

Comprehensive F&B Analysis Report

Company Overview

Restaurant Name: Seoul Sizzle
Industry: Modern Korean Fusion
Founded: 2023
Location: Chicago, IL
Employees: 35+
Revenue: \$2.1M (Estimated)
Market Share: 3.9%
Growth Rate: 45% YoY

Menu

Korean BBQ Sets (\$32.95 - \$48.95/person)

- **Signature Set**
 - Prime Galbi
 - Bulgogi
 - Spicy Pork Belly
 - Marinated Chicken
 - Assorted Banchan (8 pieces)
- **Premium Set**
 - Wagyu Beef Short Ribs
 - Wine-marinated Beef
 - Truffle Pork Belly
 - Garlic Butter Shrimp
 - Premium Banchan (12 pieces)

Fusion Small Plates (\$12.95 - \$18.95)

- Kimchi Arancini
- Korean Street Corn
- Bulgogi Sliders
- Gochujang Glazed Wings
- Truffle Kimchi Fries

Hot Stone Rice Bowls (\$16.95 - \$24.95)

- Bibimbap (Traditional/Fusion)
- Wagyu Beef & Mushroom
- Spicy Seafood Medley
- Vegan Temple Style

Craft Cocktails (\$13.95 - \$16.95)

- Soju Negroni
- Makgeolli Mule
- Yuzu Whiskey Sour
- Gochugaru Margarita

Monday Special

K-BBQ Taco Platter (\$28.95)

Available Mondays only

Selection of 3 Korean BBQ meats served with kimchi slaw, ssam wraps, Mexican-inspired sauces, and fusion banchan

Strengths

- Interactive dining experience
- High-quality meat selection
- Unique fusion concept
- Professional table service
- State-of-the-art ventilation

Weaknesses

- High operational costs
- Complex staff training
- Limited vegetarian options
- Extended dining times
- Premium pricing

Atmosphere

- Modern industrial design
- Built-in grills with LED controls
- Private cooking rooms
- K-pop music videos
- Neon art installations
- Outdoor terrace
- Open kitchen view

Key Clients

- Young urban professionals
- Food enthusiasts
- Corporate groups
- Special occasion diners
- K-culture fans
- Social media influencers

Competitive Advantages

- Custom-built grills
- Proprietary marinades
- Chef-guided experiences
- Premium meat sourcing
- Fusion innovations

Key Performance Metrics

Most Profitable Menu Items

1. Premium BBQ Set (68% profit margin)
2. Craft Cocktails (75% profit margin)
3. Truffle Kimchi Fries (70% profit margin)
4. Wagyu Beef & Mushroom Bowl (62% profit margin)

Digital Operations

Online Ordering Breakdown - Direct reservations: 55% - Private room bookings: 25% - Walk-in seating: 15% - Event catering: 5%

Customer Feedback Analysis

Most Common Complaints - Extended wait times for premium cuts - High minimum spending requirements - Smoke ventilation in some areas - Complex ordering system

Most Praised Aspects - Meat quality and variety - Unique fusion flavors - Interactive dining experience - Attentive staff guidance