

SAKURA GREEN SUSHI

Business Plan Presentation

Modern Japanese dining with a sustainable approach

Prepared for university presentation

1. Business Concept

What Sakura Green Sushi offers

- A modern Japanese restaurant focused on fresh sushi and hot dishes
- Dine-in, takeaway and delivery services
- Delivery partnerships with Uber Eats, Deliveroo and Just Eat
- Sustainable packaging and responsible sourcing where possible
- A welcoming, modern atmosphere for everyday dining

Mission

To provide fresh, high-quality Japanese food with excellent service and a more sustainable approach.

Vision

To build a trusted London sushi brand and expand to additional locations.

Value proposition

Quality + convenience + modern experience + sustainability.

2. Target Market

Core customer groups

Students

Affordable meals, takeaway and delivery.

Office workers

Fast lunch, dinner and corporate orders.

Families

Comfortable dine-in and broad menu choice.

Tourists

Accessible Japanese food in a modern setting.

3. Market & Competition

How the business will compete

Market opportunity

Demand for convenient Japanese food is supported by dine-in, takeaway and delivery habits. Sakura Green Sushi targets customers who value freshness, speed and a modern experience.

Competitive pressure

London has strong competition from independent sushi restaurants, chains and delivery-only brands. Price, reviews, consistency and delivery performance are important.

Our differentiation

Fresh ingredients, experienced management, sustainable concept, excellent customer service and multiple ordering channels.

4. SWOT Analysis

Strengths

- Fresh ingredients
- Experienced management
- Sustainable concept
- Excellent customer service

Weaknesses

- High start-up costs
- Strong competition
- Dependence on delivery platforms
- New business

Opportunities

- Growing demand
- Future expansion
- Online ordering
- Corporate catering

Threats

- Inflation
- Rising food prices
- Labour shortages
- Economic uncertainty

5. PESTEL Analysis

External factors affecting the restaurant

Political

Food regulation, employment rules

Economic

Inflation, food and energy costs

Social

Demand for sushi, delivery and healthier choices

Technological

Online ordering, delivery apps, POS systems

Environmental

Packaging waste and sustainable sourcing

Legal

Food safety, licences, insurance and employment law

6. Marketing Mix – 4Ps

Product

Fresh sushi, rolls, hot dishes and meal options for dine-in, takeaway and delivery.

Price

Competitive pricing with bundles, promotions and delivery-platform offers.

Place

London location supported by takeaway, website ordering and delivery platforms.

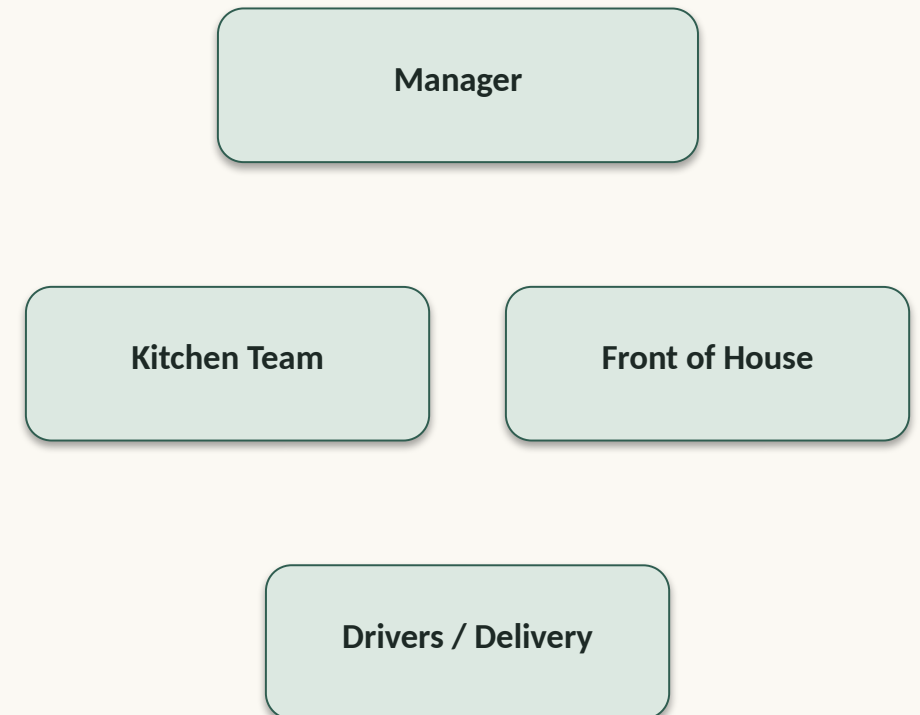
Promotion

Social media, customer reviews, delivery apps, launch offers and corporate catering.

7. Operations & Management

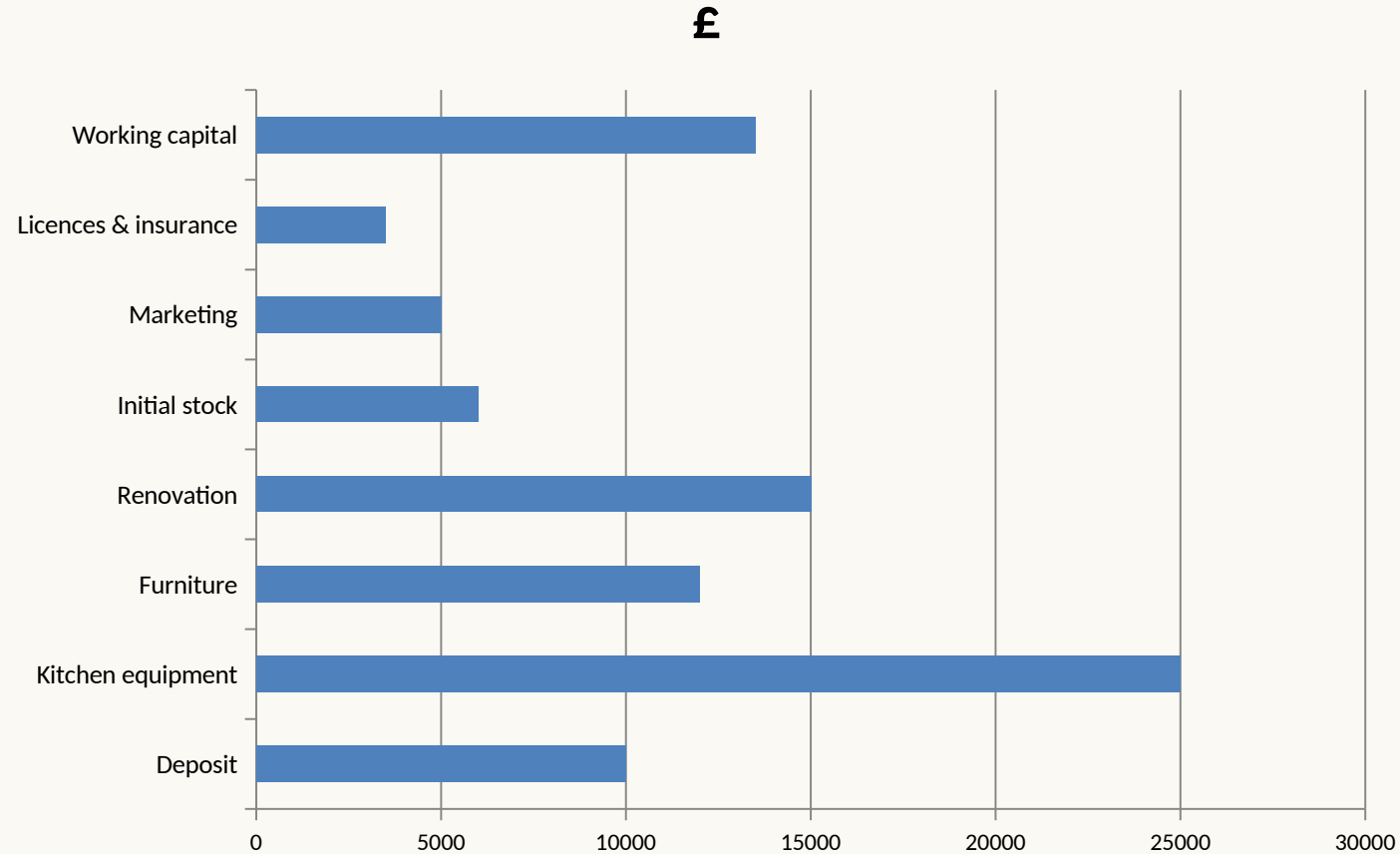
How the restaurant will run

- Daily preparation using fresh ingredients and standard recipes
- Strong food-safety, stock-control and cleaning procedures
- Manager oversees service, staff, stock, suppliers and delivery platforms
- Kitchen team prepares food and maintains quality standards
- Front-of-house and drivers support customer service and order fulfilment
- Technology supports orders, payments and delivery management



8. Start-up Finance

Estimated initial investment: £90,000



Largest cost

Kitchen equipment: £25,000

Working capital

£13,500 reserved for early operations

Total

£90,000 start-up requirement

9. Financial Forecast

First-year expectations

Monthly operating costs

Approximately £35,000

Expected monthly revenue

Approximately £45,000–£50,000

Annual sales forecast

Approximately £559,000

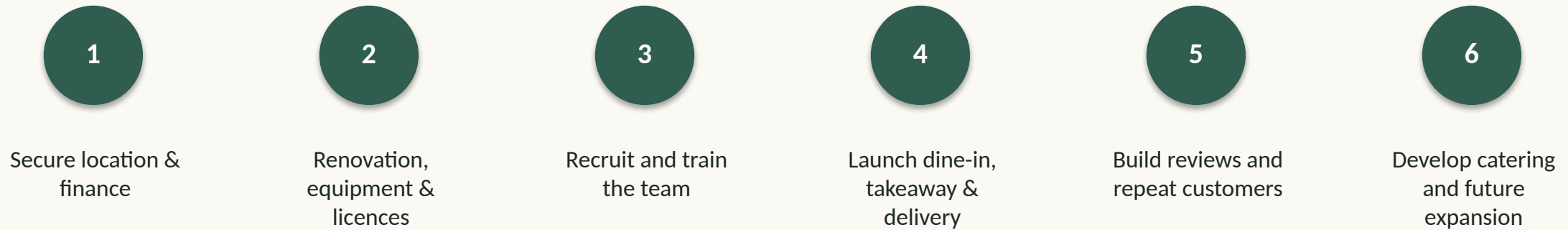
Customer forecast

Around 28,950 customers in Year 1, supported by dine-in, takeaway and delivery channels.

Break-even focus

The business aims to cover fixed and variable costs as sales build. Performance should be monitored monthly and assumptions updated.

10. Key Milestones & Growth



Conclusion

- Sakura Green Sushi combines quality Japanese food with convenience and sustainability
- The concept serves several strong customer groups through multiple sales channels
- The £90,000 start-up plan supports the restaurant launch and early operations
- Strong service, cost control, reviews and consistent food quality will be critical
- Long-term potential includes corporate catering and expansion to new locations

Thank you