

SHUEI-DO MANJU SHOP



By Sarah Liu, Priscilla Shiner, Andrew Yu

DESIGN BRIEF



02

About

Shuei-do Manju Shop makes fresh manju daily, by hand, and without any preservatives. They offer many vegan and gluten-free options. It is run by Tom and Judy Kumamaru and is a staple of San Jose's Japantown for over 68 years.

Goal

We will be creating a website to provide customers with convenient access to business information such as the menu, prices, location, operation hours, and social media links.

Target Audience

Individuals and families looking for authentic Japanese sweets. No constraints on age, gender, or race. However the website will probably be used by younger (10-30 year old) people.

Visual

Simple, minimal, clean, pastel, light

Timeline

April 12, 2021 - May 17, 2021



Who are our competitors?

SHUEI-DO MANJU SHOP

217 E. Jackson St
San Jose, CA 95112

DIRECT

BENKYODO CO.
1747 Bunchanan St
San Francisco, CA 94115

INDIRECT

MINAMOTO KITCHOAN
648 Market St
San Francisco, CA 94104

INDIRECT

CA BAKEHOUSE
979 Story Rd, Unit 7066
San Jose, CA 95122

Shuei-Do Manju Shop

What products do they sell?

Traditional Japanese desserts such as mochi and manju, a type of cooked mochi made with rice and wheat flour, filled with sweet red or white bean paste. All without any preservatives.

History

Shuei-Do Manju Shop has been operating since 1953. It was initially owned by the Ozawa family for 35 years until they retired and their family friends, Tom and Judy Kumamaru, decided to step in and continue the business, learning the craftsmanship of manju-making as a young couple in the late 1980s.

Shuei-Do Manju Shop

Business Features

- All products are made by hand, in house.
 - No machines.
 - 'Old-school' style.
- Total of 18 flavors of manju and mochi available such as blueberry, strawberry, butter, peach, and more.
- How to purchase: pre-order by phone/email OR by in-person.

Pain Point(s)

'First come, first serve' basis.

Shuei-Do Manju Shop make about 800-1000 sweets a day, maybe less due to COVID-19 impacting business hours, employees' health, and adjusting to state guidelines.

Shuei-Do Manju Shop

Website Feature(s)

Shuei-Do Manju Shop currently does not have a website. Their business is primarily advertised through Instagram.



Benkyodo Company

Direct Competitor

What products do they sell?

Traditional Japanese desserts such as mochi and manju.

History

Benkyodo Company has been operating for over 115 years in San Francisco. In 1906, Suyeichi Okamura opened the business, one of the original stores of Japantown. However, during World War II, the Okamura family was interned in concentration camps like many other Japanese Americans at the time - the business closed temporarily. After World War II ended, Suyeichi's son, Hirofumi, took care of the business.

In 1959, Benkyodo Company relocated to their present location at Sutter and Buchanan Street. By 1990, Hirofumi passed down the family-business to his two sons: Ricky and Bobby. Now, as third-generation Japanese Americans, the brothers continue the family legacy of producing Japanese sweets to customers daily.

Benkyodo Company

Business Features

- Sell a variety (15+) of Japanese sweets.
- Distributor to 6+ Japanese grocery stores located around the Bay Area: San Francisco, East Bay, and the Peninsula.
- During the holiday season, Benkyodo Company make over 5,000 pounds of products.
- About 1,500 products (not pounds) are made each day, maybe more or less due to COVID-19 impacting business hours.

Note: These production numbers are based on a 2001 SF Gate article, they may be more or less accurate in current times.

Pain Points

- Cash only --> No card payments/Venmo/Apple Pay
- Limited number of products
- Order in-person ONLY --> no pre-orders

Benkyodo Company

Website Features

- List their products with images
 - No pricing
- About Us/History
- Location & (temporary) business hours

Note: Unfortunately, for Benkyodo Company, it was announced on May 7th, 2021, that the Okamura brothers are retiring and planning to either sell or close the business, after 115+ years of family-legacy.

Minamoto Kitchoan

Indirect Competitor

What products do they sell?

Wagashi, which is similar to mochi and manju, but includes agar.

History

Minamoto Kitchoan means “wagashi,” “pleasure,” and “places people gather.” Minamoto Kitchoan brings authenticity and beauty to customers with a deep sweet tooth. Traditionally, wagashi as an art form is made for each changing season and around festival time. As a brand, Minamoto Kitchoan prioritizes luxury and aesthetic.

Minamoto Kitchoan

Business Features

- Products are imported from 6 different factories, each with their own speciality for each sweet.
- All products are handmade by skilled artisans, which are later shipped to other locations in Japan and international locations such as Hawaii and the U.S.
- Daifuku (looks like mochi and manju) are in-store purchases only.
- Prioritizes high-quality ingredients and craftsmanship, despite being pre-packaged.
- Minamoto Kitchoan owns 1 farm in Japan, where they grow their own fruits and other raw ingredients.

Pain Points

- Pre-packaged --> Not made fresh/in house
- Price range: \$\$-\$\$\$\$

Minamoto Kitchoan

Website Features

- Able to browse and shop for products
 - Additional options:
 - Purchase an assortment box
 - Send a set or box as a gift to a friend or family member
- About Us/History
- List of locations:
 - 7 American locations
 - 5 non-Japanese Asian locations
 - 1 European location
 - 1 Japanese location

CA Bakehouse

Indirect Competitor

What products do they sell?

Contemporary Asian/Asian-fusion pastries and sweets

History

In 1990, the Lam family opened Le Monde, which quickly became popular after their 'green' pandan waffles. Years later, the Lam family opened Century Bakery in Little Saigon, San Jose. There, their 'green' waffles became a staple; a crowd favorite, especially during the holiday season. However, Century Bakery closed its doors in 2018. A year later, CA Bakehouse was born - Century Bakery is the predecessor of CA Bakehouse. The faces of CA Bakehouse are the Lam's matriarch, her son, and his cousin.

Both men are university graduates who previously worked in business and finance before changing careers into the food industry.

CA Bakehouse

Business Features

- Pre-order on Square
 - Pandan-focused: the famous 'green' waffles, croissants, honeycomb cakes, 'green' bread, mochi cakes, and egg tarts.
 - Other baked goods include: pork buns, hot dog buns, and choux (similar to Chinese pineapple bread).
 - Liquids include: matcha lattes, thai milk tea, vietnamese coffee, strawberry matcha lattes, and even pre-made mochi cake and pandan waffle batter.
 - Cheesecakes available: Original Basque, Strawberry Guava Basque, and Pandan Basque.
- Price Range: More \$ than \$\$
- Catered around the Silicon Valley such as for Apple, LinkedIn, and Broadcom.
- Allows in-person pick-up OR delivery via Grubhub

Pain Point(s)

Home website is not secure/safe, but pre-ordering through Square is.

CA Bakehouse

Website Features

- Home Page
 - Business Hours
 - Gift Cards
- Product Menu
- Online Ordering
- Catering
- About Us/History
- Contact Us

**Jiro****Gender:** Male**Age:** 42**Location:** San Jose, CA**Status:** Married, 1 child**Occupation:** Optometrist**Salary:** 130k**Personality:** organized,
intelligent, active,
family-oriented

Photo by Sơn Bờm from Pexels

Bio

Jiro is a Japanese immigrant who has lived in the US for 12 years. He lives in an apartment with his wife, their 8 year old daughter, and their cat. In his free time, he enjoys running, cooking, and coaching his daughter's soccer team.

Motivation & Wants

- Find authentic Japanese food that reminds him of home
- Share Japanese culture with his daughter
- Shop with more local small businesses
- Straight-forward and easy to use website

Daily Routine

He begins his mornings by making breakfast and packing a lunch for his daughter. After work, he picks up his daughter from school and buys groceries or run errands together. He makes dinner with his family, then plays a game or helps his daughter with homework.

Frustrations

- Overly expensive prices
- Not tech savvy- doesn't like complicated or cluttered websites
- Having to travel far to shop for what he wants
- Low quality, impersonal products and experience

Shuei-Do Manju Shop is Santa Clara county's only traditional Japanese confectionery.

All our manju is handmade fresh daily, without any preservatives.

What is manju?

Manju is a Japanese confection with a soft outside made from wheat or rice flour and is traditionally filled with a sweet bean paste.

Our manju range from classic flavors, such as red bean or lima bean filling, to more contemporary flavors, including peanut butter manju and fruit flavored mochi.

217 Jackson St.
San Jose, CA 95112

(408) 294-4148

shueidomanju@gmail.com



Hours of Operation:
Mon-Wed: Closed
Thurs - Sun: 10 A.M.- 4 P.M.

Vegan
Gluten-free

Yomogi
Rice flour, mugwort,
smooth azuki bean

Vegan
Gluten-free

Habutai
Rice flour and smooth
azuki bean

Vegan
Gluten-free

Green Tea
Rice flour, matcha,
smooth azuki bean

Vegan
Gluten-free

Kinako
Rice flour, lima bean,
soy bean powder

Vegan

White Manju
Steamed cake flour and
smooth azuki bean

Vegan
Gluten-free

Pink White
Rice flour and lima bean

Vegan
Gluten-free

Pink Tsubu
Rice flour and whole
azuki bean

Vegan

White Inaka
Steamed cake flour and
whole azuki bean

Vegan

Brown Inaka
Steamed cake flour,
brown sugar, white azuki
bean

Vegan
Gluten-free

Yokan
Sugar and lima bean

Vegan
Gluten-free

Kuri
Baked manju with lima
bean

Vegan

Peanut Kuri
Baked manju with lima
bean

Vegan
Gluten-free

Monaka
Wafer cookie and whole
azuki bean

Gluten-free

Chi Chi Dango
(8) Fruit-flavored mochi
without beans

Vegan
Gluten-free

Peanut Butter Mochi
Rice flour, lima bean,
peanut butter, kinako
powder

Vegan

Butter Mochi
Rice flour, eggs, milk

MERCHANDISE

Kuma the Bear Sticker
One of the mascots of
Shuei-Do Manju Shop

Maru the Shiba Sticker
One of the mascots of
Shuei-Do Manju Shop

Shuei-Do Manju Sticker
Featuring Kuma the Bear

Shuei-Do Manju Sticker
Featuring Maru the Shiba

Kids "Kuma" Shirt
In collaboration with Jerrod
Maruyama. Available in XS, S,
M, L

Kids "Maru" Shirt
In collaboration with Jerrod
Maruyama. Available in XS, S,
M, L

Adult "Kuma" Shirt
In collaboration with Jerrod
Maruyama. Available in S, M, L,
XL, XXL

Adult "Maru" Shirt
In collaboration with Jerrod
Maruyama. Available in S, M, L,
XL, XXL

Gift Card
\$10 or \$20 value

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Shuei-Do

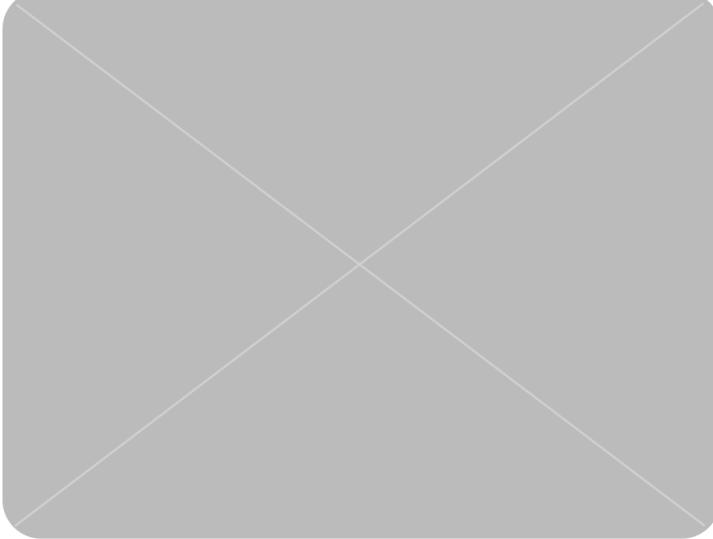
Manju Shop



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Employee Photo

Shuei-Do Manju Shop has been family owned and operated for over 68 years. We are currently the only traditional Japanese confectionery in our county. Our goal is to share our love for sweets and traditions with our community. You can find our shop located in the heart of Japantown in San Jose, California.



Here at Shuei-Do Manju Shop, we believe in always providing our customers with the highest quality ingredients. To ensure that we deliver the highest quality, we make everything in-house and homemade daily without the use of preservatives or additives.

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Manju Shop

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SHUEI-DO// STYLE TILE



// SEE



[BUTTON](#)

[BUTTON](#)

// TOUCH



Shuei-Do

Manju Shop



family **delicious**
authentic simple
minimal *homemade*



Shuei-Do

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