

Business plan for sushi restaurant

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Cover Letter

Dear Investor

You're looking at a business plan for one of the finest and best Sushi restaurant what will take place in down town Manhattan. The restaurant is specifically located at the Ground Zero, where back in the old days, the finest place. Right now the government is rebuilding the World Trade Center, which means wealthy people are coming back to down town Manhattan. This is a great opportunity to start a restaurant around the area, since the population will significantly increase due to the rising of a 105 stories skyscraper.

Oyi-Shi sushi restaurant is design for consumer to have a relaxed and pleasant environment for brunch, lunch, happy hour, and dinner. We serve variety style of Japanese sushi, Such as Aburi Sushi, Gunkan-Maki, Maki Sushi and Nigiri Sushi, Plus different selections of beverages. Oyi-shi restaurant will be able to occupy over 40 guess, and a Bar, which will accommodate 15 people.

Executive Summary

Sushi restaurant industry had grown enormously in United State during last decade. As of now days, there are approximately 30, 000 throughout 50 states, There are over 200 sushi restaurant located in New York.

The purpose of this business plan is to find investor or a partner to start off the business. Oyi-Shi Sushi Bar and Grill is a high-end sushi restaurant and bar located at Ground Zero, Seeking to provide customer with a pleasant environment for dinning or happy hours. Plus we would like to satisfy <https://assignbuster.com/business-plan-for-sushi-restaurant/>

customer with our descent sushi catering and variety selection of sushi styles. Company Back Ground Oyi-Shi sushi restaurant Inc. is a New York base corporation, Will be register under the State of New York. Restaurant is initially found by HongYing Cai, and seeking to have a partner. Mr. Cai will obtain 55% of the business.

There are overwhelming competitions in restaurant business. In New York City, there are over thousands of restaurant serving different food or caterings. Another obstacle for sushi restaurant is raising price in seafood. According to IBIS World, sushi restaurant industry is facing a decline in revenue of 3.4% each year. However there are still opportunities for sushi restaurant business. The project for rebuilding World Trade Center will have a significant increase of population in down town Manhattan. With increase in population there is a need for food.

Management Team

Overall restaurant will be managed by HongYing Cai.

I have over 7 years of working experience in restaurant industry. Plus majority of my relatives are restaurant owner, they can give me advises on managing the restaurant. For chief, I will hire 2 Japanese sushi chief, who had at least 5 years of experience on making sushi catering, plus 2 sushi helpers, with at least two year in experience. We'll hire 7 waiters or waitress. 3 of them will doing daily shift, 4 of them will have the night shift, each of the waiter or waitress need to be very polite to the customer and fluent in English, bonus if speaking other language, Japanese or Chinese is preferred.

Financial Plan

There are no loans made in the starting of the business, all capitals had came from founders and the partner. General assumptions of Federal tax rate are around 33%, and sales tax rate is around 5%. These tax rates are fixed for all 5 years projection. We also assume that the average sales of the restaurant increase about 15% each year. We also Assume that the operating cost is around 45% of the good sold.

Capital Required Oyi-Shi sushi restaurant will start off with \$400, 000 capitals.

Marketing Plan

The Objective of this marketing plan is to maximize the visibility of the business in the surrounding area. By doing so, I will use a number of marketing strategies that will allow the Sushi Restaurant to easily target men and women within targeted market. These strategies include traditional print advertisements and discounts offered as a part of a grand opening campaign. Below is a description of how the business intends to market its services to the general public.

The Company also intends on hiring a local public relations firm that will promote reviews and articles about the restaurant, its cuisine, and relevant hours of operation and pricing. I will invite local food critics to the Company's Sushi Restaurant location in order to generate positive publicity about the restaurant. The Company will maintain a sizable amount of print and traditional advertising methods within local the local market to promote the sushi and Japanese cuisine products that the Company is selling. At the

onset of operations, the Company will distribute an expansive number of coupons for lower priced fare within local circulars.

Location Analysis

I had picked area around Ground Zero, as the location of the Oyi-Shi Sushi restaurant.

Primary reasons are rebuilds of World Trade Center. According to the Port Authority of NY and NJ, this newly raising skyscraper is five major skyscrapers at downtown Atlanta, providing Class A Office space. Plus there will be world's most significant memorials and museums, which means there are good amount of tourist. Reports from Port Authority of NY and NJ also indicated there will be 250, 000 people and over 200, 000 commuters using the World Trade Center's transportation hub. Manufacturing plan In order to provide customer with the best food, I decided to import the seafood and other goods needed to serve the customer every 3 days. I will have 3 big refrigerators to store these goods.

Each of the refrigerators will be store with different goods, for example, all seafood will be store within one particular refrigerator with temperatures under the control to make sure the condition of the seafood is in good standing.