

THE SUSHI JOINT

*High quality, higher experience*

THE SUSHI JOINT

## THE SUSHI JOINT - BUSINESS PLAN

*HIGH QUALITY, HIGHER EXPERIENCE*

AMERICA'S FIRST FULLY CUSTOMIZABLE, CUSTOMER-ROLLED SUSHI EXPERIENCE.

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## EXECUTIVE SUMMARY

### BUSINESS NAME:

THE SUSHI JOINT

### CONCEPT:

A FAST-CASUAL SUSHI RESTAURANT WHERE CUSTOMERS BUILD AND ROLL THEIR OWN SUSHI USING PREMIUM INGREDIENTS.

### VALUE PROPOSITION:

WE SOLVE THE PROBLEM OF REPETITIVE, PREDICTABLE SUSHI BY GIVING CUSTOMERS FULL CREATIVE CONTROL—PROTEIN, VEGETABLES, EXTRAS, SAUCES, AND ROLL SIZE.

### TARGET AUDIENCE:

ANYONE AGE 5+ WHO ENJOYS SUSHI, HEALTHY EATING, AND INTERACTIVE FOOD EXPERIENCES.

### WHY IT WORKS:

THE "IKEA EFFECT" SHOWS THAT PEOPLE VALUE PRODUCTS THEY HELP CREATE. WE APPLY THIS PSYCHOLOGY TO SUSHI, MAKING THE MEAL MORE FUN, MEMORABLE, AND SATISFYING.

### BUSINESS GOAL:

GROW INTO A NATIONWIDE CHAIN KNOWN FOR THE MOST CUSTOMIZABLE SUSHI IN AMERICA.

## MISSION AND VISION

### MISSION STATEMENT

TO MAKE EATING HIGH-QUALITY FOOD FUN, INTERACTIVE, AND ACCESSIBLE BY OFFERING PREMIUM INGREDIENTS AND A UNIQUE HANDS-ON SUSHI-ROLLING EXPERIENCE.

### VISION STATEMENT

TO BECOME THE MOST POPULAR CUSTOMIZABLE SUSHI RESTAURANT IN AMERICA, RECOGNIZED FOR QUALITY, CREATIVITY, AND CUSTOMER INVOLVEMENT.

### VALUES & IDENTITY

- QUALITY: ONLY PREMIUM, FRESH INGREDIENTS.
- CREATIVITY: CUSTOMERS DESIGN THEIR OWN ROLLS.
- HEALTH: NUTRIENT-DENSE OPTIONS FOR ALL AGES.
- EXPERIENCE: DINING SHOULD BE FUN, MEMORABLE, AND INTERACTIVE.
- COMMUNITY: WELCOMING ENVIRONMENT FOR FAMILIES, STUDENTS, AND SUSHI LOVERS.

## BUSINESS DESCRIPTION

THE SUSHI JOINT IS A FAST-CASUAL RESTAURANT THAT ALLOWS CUSTOMERS TO ROLL THEIR OWN SUSHI USING BAMBOO MATS, GUIDED MENUS, AND OPTIONAL STAFF ASSISTANCE. CUSTOMERS CHOOSE FROM A WIDE SELECTION OF PROTEINS, VEGETABLES, SAUCES, AND EXTRAS, THEN SELECT THEIR ROLL SIZE.

### WHY WE EXIST

TRADITIONAL SUSHI RESTAURANTS OFFER LIMITED CUSTOMIZATION. MANY CUSTOMERS WANT HEALTHIER, MORE PERSONALIZED MEALS. WE FILL THAT GAP BY LETTING CUSTOMERS BUILD EXACTLY WHAT THEY WANT.

### HOW WE OPERATE

- CUSTOMERS CHOOSE INGREDIENTS FROM A STRUCTURED MENU.
- STAFF MEMBERS PROVIDE BAMBOO MATS, INSTRUCTIONS, AND OPTIONAL HELP.
- ROLLS ARE ASSEMBLED AT THE CUSTOMER'S TABLE OR AT A "ROLLING STATION."
- STAFF ENSURES FOOD SAFETY, INGREDIENT PREP, AND QUALITY CONTROL.

# MARKET ANALYSIS

## TARGET MARKET

- HEALTH-CONSCIOUS INDIVIDUALS
- FAMILIES WITH CHILDREN (AGES 5+)
- STUDENTS AND YOUNG ADULTS
- SUSHI LOVERS SEEKING VARIETY
- PEOPLE INTERESTED IN INTERACTIVE DINING EXPERIENCES

## CUSTOMER NEEDS

- HEALTHY, NUTRIENT-DENSE MEALS
- CUSTOMIZATION AND DIETARY CONTROL
- FUN, MEMORABLE DINING EXPERIENCES
- FRESH, HIGH-QUALITY INGREDIENTS

## INDUSTRY OVERVIEW

- PART OF THE \$1T+ U.S. FOOD INDUSTRY
- SUSHI AND SEAFOOD MARKETS CONTINUE TO GROW DUE TO HEALTH TRENDS
- FAST-CASUAL RESTAURANTS ARE EXPANDING FASTER THAN TRADITIONAL DINING

## COMPETITORS

- JUNZ
- SNOWFOX
- YUTAKA

## COMPETITIVE ADVANTAGE

- THE ONLY SUSHI RESTAURANT OFFERING FULL CUSTOMIZATION AND CUSTOMER-ROLLED SUSHI
- INTERACTIVE EXPERIENCE INCREASES SATISFACTION AND REPEAT VISITS
- FLEXIBLE MENU APPEALS TO BOTH BEGINNERS AND SUSHI EXPERTS

## PRODUCTS AND SERVICES

CORE OFFERING: CUSTOMIZABLE SUSHI ROLLS

CUSTOMERS BUILD THEIR ROLL IN FOUR STEPS:

### MENU STRUCTURE

OUR MENU IS STRUCTURED IN SECTIONS OF INGREDIENTS THAT COME FIRST IN THE MAKING PROCESS. THERE ARE 5 SECTIONS CURRENTLY: THE FIRST ONE HAS PROTEIN CHOICES, THE SECOND HAS VEGETABLE CHOICES, THE THIRD HAS EXTRAS, THE FOURTH HAS SIZES RANGING FROM 5 PIECES TO 35, AND THE FINAL SECTION IS WHERE THE WRAPPER WILL BE SELECTED. INSTRUCTIONS ON HOW TO ROLL YOUR SUSHI ARE PROVIDED ON THE MENU

### MENU

<b>Step 1: Pick Your Protein</b>		<b>Step 2: Pick Your Vegetables</b>	
Tuna Salmon Crab Shrimp	+\$1.50 for each extra	Cucumber Carrot Avacado Tofu	+\$1.50 for each extra
<b>Step 3: Pick Your Extras</b>		<b>Step 4: Pick Your Size</b>	
Cream Cheese Mayo Spicy Mayo Teriyaki Sauce Crispy Onions	+\$1.50 for each extra	Small - 5 pieces Medium - 8 pieces Large - 12 pieces XLarge - 18 pieces Challenge - 35 pieces	\$5.99 \$9.99 \$12.99 \$17.99 \$25.99
<b>Wrapper choices</b>		<b>Roll Your Sushi</b>	
White rice Brown rice Seaweed Rice paper None	Rice vinegar comes standard  If none is selected, a bowl will be provided	Lay the rice in a uniform layer, cover with nori, then line up the ingredients parallel to the bamboo rolling mat. Finally, roll so both ends of the rice overlap	

# ORGANIZATION AND MANAGEMENT

## OWNER/FOUNDER

- YOU (THE CREATOR OF THE SUSHI JOINT)

## TEAM STRUCTURE

- KITCHEN STAFF (2): INGREDIENT PREP, FOOD SAFETY, QUALITY CONTROL
- DINING ROOM STAFF (3): CUSTOMER ASSISTANCE, TEACHING, SERVING, BUSSING

## KEY ROLES

- MANAGER: OVERSEES OPERATIONS, SCHEDULING, AND INVENTORY
- FOOD PREP: HANDLES CUTTING, CLEANING, AND INGREDIENT ORGANIZATION
- SERVERS: GUIDE CUSTOMERS THROUGH THE ROLLING PROCESS
- BUSSERS: MAINTAIN CLEANLINESS AND TABLE TURNOVER

## WAGES

- BASE PAY: \$16/HR
- PROMOTIONS: +\$2/HR PER LEVEL

## FUTURE HIRING NEEDS

### AS THE BUSINESS GROWS:

- MORE KITCHEN STAFF
- MORE SERVERS AND BUSSERS
- MARKETING MANAGER
- REGIONAL MANAGERS (FOR EXPANSION)

# MARKETING AND SALES STRATEGY

## BRANDING

- CLEAN, MODERN, HEALTH-FOCUSED AESTHETIC
- EMPHASIS ON CREATIVITY AND PREMIUM INGREDIENTS
- TAGLINE: *HIGH QUALITY, HIGHER EXPERIENCE*

## THE FOUR P'S OF MARKETING

### PRODUCT

CUSTOMIZABLE SUSHI WITH PREMIUM INGREDIENTS AND A UNIQUE HANDS-ON EXPERIENCE.

### PRICE

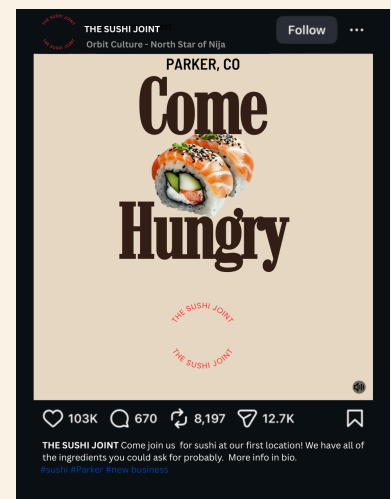
FAIR, COMPETITIVE PRICING WITH SMALL UPCHARGES FOR EXTRAS.

### PLACE

FAST-CASUAL DINING ENVIRONMENT WITH ROLLING STATIONS AND A WELCOMING ATMOSPHERE.

### PROMOTION

- SOCIAL MEDIA CAMPAIGNS (TIKTOK, INSTAGRAM REELS)



- FLYERS



- EMAIL DISCOUNTS



- GRAND OPENING EVENT WITH FREE SAMPLES

## SALES PROCESS

1. CUSTOMER ENTERS AND IS GREETED
2. STAFF MEMBERS EXPLAIN THE ROLLING PROCESS
3. CUSTOMER SELECTS INGREDIENTS
4. STAFF ASSISTS AS NEEDED
5. CUSTOMER ROLLS SUSHI AND ENJOYS THEIR MEAL
6. STAFF ENCOURAGES LOYALTY SIGN-UPS AND RETURN VISITS

## CUSTOMER RETENTION

- LOYALTY REWARDS
- SEASONAL INGREDIENTS
- MONTHLY "ROLL CHALLENGES"
- KIDS' WORKSHOPS
- DISCOUNTS FOR FREQUENT CUSTOMER

## MARKETING BUDGET (STARTER ESTIMATE)

- SOCIAL MEDIA ADS: \$500/MONTH
- LOCAL PRINT MATERIALS: \$150/MONTH
- GRAND OPENING EVENT: \$1,000 ONE-TIME
- LOYALTY PROGRAM SETUP: \$300 ONE-TIME

## FINANCIALS

Single fixed Costs	Price		Sales numbers		Approx # of units
Building	\$150,000.00		Selling price per unit	\$25.00	55000
Ovens	\$12,000.00		Cost per unit	\$8.00	
Fridge	\$9,000.00		Profit per unit	\$17.00	
Stovetops	\$6,000.00				
Dishwasher	\$5,000.00		Projected Income		
Land	\$18,000.00		Year 1	\$1,375,000.00	
Furniture	\$15,000.00		Year 2 (+15%)	\$1,581,250.00	
Liscences	\$30,000.00		Year 3 (+15%)	\$1,818,437.50	
Technology	\$5,000.00				
Marketing	\$3,500.00		Projected expenses		
Total:	\$253,500.00		Year 1	\$1,085,000.00	
			Year 2 (+10%)	\$1,193,500.00	
Variable costs	Monthly	Yearly	Year 3 (+10%)	\$1,312,850.00	
Goods	\$9,000.00	\$108,000.00			
Labor	\$14,500.00	\$174,000.00	Profit/loss		
Processing fees	\$350.00	\$4,200.00	Year 1	\$290,000.00	
Utilities/rent	\$5,000.00	\$60,000.00	Year 2	\$387,750.00	
Advertising	\$20,000.00	\$240,000.00	Year 3	\$505,587.50	
Maintenance	\$700.00	\$8,400.00			
Supplies	\$4,000.00	\$48,000.00			
Packaging	\$200.00	\$2,400.00			
Totals:	\$53,750.00	\$645,000.00			

## HOW WE MAKE MONEY

WE WILL MAKE MONEY FROM SALES TO CUSTOMERS WHO COME INTO OUR RESTAURANTS. OUR TOTAL FIXED STARTUP COSTS ARE \$253,500, WHILE OUR YEARLY VARIABLE EXPENSES ARE \$645,000. OUR PRICES ARE VERY FAIR, AT AN AVERAGE OF \$27 PER PERSON. THE PROFITS ARE POSITIVE STARTING YEAR ONE, WHICH SHOWS \$290,000, AND IT INCREASES EVERY YEAR BY ABOUT 30%. WE ESTIMATE THAT 55,000 UNITS WILL BE SOLD YEARLY, LIKELY INCREASING ANNUALLY. OUR BREAK-EVEN POINT IS PRE-FIRST YEAR.

## APPENDICIES

### FULL MARKETING PLAN

- OUR PLAN TO MARKET TO POTENTIAL CUSTOMERS IS TO PROMOTE OUR BUSINESS ON SOCIAL MEDIA, SUCH AS INSTAGRAM, TIKTOK, FACEBOOK, AND YOUTUBE, THROUGH ADVERTISEMENTS

### FULL PRODUCT MENU

- OUR FULL MENU WILL BE LARGER; THIS IS AN EXAMPLE OF WHAT IT WOULD START OUT AS. WE WILL ADD INGREDIENTS AS CUSTOMERS PROVIDE FEEDBACK AND REQUESTS.

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### MARKET RESEARCH

- THE MARKET FOR SUSHI AND ALL SEAFOOD IS RISING QUICKLY, AS HEALTH TRENDS GROW, AND INTEREST IN ASIAN CULTURE INCREASES, THIS MARKET SEEMS TO BE A HUGE OPPORTUNITY TO STAKE OURSELVES IN THE SUSHI BUSINESS

### COMPETITOR RESEARCH

- OUR COMPETITORS ARE VERY WELL KNOWN AND POPULAR FOR THEIR SUSHI AND EAST ASIAN FOOD; TOKYO JOES, JUNZ, AND VY SUSHI. THEY ALL SERVE MID TO HIGH END SUSHI, BUT THEY DONT HAVE THE CUSTOMIZATION OPTIONS THAT WE WILL PROVIDE.

## FINANCIAL TABLES

Single fixed Costs	Price		Sales numbers		Approx # of units
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- OUR FINANCIALS ARE VERY PROMISING, AS WE ARE NET-POSITIVE WITHIN THE FIRST YEAR, AND PROJECTED SALES ARE VERY GOOD.

## MILESTONES

- OUR FIRST MILESTONES WILL BE TO BE A SELF-SUSTAINING BUSINESS, WITHOUT ANY OUTSIDE HELP.
- SECOND WOULD BE TO HAVE GUY FIERI TO VISIT AND WE GET ON DINERS, DRIVE-INS, AND DIVES.

## IMAGES

- THESE FOLLOWING IMAGES ARE WHAT WOULD BE DISPLAYED, EITHER ONLINE AS ADVERTISEMENTS, OR IN-PERSON AS PROMOTIONAL MATERIAL.

### MARKETING PARAGRAPH

THE SUSHI JOINT WILL REACH CUSTOMERS THROUGH A MIX OF DIGITAL AND COMMUNITY-FOCUSED MARKETING ACTIVITIES DESIGNED TO BUILD EXCITEMENT AND DRIVE SALES. THE BUSINESS WILL PROMOTE ITS UNIQUE, CUSTOMIZABLE SUSHI EXPERIENCE THROUGH VISUALLY ENGAGING SOCIAL MEDIA POSTS ON INSTAGRAM AND TIKTOK, HIGHLIGHTING FRESH INGREDIENTS, CUSTOMER CREATIONS, AND BEHIND-THE-SCENES PREP. TO EXPAND REACH, THE RESTAURANT WILL COLLABORATE WITH LOCAL FOOD INFLUENCERS WHO CAN SHOWCASE THE INTERACTIVE DINING CONCEPT TO THEIR ESTABLISHED AUDIENCES. A SIMPLE EMAIL MARKETING PROGRAM WILL COLLECT CUSTOMER EMAILS IN-STORE AND ONLINE AND SEND MONTHLY UPDATES, PROMOTIONS, AND LOYALTY REWARDS. SEARCH ENGINE OPTIMIZATION WILL HELP THE WEBSITE APPEAR IN LOCAL SEARCH RESULTS FOR TERMS LIKE "SUSHI NEAR ME" OR "MAKE YOUR OWN SUSHI RESTAURANT." THE BUSINESS WILL ALSO PARTICIPATE IN LOCAL EVENTS AND FOOD FESTIVALS TO INTRODUCE THE CONCEPT TO NEW CUSTOMERS AND ENCOURAGE WORD-OF-MOUTH REFERRALS. TOGETHER, THESE ACTIVITIES WILL BUILD BRAND AWARENESS, ATTRACT FIRST-TIME VISITORS, AND ENCOURAGE REPEAT DINING.

