

# Proposal

## 1. Company Overview

### 1.1 Basic Information

Yakiniku Edinburgh will be the first Japanese grill restaurant in Edinburgh, poised to attract a substantial customer base in the near future. The restaurant will primarily cater to young individuals, while also appealing to a diverse clientele.

Yakiniku (Japanese):

"Yaki" means low-smoke grilling.

"Niku" means beef/meat.

We will offer a meticulously curated menu featuring locally sourced, fresh ingredients from Scotland. Additionally, we import authentic Japanese sauces and teas to elevate our culinary offerings.

### 1.2 Main Business

Our main focus is on Japanese grill cuisine and promoting tea culture.

### 1.3 Company Mission

At Yakiniku Edinburgh, our mission is to provide an affordable and enjoyable dining experience for young individuals, students, and enthusiasts of Japanese culture. Moreover, we strive to cultivate an appreciation for Asian Food Culture.

## 2. Products/Services

### 2.1 Product Introduction

All our food offerings will be crafted with care using the freshest local ingredients available in Scotland. We will source specific sauces and teas directly from Japan to ensure authenticity and quality.

### 2.2 Menu

Our menu will articulate the selection of meats, accompanied by detailed information on weight, calorie content, and cooking methods. This ensures our customers can make informed choices and savour their meal with confidence.

### **3. Market Analysis**

#### **3.1 Market Opportunities**

Yakiniku-style restaurants are a relatively novel concept in Edinburgh. Coupled with our prime location at 62 South Clerk Street, which enjoys a steady stream of foot traffic, we will have a remarkable advantage in the market.

#### **3.2 Market Positioning**

We position our pricing at a medium range, enabling us to cater to a wide spectrum of customers. Our stylish ambiance and menu offerings specifically target a younger demographic.

#### **3.3 Target Customers**

Having successfully operated an Asian Hair Salon in Edinburgh for nearly two years, we have cultivated a loyal customer base. Approximately 80% of our Asian Hair Salon customers are university students. Going forward, we will leverage this existing clientele through targeted marketing campaigns. Additionally, we will actively promote our restaurant to nearby residents and tourists.

### **4. Market Promotion**

#### **4.1 Customer Referral**

We will adopt a phased referral approach by providing vouchers to customers of the Asian Hair Salon. This word-of-mouth strategy yields superior results compared to conventional advertising and sales techniques.

#### **4.2 Social Media**

We will allocate significant resources and effort to maintain a strong presence on Instagram, Facebook, Google Maps, and WeChat (China's largest social media platform). Leveraging the Asian Hair Salon's existing WeChat account, which already boasts over 5,000 followers, will be instrumental in our success.

### **5. Team Members**

- 1) T.C, formerly a manager at a renowned Japanese restaurant in the city, will oversee restaurant operations and staff management.
- 2) Asian Hair Salon will hold a stake in our venture, ensuring fruitful collaborative efforts.
- 3) Asian Art Studio, an affiliated brand, will provide unwavering support and

coordination, enhancing our focus on style and customer experience.

4) Legal advisor: LB & Co Solicitors (Glasgow)

5) Accounting firm: Morgan Reach Chartered Certified Accountants

In conclusion, having thoroughly assessed your property, we are highly impressed with the state-of-the-art and well-maintained equipment within the current establishment. If given the opportunity, we will diligently maintain and utilise the existing equipment and environment to the highest standards. We sincerely acknowledge and appreciate the current owner's dedication and efforts.