



ICHIRAKU RAMEN SHOP

A BUSINESS PROPOSAL



ABOUT THE COMPANY

ICHIRAKU RAMEN restaurant is a Japanese 10-seater front-counter seating-style express Ramen shop that specializes in serving fresh and authentic ramen right in front of the kitchen counter to its customers from all walks of life and is owned by partnerships which is a total of four owners.



THE OWNERS



ICHIRAKU
RAMEN SHOP



**GENERAL MANAGER /
HEAD CHEF**
Marie Desdemonia Martinez



**OFFICE MANAGER /
DIGITAL MARKETER**
Shiela Marie Lantaca



**KITCHEN ASSISTANT /
SALES**
Lorianse Al-ketan



**ACCOUNTING
MANAGER / SALES**
Jessie Vibangsi

VISION

To be recognized as an authentic “EXPRESS” Ramen shop brand in Canada.

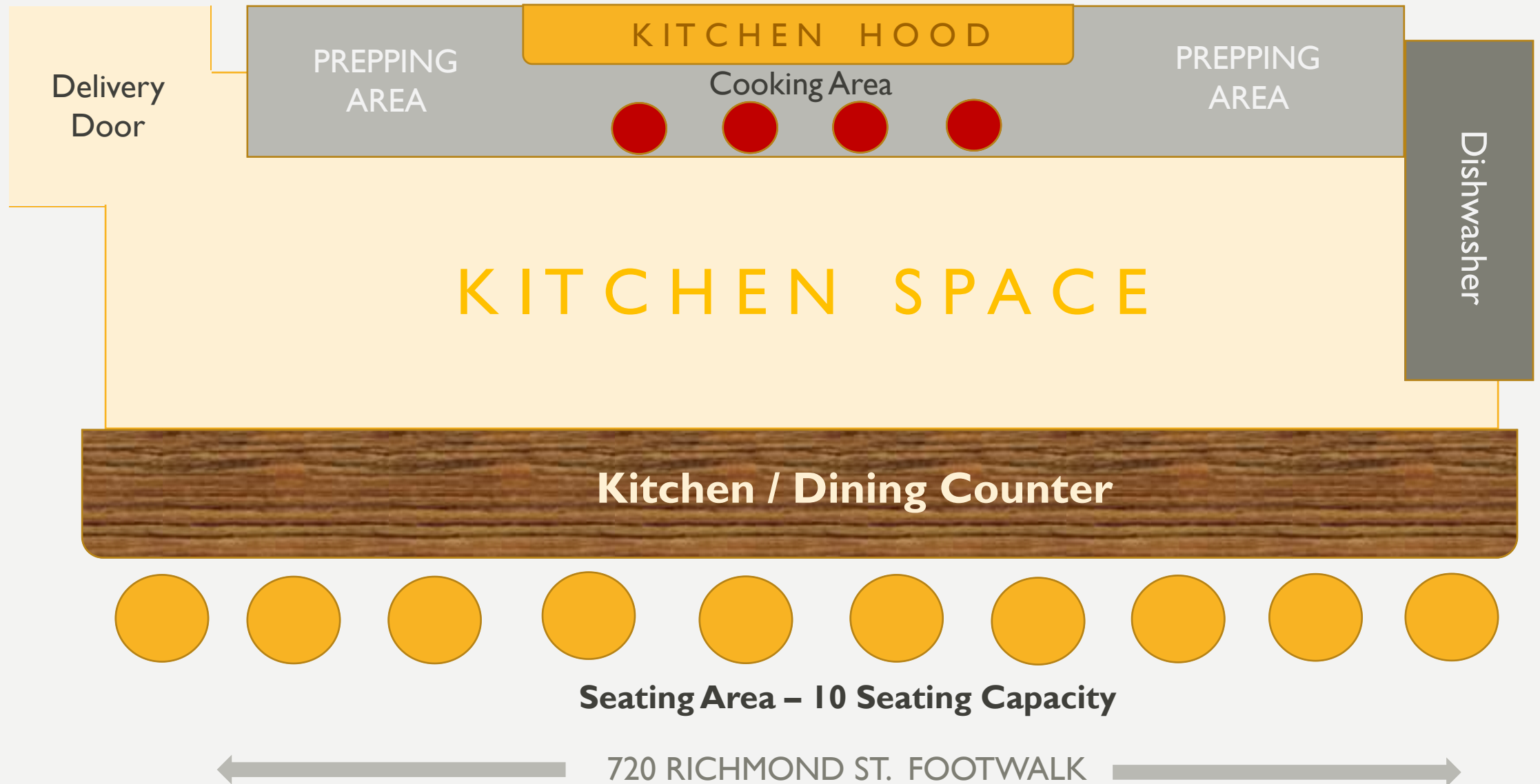


MISSION

To build 50 chains of ICHIRAKU RAMEN SHOP in Ontario and 100 branches across Canada. A place where migrants, tourists, locals and people from all walks of life come together to enjoy a true “gastronomic pleasure.”



FLOOR PLAN



LOCATION OF THE RESTAURANT



(Source: Google Maps-Map Data 2019)

- **Proposed Location:** 727 Richmond Street, London, Ontario, Canada. Corner of Oxford and Richmond Street with the specific size of 950 sq. feet.
- **Available proposed space:** Unit 1 facing Richmond St., with free basement for storage. High profile Richmond Row location with direct exposure and accessibility to both Richmond and Oxford for our business.



(Source: espacelistings.com)

RESTAURANT OVERVIEW

- **Seating Capacity:** 10 stools
- **No. of employees:** 4 (current) + 2 (after 6 months)
- **Time of operations:** 9:00 am to 9:00 pm (weekdays);
9:00 am to 12:00 midnight (weekend)
- **Take Away Service:** Yes
- **Food Delivery Apps:** Uber Eats
- **Children Area:** No



(Source: Stock photo of a small Jangara Ramen Shop in Harajuku, Japan, jam-packed)

GOALS AND OBJECTIVES

- Ensure 95% to 100% customer satisfaction
- Maintaining cost of goods/food costs at 35% of revenue
- Promoting and expanding restaurant concept as a unique, laid-back express counter delivering only the freshest and authentic Ramen
- To pursue environmental awareness



We  our customers



FOOD MENU

Ramen

- **ICHIRAKU ULTIMATE RAMEN
(BEEF/PORK/CHICKEN)**

Hungry BOWL \$8.00

- **ICHIRAKU ULTIMATE RAMEN
(BEEF/PORK/CHICKEN)**

Starving BOWL \$10.00



Beverages

- **CANADA DRY GINGER ALE \$4.00**
- **NIGORI SAKE (SAYURI) 300 ml 12.5% ALC
(Import from Japan) \$ 12.00**

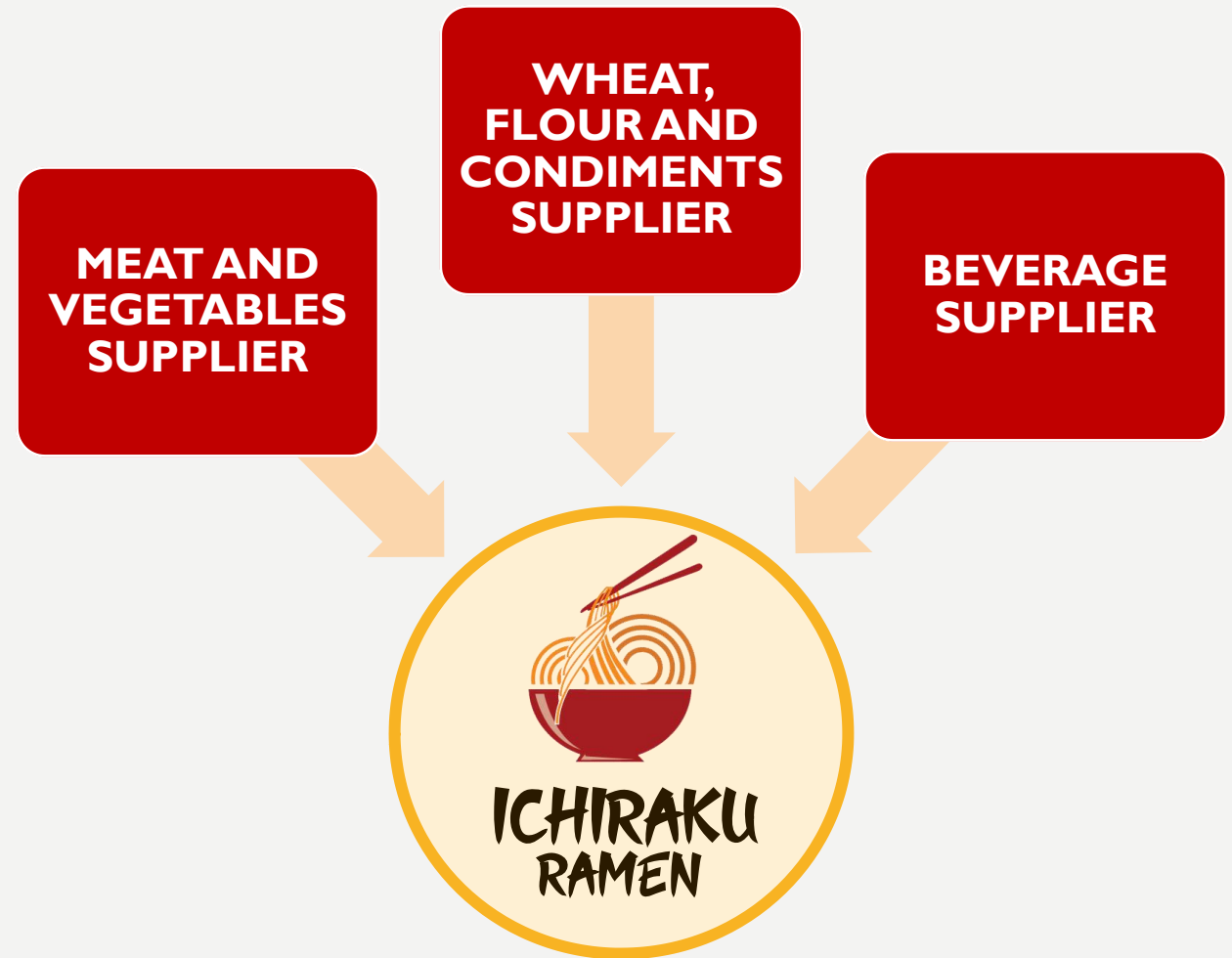


OPERATIONAL PLAN

- Supply Chain
- Production Inputs
- Equipment

HEALTH PROTECTION AND
PROMOTION ACT OF (R.S.O.
1990 c. H. 7.

ONTARIO FOOD PREMISES
REGULATION (O. Reg. 493/17)



OPERATIONAL PLAN



- Deliveries from suppliers is at 5:00 am
- Supplies is used using FIFO method (first-in first-out) to prevent spoilage of ingredients.
- Sales volumes and revenues will be manually counted in the first 12 months of operation and use of Point of Sales machine thereafter.
- As for accounting and bookkeeping, taxes will be done by the accounting manager / sales manager (one of the owners)

PRODUCTION INPUT

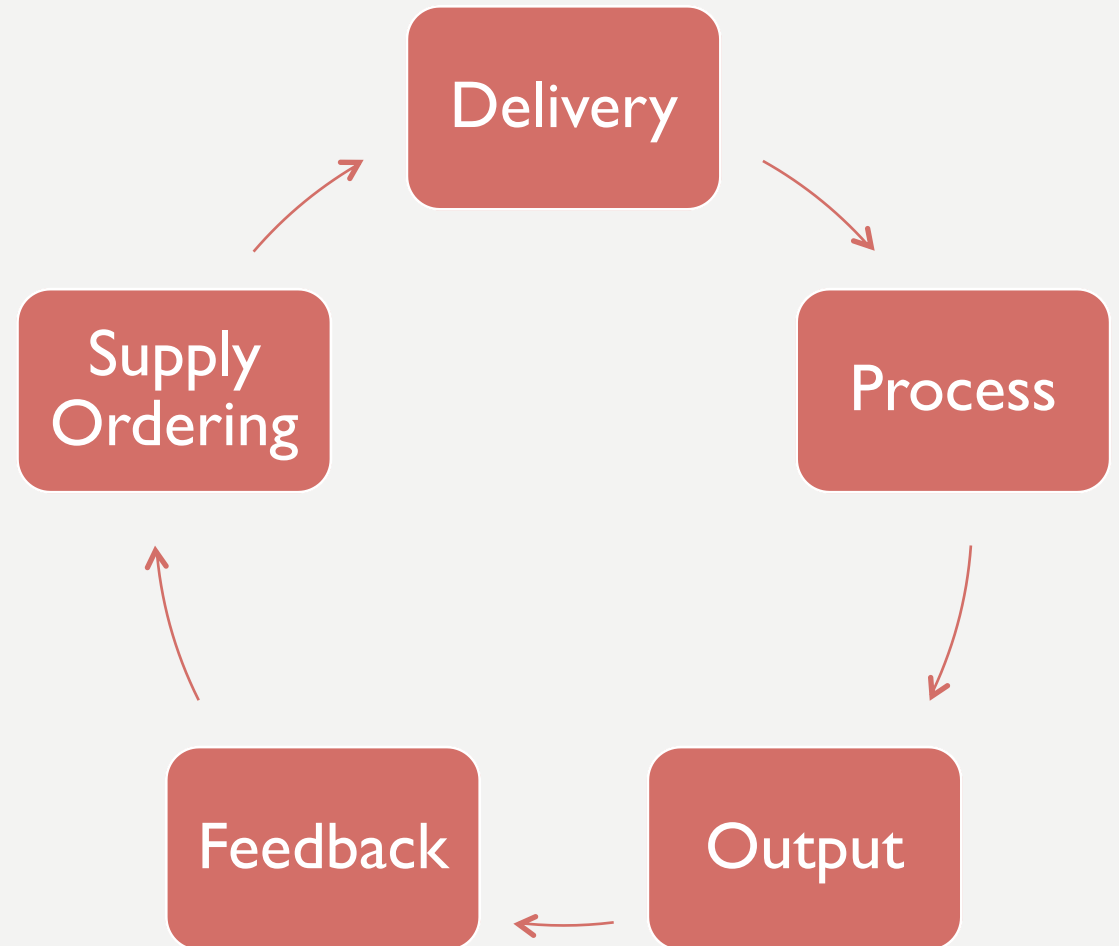
VENDORS	COST OF GOODS / month
BEEF	\$1000
PORK	\$1000
CHICKEN	\$1000
FLOUR & WHEAT	\$1000
CONDIMENTS (KATSUI)	\$1000
BEVERAGES (SAKE & SODA)	\$1000



PRODUCTION INPUT



(Source: Creative Commons images)



THE BEST RAMEN



MARKETING PLAN

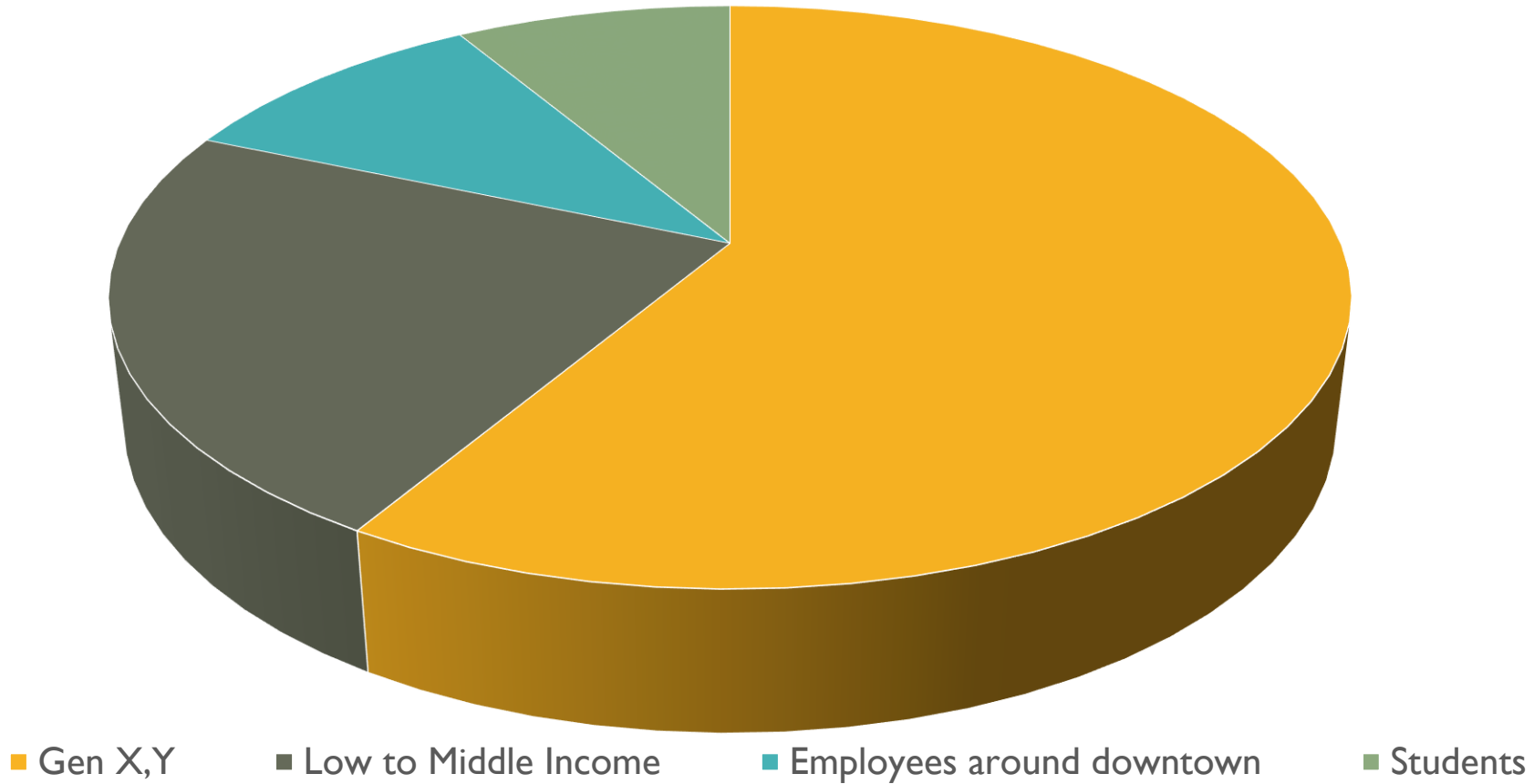
- To have a minimum of 60 walk in customers everyday within the 12 months of operation
- To have 1500 people to patronize our product and service per month via social media and word of mouth
- We want to increase our clientele base by 50% in the next 5 years and then 25% annually
- To generate revenue of \$100,000 within the first 12 months of operations
- To set a solid customer retention plan for customer's loyalty

SALES STRATEGY

- “EXPRESS” SERVICE – COOK AND SERVE in Real Time
- Promotions is through the Web, Social Media, Traditional promotions, local newspapers
- Discount to regular customers by using usage-rate segmentation
- Co-Branding with local companies like small craft beer artisans
- Product Demonstrations in marketing events



Targets



TARGET MARKET AND MARKET ANALYSIS

SWOT ANALYSIS



STRENGTHS

- Inexpensive Prices
- Express Service
- Taste and Quality
- No Frills /Time Saving

WEAKNESSES

- New Restaurant
- Limited Funds



**ICHIRAKU
RAMEN**

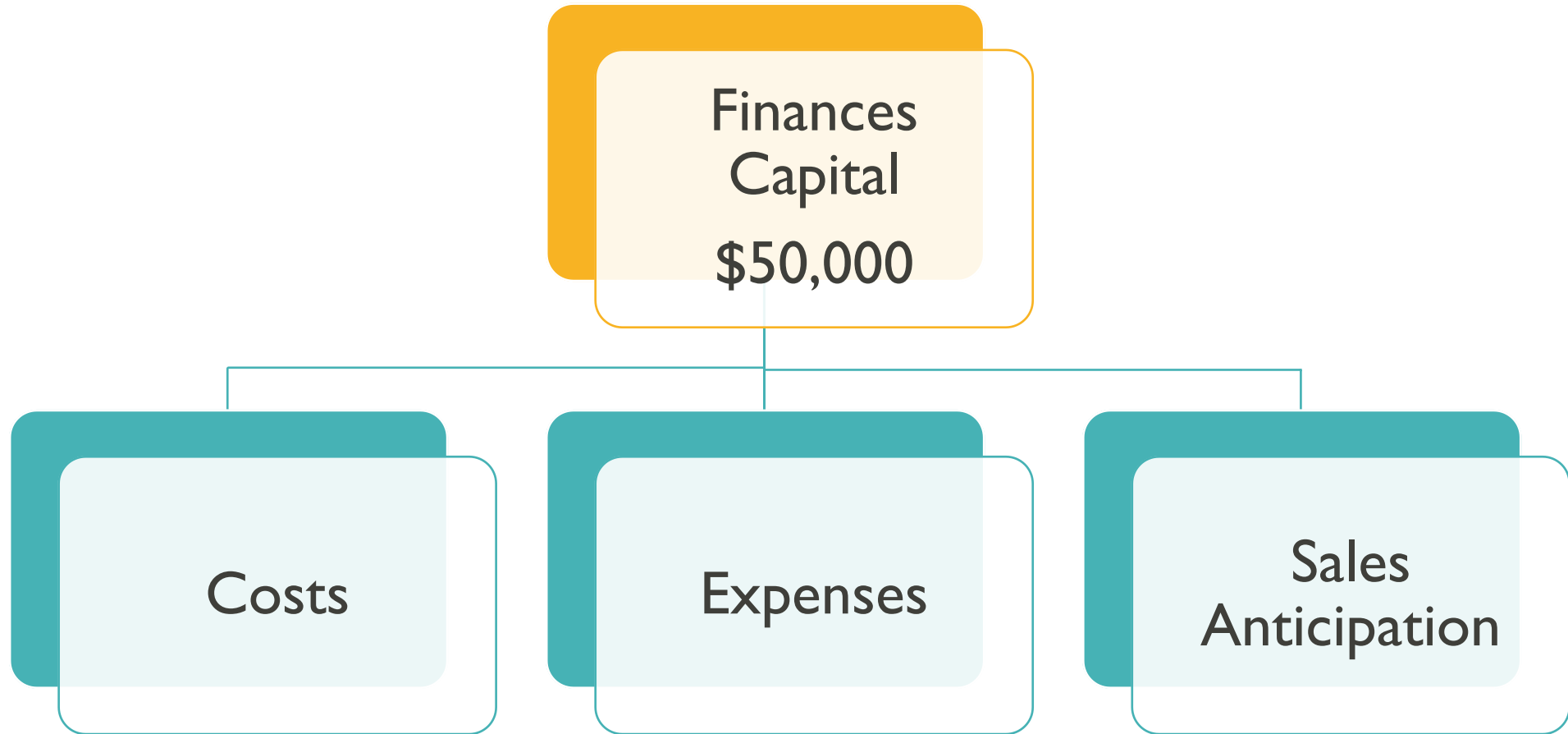
OPPORTUNITIES

- All members of management team are properly qualified in their own department
- Adequate knowledge in restaurant business

THREATS

- Limited Owners
- Low Profit Margin
- Similar Competition

FINANCES



FINANCES

START UP COSTS:

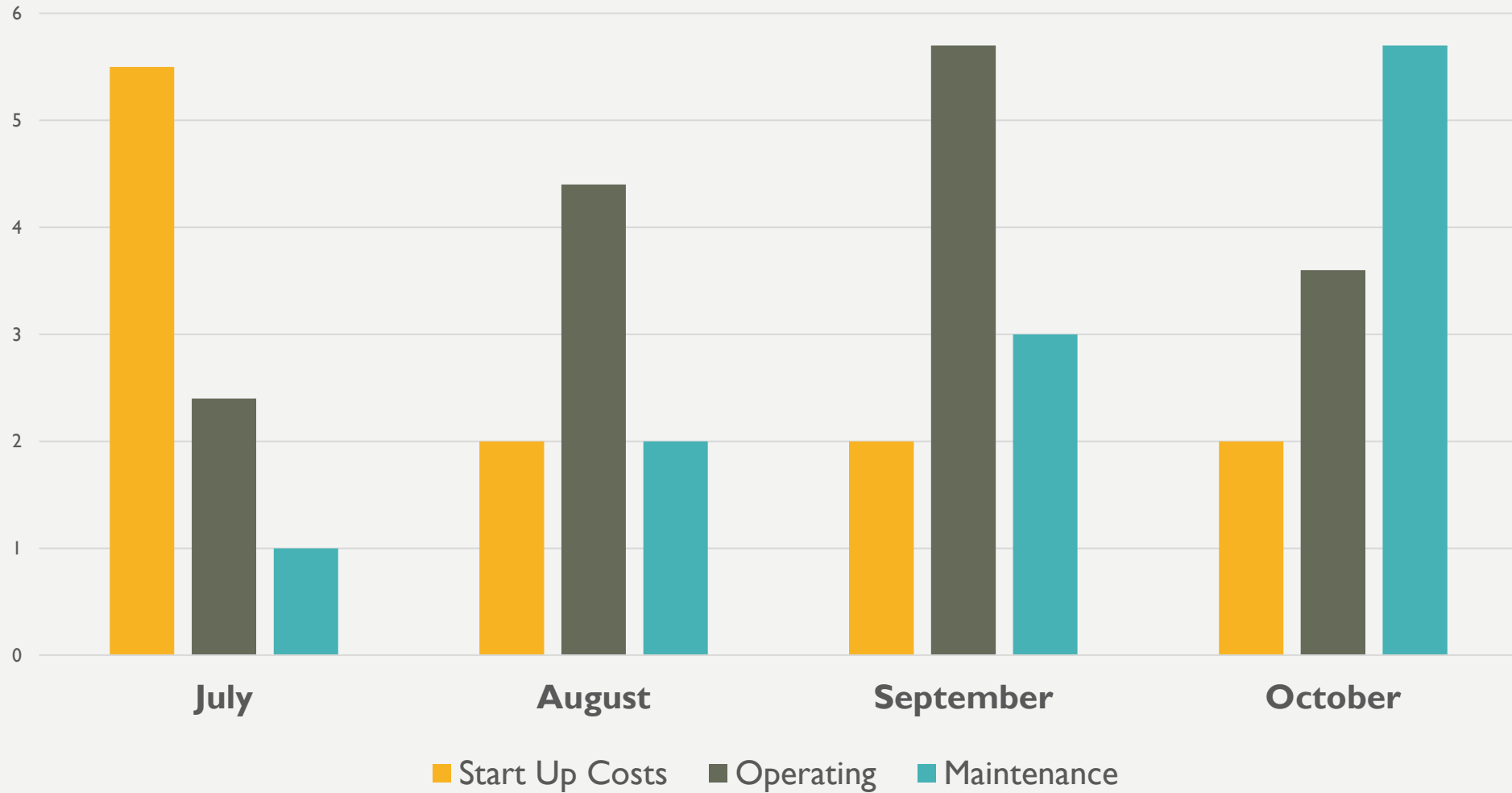
- Advance rent: **\$1,085.00**
- Rent deposit: **\$1,085.00**
- Minor renovations/cleaning: **\$5,000.00**
- Furniture:(10 stools, one long counter that serves as tables itself - Japanese style seating): **\$7,000.00**
- Kitchen Equipment (Fridge, Freezer, Kitchen Hood, Kitchen Supplies): **\$8,000.00**
- Technology: **Point of Sales Machine** (not applicable at this restaurant size yet)
- Government/miscellaneous payments: **\$3,000.00**
- Launching Food Supplies: **\$5,000**

TOTAL START UP Expenses: \$ 25,170.00



FINANCES

Expenses Overview



SALES ANTICIPATION

Based on the 1st month of operation with the car traffic and foot traffic, pricing and # of bowls out:

- Small Ramen Bowl \$8.00 X 30 bowls/day= \$240
X 30 days= \$7,200.00
- Large Ramen Bowl \$10.00 X 30 bowls/day=\$300
X 30 days=\$9,000.00

Total bowls /day= 60 bowls



(Source: Creative Commons images)

Anticipated Total Sales/Month = \$16,200.00

Our Ingredients supplies cost leverage at 25% of the total sales/month =\$ 4,050

Rent Expense + Miscellaneous, Taxes, Insurance = 4,000.00

Anticipated Gross Profit/month=\$8,150.00/month

CONCLUSION

At the base capital of \$50,000.00, we managed to kick-start a small 10-seater restaurant using 50% of the total investment on different cost categories. We left 50% of it as leverage fund for the incoming operating expenses until return of investment is reached within 12 months of running ICHIRAKU RAMEN.

