

# WAGYU STREET BY GYUSHIGE FAST CASUAL CONCEPT PROPOSAL

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POSSIBILITIES OF THE YAKINIKU BOWLS & SUBS CONCEPT



# WAGYU STREET BY GYUSHIGE BUSINESS MODEL CANVAS

<p>KP</p> <p>Meat purchasing and processing ATM Poseidon Asian Inter bakery Okayama Kobo Orange bakery Sauces, sauces Otafuku propaganda Marketing Company, Jfoodo</p>	<p>KA</p> <p>New product development, operation construction, marketing</p>	<p>VP</p> <p>Value proposition 1. Provide places where you can easily experience Wagyu beef at food courts (ease of use, efficiency, cost) ⇒ make Wagyu beef a street food! 2. Proposal on how to eat yakiniku Bowl &amp; sandwich (novelty) 3. Authenticity ⇒ new yakiniku business format proposed by the yakiniku restaurant Gyushige</p>	<p>CR</p> <p>Wagyu pilot</p>	<p>CS</p> <p>Middle upper class regardless of race in late 20s ~ 30s</p> <p>Those who want to enjoy Wagyu beef other than steak, BBQ and shabu-shabu, Wagyu beginners</p>
	<p>KR</p> <p>Wagyu suppliers, food courts and event sales networks, payment systems, marketers</p>		<p>CH</p> <p>SNS and apps guide you to store (food court, kitchen car, event) EC</p>	

CS  
Cost structure  
F36% L19% Promotion5% Rent10%

RS  
Revenue Streams  
Shop Price\$20 Butcher House



# BUSINESS CONCEPT

## ① Customer benefits

- 1) Feel free to experience high-quality grilled meat such as Wagyu beef
- 2) Customization is also flexible



## ② Core essence

- 1) Commitment to materials, authenticity
- 2) Novelty



## ③ Core Competencies

- 1) Yakiniku restaurant operation experience
- 2) Fast-casual business format development experience



## Business Concept

By providing authentic and delicious Japan yakiniku and its culture in a simple and new style, we will contribute to improving the eating and drinking experience of our customers.

"Making Wagyu beef into street food"

# MENU IMAGE

Focusing on customizable rice bowls and sandwiches, there are fixed signature menus, sides, drinks, ready to go desserts, etc.

## Wagyu



## Street

### BOWLS, SANDWICHES & MORE

### BUILD YOUR OWN BENTO

#### 1 GET YOUR MEAT

- \* **Angus Top Choice Outside Skirt (Harami)** 18.00
- \* **Premium Beef Tongue** 18.00
- \* **American Wagyu Striploin Steak** 20.00
- \* **American Wagyu LA Kalbi** 20.00

- \* **Miso Kurobuta Pork Belly** 14.00
- \* **Smoke Chicken Teriyaki** 14.00
- \* **Grilled Marinated Tofu** 12.00

#### 2 PICK YOUR RICE

- White Rice**
- 21-Grain Rice** 2.00
- Cauliflower Rice** +2.00
- Sushi Rice** 2.00
- Quinoa Rice** 2.00

#### 3 SAUCE TIME

- House BBQ**
- Buffalo Miso**
- Shio Ginger**
- Wasabi Teriyaki**
- Yuzu Ponzu**
- Japanese Ranch**
- Mustard Mayo**
- Shiso Genovese**

#### 4 Extras

##### Toppings

- Egg** +1.50
- Avocado** +2.50
- Eringi Mushroom** +2.50
- Baby Broccoli** +2.50

##### Sides

- Plant-based Bao** 5.00
- \* **Beef Curry Dip** 6.00
- \* **Beef Tongue Soup** 4.00

##### Extras

- Cauliflower Rice** 3.00
- Rice** 2.00
- Extra Meat** Half of each price

MUST HAVE  
menus

\*Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

## JAPANESE WAGYU SPECIALTIES

- \* **Japanese Wagyu Handroll(1pc)** 15.00
- \* **Japanese A5 Wagyu Skewer (1pc)** 15.00
- \* **Japanese A5 Wagyu Sukiyaki Bento** 25.00
- \* **Japanese A5 Wagyu Ribeye Steak Bento** 48.00

## SANDWICHES

- \* **American Wagyu Sukiyaki Beef Sub** 16.00  
A spicy favorite made fresh daily, with ground beef, kidney beans and melted cheddar
- \* **American Wagyu Striploin Steak Sub** 20.00

- \* **Angus Harami Sub** 18.00  
Angus Outside Skirt(Harami) Sandwich w/ mush potato, Arugula, Shio Dare, Fried Onion

## SALAD & BOWLS

- \* **Beef Curry Bowl** 16.00
- \* **Angus Harami Bowl** 16.00
- \* **Premium Beef Tongue Bowl** 16.00
- \* **Wagyu Street Salad** 18.00

## Sake & Beer

- Dassai 50 Junmai Daiginjo Bottle 300ml** 18.00
- Hakkaisan Honjozo Bottle 300ml** 23.00
- Amabuki Junmaiginjo Nama Bottle 300ml** 25.00
- Shouchikubai Mio 300ml** 18.00
- Shouchikubai Nigori Silky Mild 375ml** 15.00
- Sapporo Light (Small Bottle)** 6.00
- Sapporo Premium (Small Bottle)** 7.00

## DESSERTS

- Mochi Ice Cream(Yuzu)** 4.00
- Mochi Ice Cream(Mango)** 4.00
- Mochi Ice Cream(Matcha)** 4.00

## DRINKS

- Bottled Water** 2.50
- Ramune** 3.50
- Original Matcha Moringa Tea** 4.50

MUST HAVE  
menus

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# Get Your Protein



## Sauce Time



## Side Dishes



## Base



Japanese A5 Wagyu Ribeye Steak Bento



Angus Harami BBQ Bento



Japanese A5 Wagyu Sukiyaki Bento



## Japanese A5 Wagyu Skewers



## Japanese A5 Wagyu Handroll

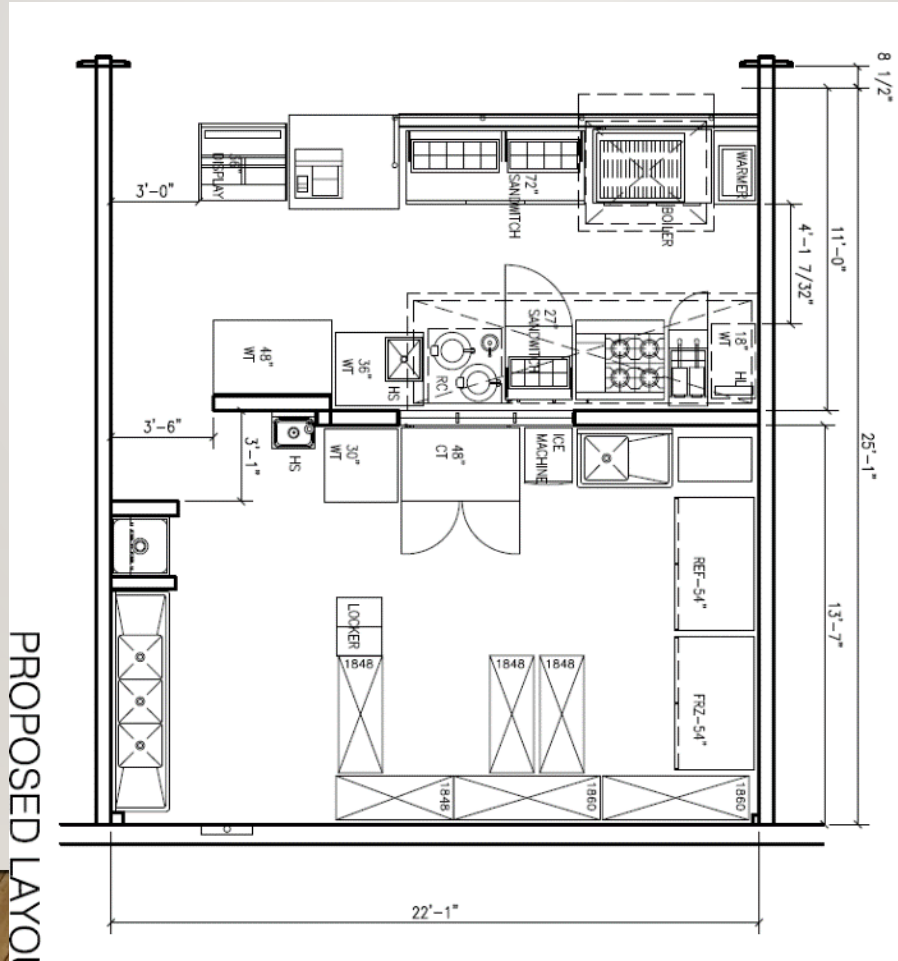


## Salad & Bowls





# FLOOR PLAN



PERS



# EQUIPMENT

EQUIPMENT SCHEDULE							
ITEM #	QTY.	DESCRIPTION	MANUFACTURE	MODEL#	DIMENSIONS		
					W	D	H
1	1	CHARBROILER, GAS, COUNTERTOP	Imperial	IRB-36	36	31 3/8	13 3/4
1-2	1	EQUIPMENT STAND, REFRIGERATED BASE	Atosa	MGF8450GR	48 2/5	33	26 3/5
2	1	FRYER	Pitco	VF-35S	15 5/8	32	47 1/4
3	1	RANGE, 36", 4 OPEN BURNERS, 12" GRIDDLE(Griddle Right Side)	AMERICAN RANGE	AR-12G-4B	36	28 1/2	56
4	1	Food Warmer	ATOSA	ATOSA-7700	14 1/2	22 1/2	9
5	1	SANDWICH / SALAD PREPARATION REFRIGERATOR	Turbo Air	MST-72-18-N	72 5/8	30	37
6	1	SANDWICH / SALAD PREPARATION REFRIGERATOR(Right Hing	Turbo Air	MST-28-N	27	30	37
7	1	REFRIGERATED WORK TOP(2 door)	TRUE	TWT-48-HC	27	48	33 5/8
8	1	Microwave	Panasonic	NE 1054	20 1/8	16 3/8	12
9	2	Rice Cooker	Zojirushi	America Model No. NYC-	17.25"	17.25"	13.5"
10	1	Work Table	GSW	WT-PB3036	36	30	35
10-1	1	Work Table	GSW	WT-PB3024	24	30	35
11	1	REACH-IN EFRIGERATOR(2 door)	Atosa	MBF8507GR	54 2/5	31 2/3	83
12	1	REACH-IN Freezer(2 door)	Atosa	MBF8503G	54 2/5	31 2/3	83
13	2	WIRE SHELF	Thunder Group	CMSV1860	60	18	67 7/8"
14	4	WIRE SHELF	Thunder Group	CMSV1848	48	18	67 7/8"
15	2	Work Table	GSW	WT-PB3018	18	30	35
16	1	Black Curved Dual Service Refrigerated Air Curtain Merchandiser	Avantco	BCAC-36 36	36	32	59
17	1	HEAT LAMP	Winco	ESH-1	14 1/4	26 1/8	22
18	1	Ice UC-F-120-A 19" Air Cooled Undercounter Full Cube Ice Machin	Avantco	Ice UC-F-120-A 19"	19 2/3	23 5/16	35 1/2

# LOCATION IMAGE① THE HANGAR



- Long Beach

<https://thelongbeachexchange.com/the-hangar/>



# LOCATION IMAGE ②

# RODEO 39



● Stanton

<https://www.rodeopublicmarket.com/>



# Initial Investment

<b>Franchise Fee*</b>	
<b>Initial License Fee per Restaurant*</b>	<b>US\$ 40,000</b>
<b>Training Fee</b>	<b>US\$ 10,000</b>
<b>Security Deposit</b>	<b>US\$ 10,000</b>
<b>Royalty</b>	<b>5% of gross sales</b>
<b>Facility</b>	
<b>Furniture, Fixtures, and Equipment</b>	<b>About US\$ 50,000</b>
<b>Other Equipment (Dishes, Uniforms, and Others)</b>	<b>About US\$ 10,000</b>
<b>Construction</b>	
<b>Construction</b>	<b>About US\$ 160,000-270,000</b>

\* The information is as of Feb. 2024

\* Exclusive area (master) franchise fee is separately discussed in future.