
- 4. TO BE APPLIED TO ALL
- 5. MIN
- 6. TO BE REUSED

GENERAL NOTES

- 1. MECHANICAL OPENINGS, EXIST. CASEWORK/HANDRAIL/TOILET
- 2. WOOD BLOCKING BETWEEN CASEWORK/HANDRAIL/TOILET
- 3. CARPET TO DISSIMILAR FLOOR (U.N.O.)
- 4. CONSULT WITH HVAC CONTRACTOR.
- 5. DIMENSIONS SHOWN ON PLAN ARE FOR CENTER TO CENTER OF STUD UNLESS NOTED
- 6. Gypsum BOARD (BOTH SIDES), 1" METAL STUD @ 16" O.C
- 7. TO BE BUILDING STANDARD, FLOOR CEILING MATERIALS/ FINISHES TO BE SELECTED BY OWNER
- 8. WIRING FIXTURE TO BE BUILDING STANDARD, UNLESS NOTED.



1 01-FIRST FLOOR
1/4" = 1'-0"

DIMENSION

Madison Design Group

architecture · interior design · planning

6515 Grand Teton Plaza, Suite 120
Madison, Wisconsin 53719

p608.829.4444 f608.829.4445 dimensionvmadison.com

POKE RESTAURANT

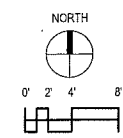
600 WILLIAMSON ST, SUITE K3
MADISON WI, 53703

DATE OF ISSUE: 12/22/2017

REVISIONS:

PROJECT # 17168

FIRST FLOOR PLAN



A1.1