

# A BUSINESS PLAN FOR A START-UP JAPANESE FOOD RESTAURANT

**Wasabi & Soy Sauce**  
SUSHI HOUSE

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## Mission Statement

Stay as a small fine dining restaurant with excellent food and service.

## Objectives

1. To break-even by the third month.
2. Keeping food cost under 40% of revenue.
3. Averaging sales no less than \$500,000 per year.

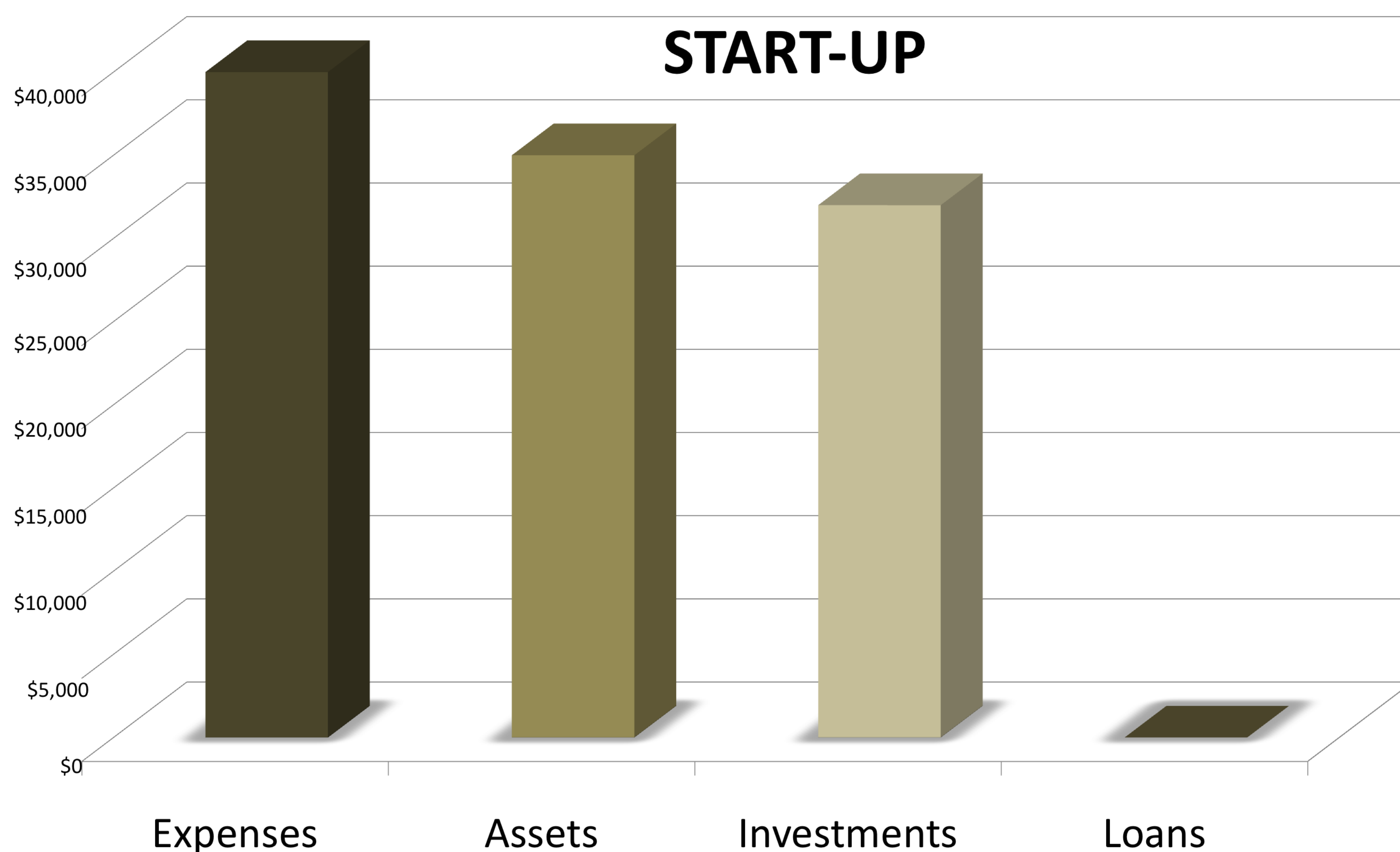
## Keys to Success

Nice and friendly family style food service creates a warm and inviting atmosphere with the outstanding taste of Japanese food.

## Competition (Special Features)

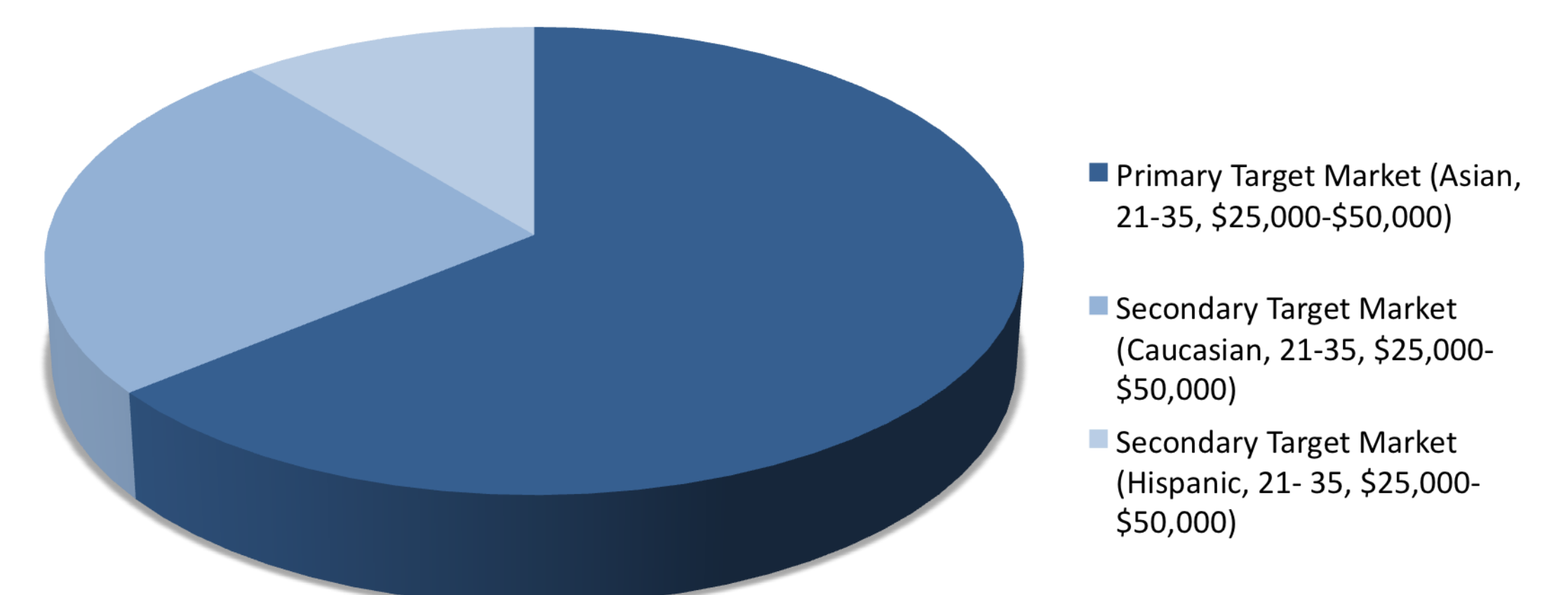


## Financial Analysis

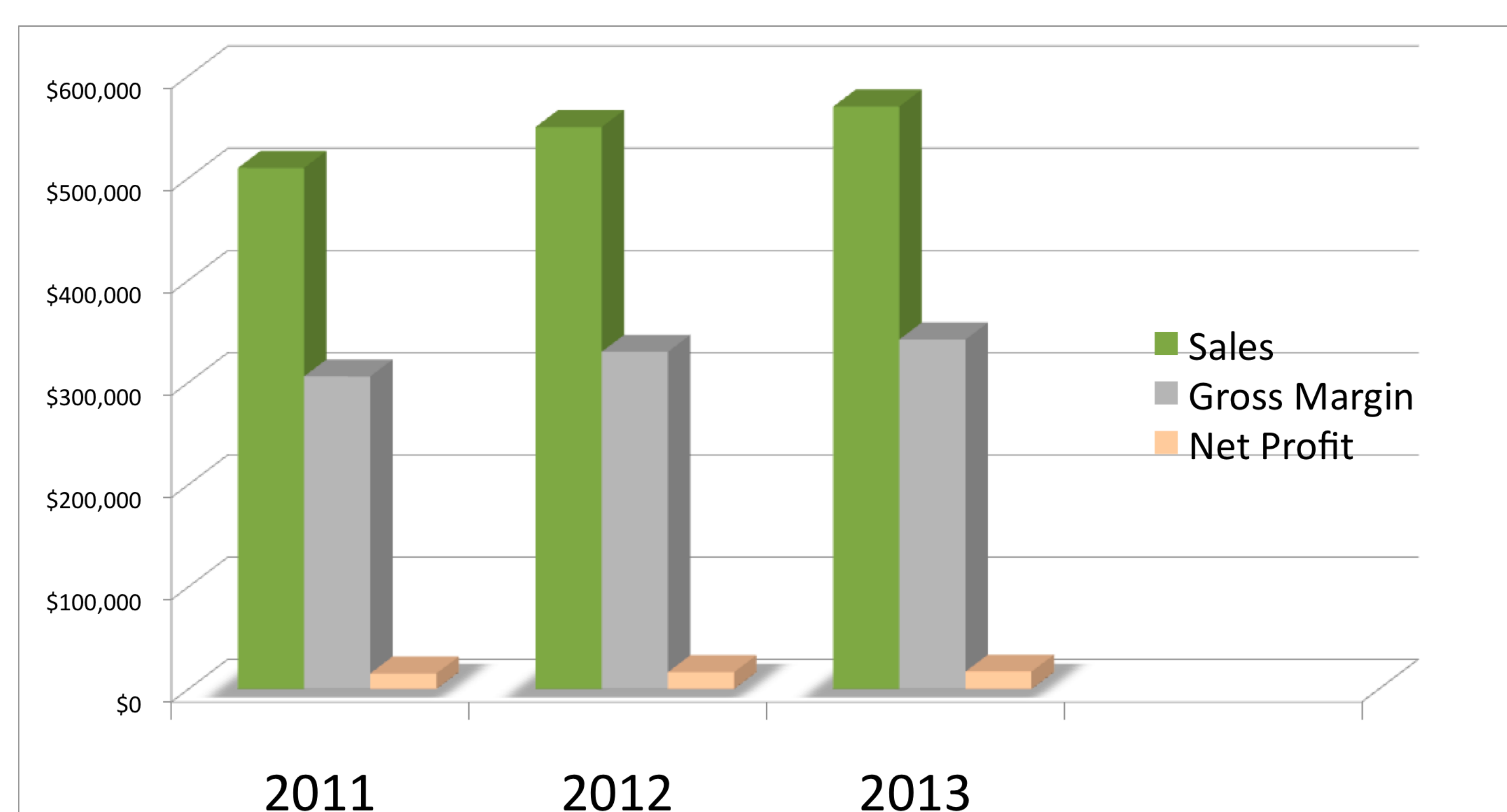


## Market Analysis

### TARGET MARKET



## HIGHLIGHTS



According to the research results, Japanese food have the highest popularity among all the other Asian ethnic food. Particularly for young adult range 21 to 35 years old and with an income level of \$25,000 or above. And almost 70 percent of them are young adult Asians.

