

SEQUOIA RAMEN & SUSHI

RESTAURANT BUSINESS PLAN

1843 MONROE STREET, MADISON, WISCONSIN 53711

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1.0 Executive Summary

The Sequoia Ramen & Sushi (“the restaurant”) will be a moderately priced 99 seat restaurant offering Japanese style food and service. Bubble tea, ramen, sushi, grilled items along with generous salads are all on the menu. We will offer specialty selections including a lighter options and vegetarian dishes for vegans.

The restaurant will be family owned and operated by Zhiqiang Li. He has over 7+ collective years’ experience in the restaurant and catering industry.

The restaurant will be leasing a 2,200 square foot space located at on 1843 Monroe street, an existing retail center located on Monroe Street in Madison. The site was previously leased to Brocach, an Irish Restaurant and Pub and it was out of business in the early 2019. Although the location was previously utilized as a restaurant, many furniture, fixtures and equipment are outdated that need to be replaced and updated to provide a pleasant dining environment.

1.1 Business Objectives

The primary objectives of the business plan for Restaurant are below:

- To be the premier home-style restaurant in Madison, Wisconsin
- To offer diverse Japanese restaurant to the neighborhood
- To provide quality meals at reasonable prices with exemplary service

1.2 Mission Statement

Our Mission is to provide a unique and relaxing dining experience – similar to dining at home. We will strive to achieve this goal by: 1) by providing menu items incorporating quality ingredients at reasonable prices, and 2) we will be mindful of the well being of our customers and staff– treating each and everyone with dignity and respect – just like we would at our own home!

2.0 Company Description

2.1 Legal Form

The Sequoia Ramen & Sushi will be organized as a LLC, wholly owned and operated Qin’S Bistro LLC, which is registered in the state of Wisconsin a community property state.

3.0 Services

3.1 Daily Operations and Production

The restaurant will be open 7 days a week with hours as follows:

Monday	11:00 am – 9:30 pm
Tuesday	11:00 am – 9:30 pm
Wednesday	11:00 am – 9:30 pm
Thursday	11:00 am – 9:30 pm
Friday	11:00 am – 10:00 pm
Saturday	11:00 am – 10:00 pm
Sunday	11:00 am – 9:30 pm

The restaurant will be open 7 days a week for lunch and dinner requiring multiple shifts. The schedules will be written in a manner that will allow the ability to increase or decrease hourly labor according to sales volume in order to maintain a consistent labor cost control.

Upon arrival, guests will be greeted immediately by either the assistant manager or a server and asked for the seating preference. Drink orders will be taken and guests can munch on our complimentary rolls. Once the customer's order is taken, the order will automatically be printed to a requisition printer located in the grill area. The grill cook will use the printed ticket to keep track of orders and place the meal under the heating lamps until the order is complete. Shift changes for all staff will involve cleanup, restocking and preparation.

3.2 Suppliers

Because of years of experience, we have established relationships with qualified suppliers. These suppliers can provide reasonably priced products, delivered according to the schedule.

3.3 Administrative Systems

The purchase of a POS system will immensely help them with these daily administrative reports. We will do daily cash control and monthly prime cost report.

Payroll Processing. Payroll checks will be issued monthly. The manager will run reports from the time & attendance system, make necessary adjustments, and prepare for transfer to the payroll system.

4.0 Market Analysis

The restaurant industry is a relatively large and diverse business in downtown Madison. We have not seen any Japanese styled establishment on Monroe street, so we are excited to bring the oriental experience and diversity to the neighborhood.

4.1 Target Market Segment Strategy

Considering the very limited supply in the area, this restaurant will particularly appeal to residents, office workers, college students and staff. Additionally, the restaurant located in a retail strip center that is right across Trade Joe's. This will encourage shopper to stop in for a home cooked meal they can enjoy!

4.2 Positioning

Consumers believe that meals at home are healthier and higher quality than eating at restaurants. At Sequoia, we will position ourselves as the premier home-style restaurant by preparing quality home cooked meals with simple wholesome ingredients, as a premier traditional home-style restaurant.

Promotion and Advertising Strategy

- **Location-** The restaurant will be located on Monroe with high daily traffic. We will have Signage on the on Monroe street.
- **Word of Mouth** – We already have a database of existing catering customers and will rely heavily on this method to attract and grow new business.
- **Social Media** – send promotion on website like Facebook, Instagram.

- **Event Marketing** -We plan on joining our local chamber of commerce and utilizing their networking services for our grand opening
- **Website.** We will stay current with industry trends and have a webpage, Facebook page and Twitter site.

Marketing Programs

- Our initial marketing campaign will consist of contacting our databases clients and notifying them of our grand opening. We will seek the use of a local mailing service program to assist us in the implementation of the campaign
- Ongoing- we will meticulously keep our database current and use the Constant Contact program

5.0 Organization and Management

5.1 Organizational Structure

Sequoia expects to hire ~10 employees. Each applicant will be rated and evaluated according to a pre-defined set of standards designed for each position. Background checks will be utilized for designated positions. Recruiting efforts will always center on referrals.

5.2 Management Team

The restaurant will be owned by Zhiqiang(Zack) Li. The manager will be responsible for ordering, receiving and maintaining sufficient inventory to meet production demands. Standard grocery and supply orders will be ordered less often, according to a predetermined schedule and storage capacity.

We are currently working on the restaurant layout, including the dining room, kitchen and serving line, to maximize efficiency and flexibility to accommodate the fluctuation in customer traffic and peak meal periods.

Sequoia Ramen & Sushi

1843 Monroe Street, Madison, WI 53711

Beverage

Bubble Tea

1	Fresh Mango Tapioca	3.95
2	Fresh Watermelon Tapioca	3.95
3	Fresh Strawberry Tapioca	3.95
4	Taro Milk Tea with Tapioca	3.95
5	Mango Milk Tea with Tapioca	3.50
6	Green Tea Latte with Tapioca	3.50
7	Honeydew Milk Tea with Tapioca	3.50
8	Avocado Milk Tea with Tapioca	3.50

Soft Drink

9	Pepsi	1.50
10	Sierra Mist	1.50
11	Diet Pepsi	1.50
12	Unsweetened Ice Tea	1.50
13	Orange Crush	1.50

Tea & Coffee

14	Thai Iced Tea	3.50
15	Iced Milk Tea	3.50
16	Hot Milk Tea	2.75
18	Hot Green Tea	1.50

Appetizers

A1	Egg Rolls (2 pcs)	4.50
A2	Dumpling (6 pcs)	5.95
A3	Lemon Grass Chicken Wings (6 pcs)	5.95
A4	Japanese Seaweed Salad	5.95
A5	Cucumber salad	5.95
A6	Buns(with beef, pork, chicken, or veggie)(2pcs)	7.95

Soup

S1	Miso Soup	>tofu, seaweed, and scallions in a soybean broth	3.95
S2	Tomyum Soup	>greens and spicy soup base	3.95

Japanese Ramen

* all ramens are served with Tokyo wavy noodle

R1	Spicy Miso	>ground pork, Napa cabbage	10.95
R2	Kimchi & Chicken	> fried garlic, buttered corn	11.95
R3	Sumo Bowl	>chashu, wontons, crushed egg	11.95
R4	Beef Cheek Ramen	>pickled cucumber, tofu, crispy	10.95
R5	Yaki Soba	> sliced red & green peppers, carrots, and meat choices	10.95

Extra Meat:	2.00
Extra Meat Ball:	2.00
Extra Egg:	1.50
Extra Noodle:	3.00

Temaki Hand-Rolls

*two pieces per order

T1	Spicy Tuna	>cone of seaweed wrapped around rice and tuna	8.95
T2	Spicy Scallop	>seaweed wrapped around rice and scallop	8.95
T3	Hamachi	>seaweed wrapped around rice and Hamachi	8.95
T4	Crab- Cucumber	>seaweed, rice and cucumber & avocado	8.95

Hosomaki

*All sushi severed with 5 pieces

H1	Mango Scallop	>scallop, mango, tempura flakes, and spicy mayo	8.95
H2	Tuna Tataki	>seared tuna with shredded crab meat	8.95
H3	Yellowtail Jalapeno	>yellowtails with sliced jalapenos	8.95
H4	Spicy Tuna	>tuna, cucumber, chili oil	8.95
H5	Rainbow	>yellow tail with wasabi, topped with three color caviars	9.95
H6	Unagi	>avocado, omelet, cucumber	9.95

Japanese Noodle Salad

*Served with Ground Peanut, Fish Sauce, and Bean Sprouts

JN1	Grilled Meat and Egg Roll Noodle Salad	8.95
JN2	Grilled Shrimp and Egg Roll Noodle Salad	8.95

Rice Platter

*Served with Pan Fried Egg Over Rice

RP1	Lemon Grass with (chicken or pork chop)	9.95
RP3	Fish Fillet Stew with Fried Tofu & Vegetable	9.95
RP4	Korean Spicy Seafood Noodle Soup	9.95
RP5	Curry Katsu-Don	9.95

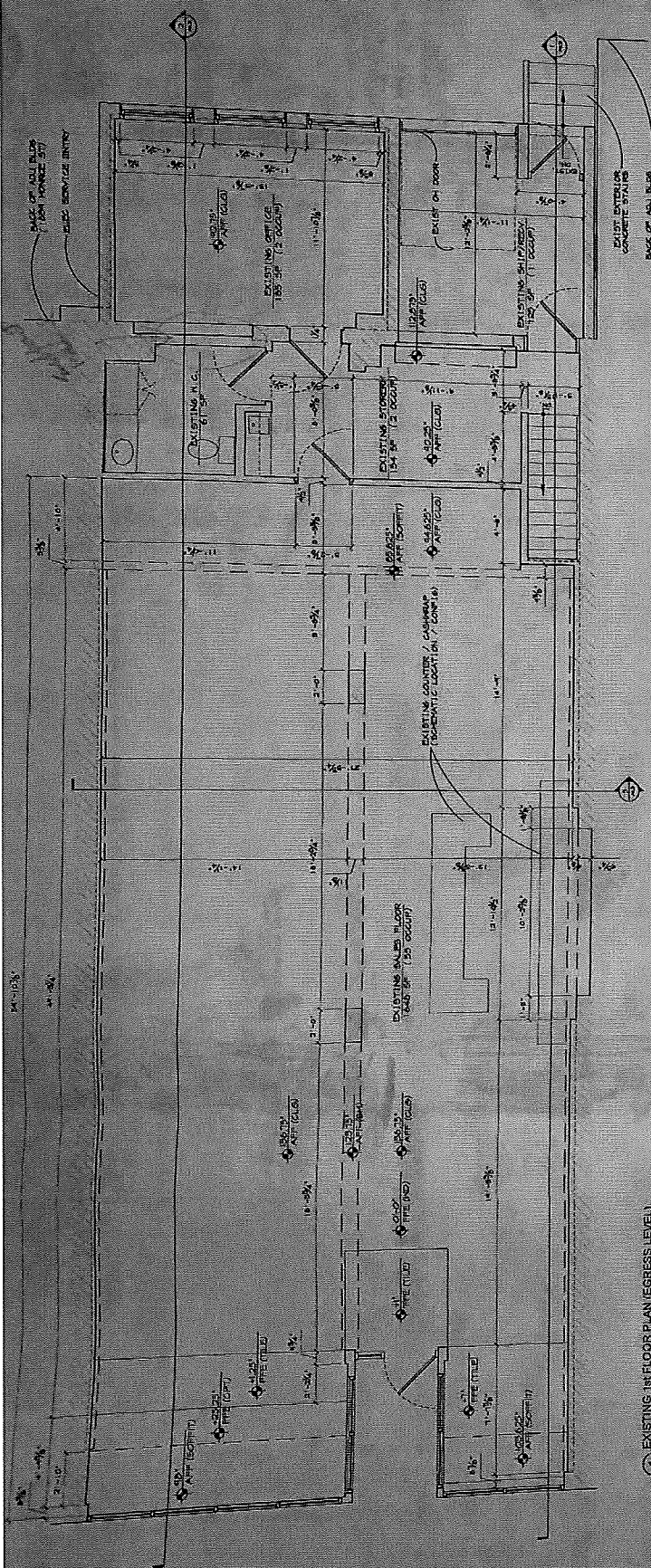
Vegetarian Dishes

* Contains Egg, Can Be Removed with Request

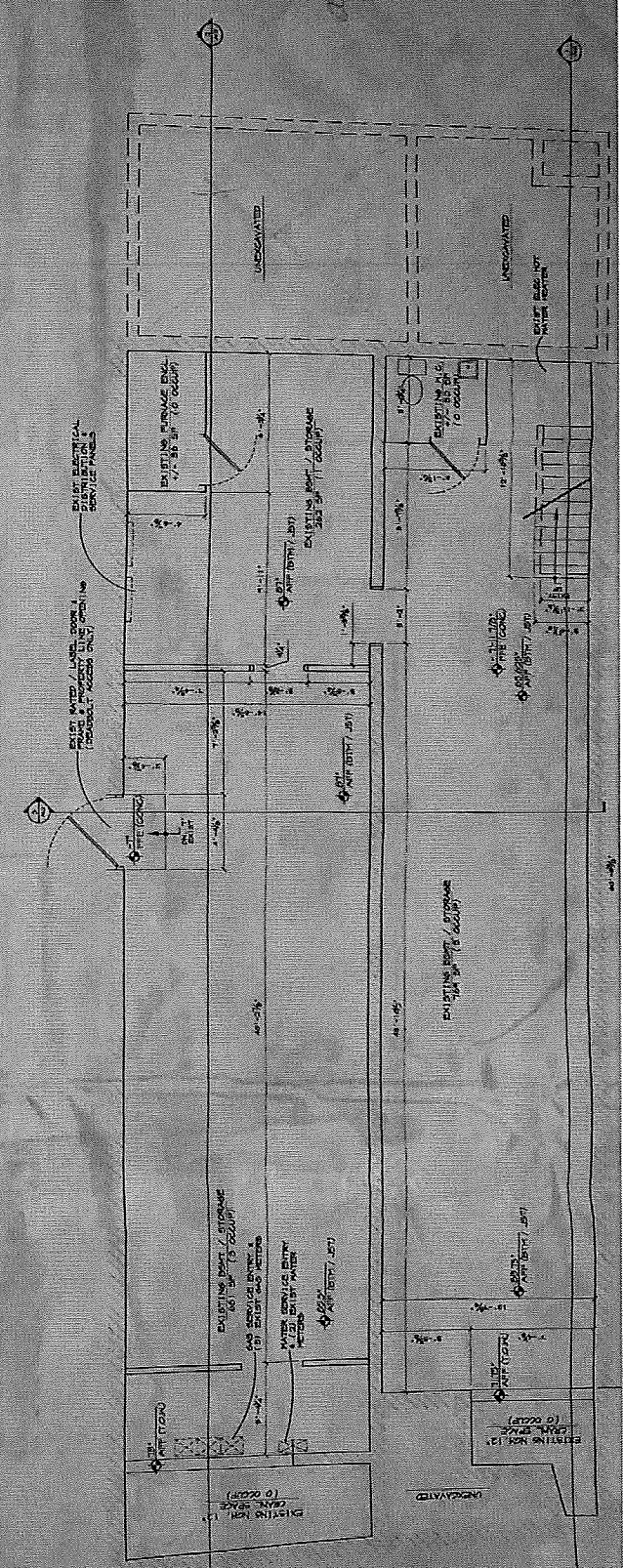
V1	Vegetarian Egg Rolls	3.50
V2	Vegetarian Pot Stickers	5.95
V3	Vegetarian Fried Rice	9.50

Dessert

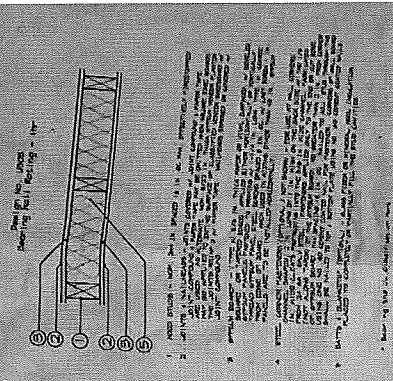
J1	Green Tea Ice Cream	3.50
J2	Mango Ice Cream	3.50



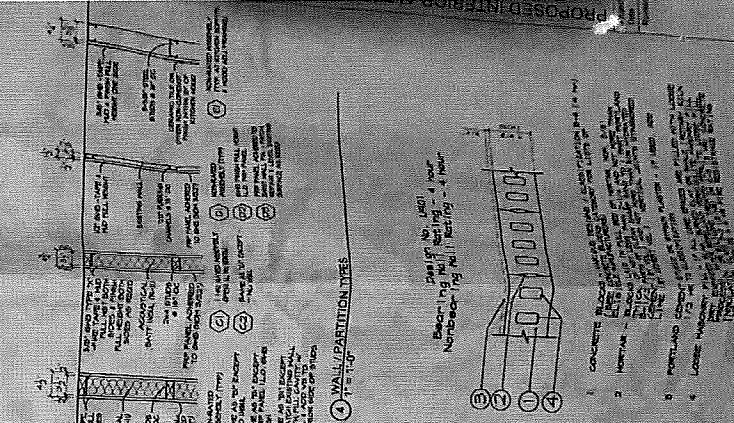
① EXISTING 1st FLOOR PLAN (EGRESS LEVEL)
 (1/8" = 1'-0")



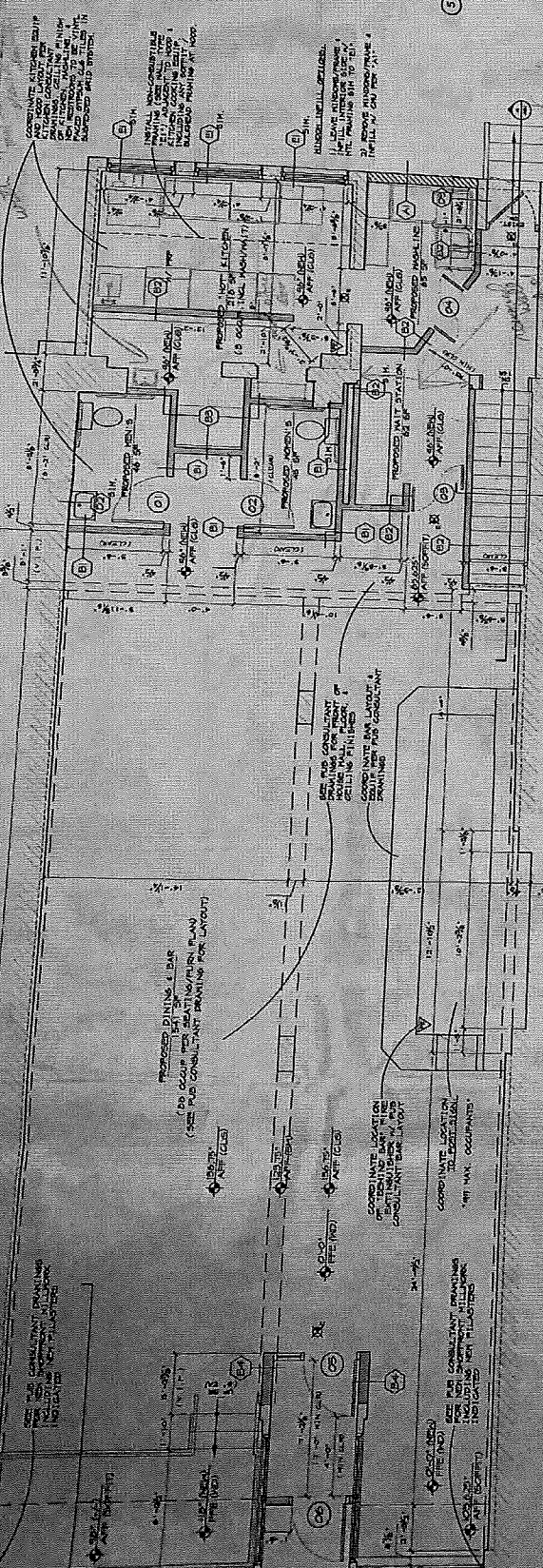
② EXISTING 2nd FLOOR PLAN (EGRESS LEVEL)
 (1/8" = 1'-0")



UL No. 1000
NO SCALE



UL No. 1000
NO SCALE



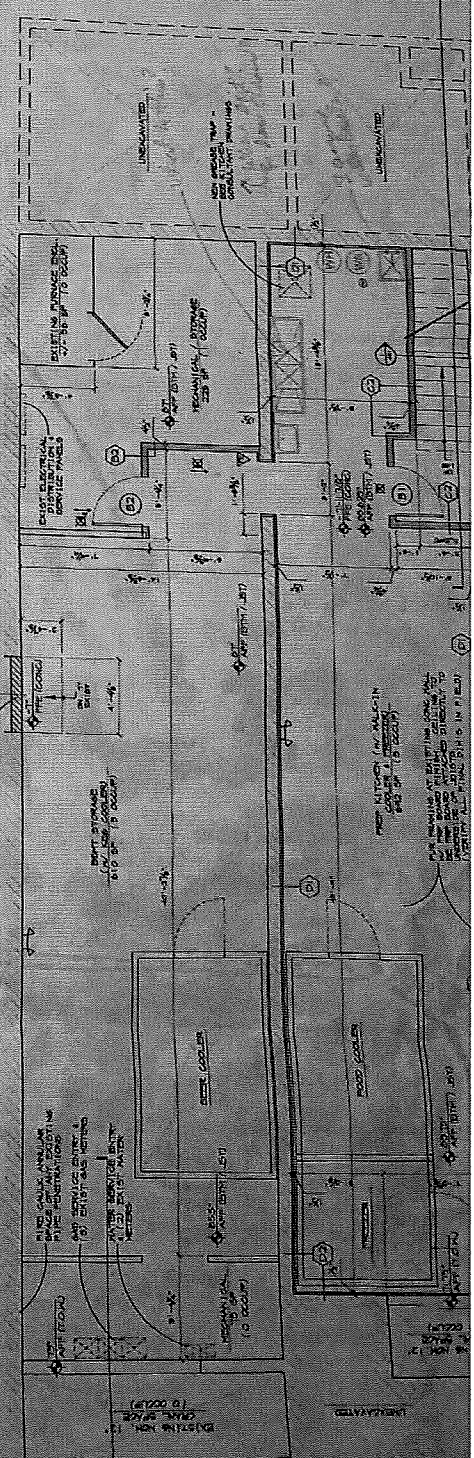
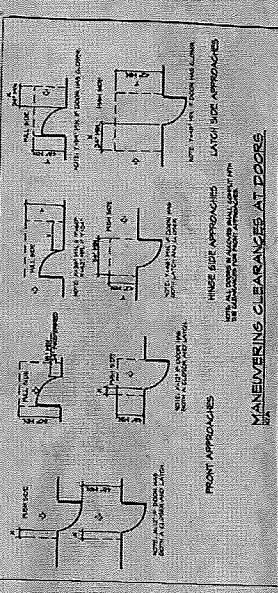
PROPOSED 1st FLOOR PLAN (EGRESS LEVEL)
DATE: 11/13/11

SYMBOLS KEY

- II SMOOD ILLUMINATED EXIT LIGHT w/ BATTERY BACKUP
- III RECD. ILLUMINATED EXIT LIGHT w/ COMBO EMERGENCY EGRESS LIGHT
- IV EMERGENCY EGRESS LIGHT
- V FIRE EXTINGUISHER LOCATION

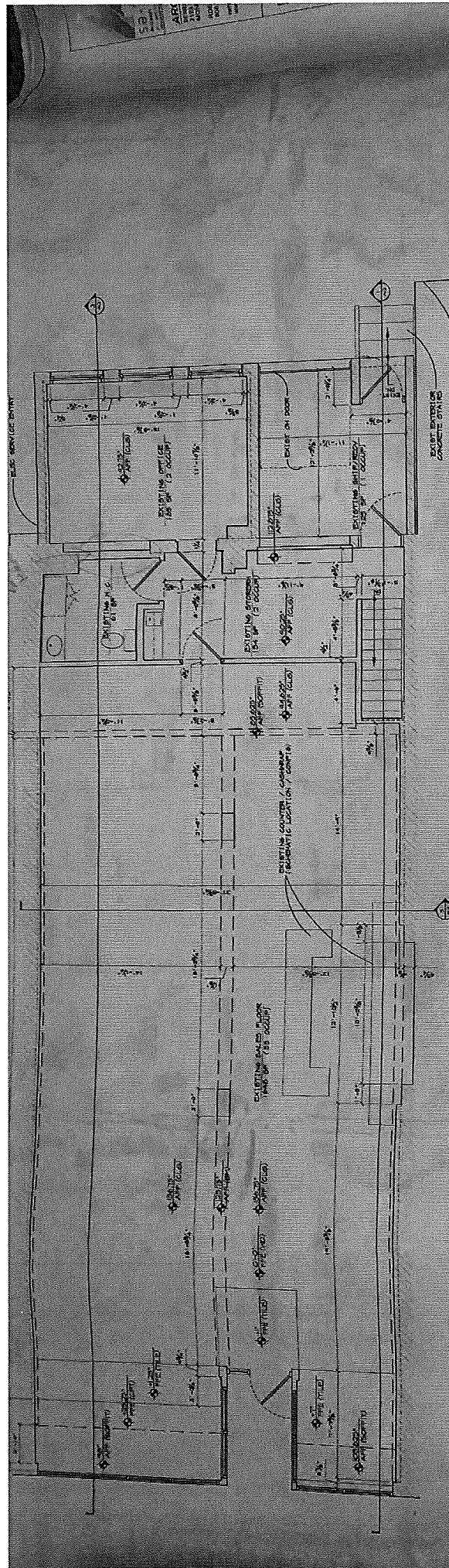
TOTAL FIRST FLOOR (B/A-2) OCCUPANTS = 91
(ACTUAL PER SEATING/PER LAYOUT)
(DESIGN LOAD PER CODE = 100)

TOTAL LOWER FLOOR EXIST. (B/S-2) OCCUPANTS = 8
BUILDING TOTAL OCCUPANTS = 99
(ACTUAL ALLOWABLE PER NON-SPRINKLERED)

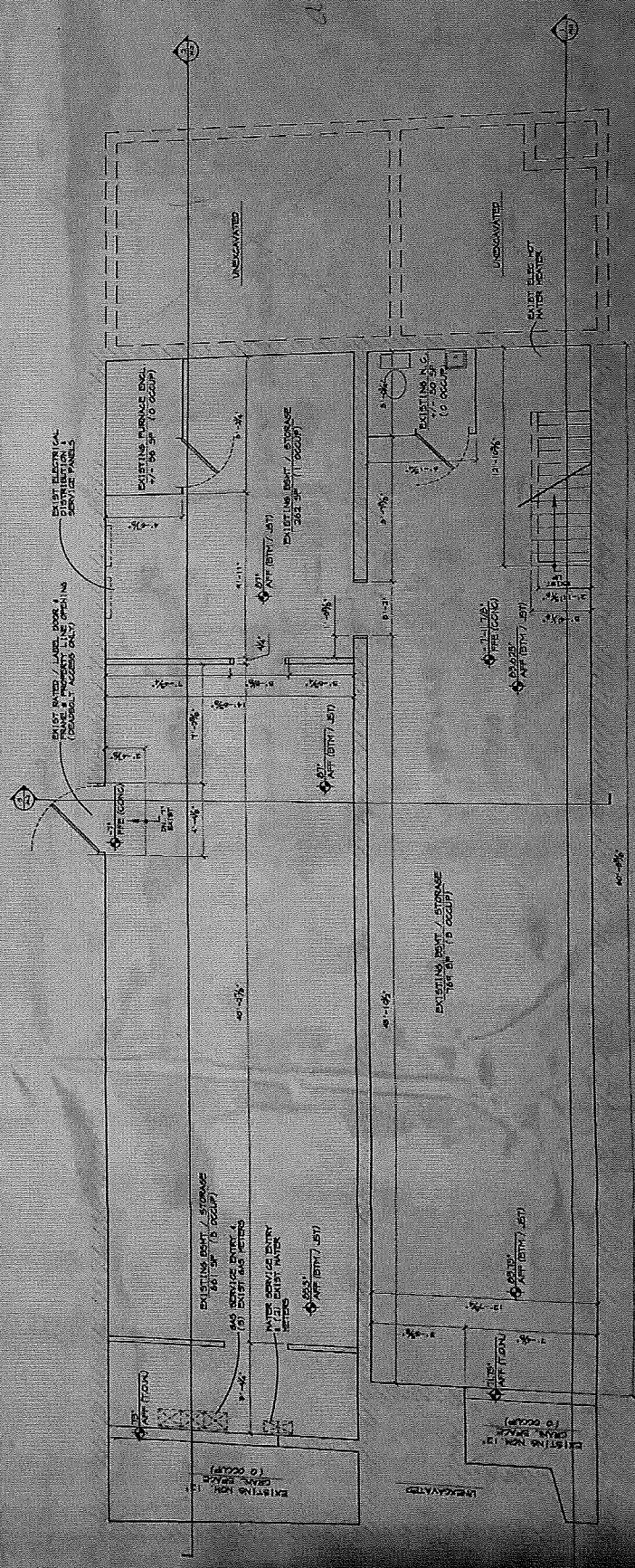


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NO SCALE

PROPOSED 1st FLOOR PLAN (EGRESS LEVEL)
DATE: 11/13/11



1 EXISTING 1st FLOOR PLAN (GRESS LEVEL)
 1/8" = 1'-0"



53
 ARJ
 DATE
 SCALE
 SHEET NO.
 TOTAL SHEETS