

THE HIBACHI GRILL

CFAN_Team_43



BUSINESS MODEL



FOUR PHASE RE-OPENING PLAN

AUGUST 1st



Phase 1
Delivery, Pick-Up,
Preparation

Set up online deliveries and pick-up options.
Prepare for safety measures such as buying masks, hand sanitizers, gloves, etc.
Launch free marketing campaigns

AUGUST 15th



Phase 2
Preparation for
Re-opening

Implement glass shields for grilling area. Employ chefs and other staffs. Start COVID-19 safety training for staff. Pay for social media advertisements.

SEPTEMBER 1st



Phase 3
Limited In-Dining
Operations

Re-open restaurant with in-dining hours limited to lunch time and dinner time.
Follow and implement safety measures accordingly.

SEPTEMBER ONWARDS



Phase 4
Restore Operations

As the situation improves, gradually restore operations to normal according to guidelines from the Centers for Disease Control and Prevention (CDC) and orders from the city and state.

HEALTH AND SAFETY MEASURES



RESTAURANT HYGIENE

- ➤ Before reopening, the restaurant will go through a **deep cleaning** which disinfects the venue.
- Automatic hand sanitizer dispensers will be installed to minimize any unnecessary physical contact. It will be available at the entrances to the dining room, inside the kitchen, staff's toilet and cashier.
- Antibacterial spray, disinfectant wipes and other cleaning products should be bought to help clean the area supplies including soap, hand sanitizer containing at least 60% alcohol, paper towels, tissues, and no-touch/foot pedal trash cans.
- Clean high-touch surfaces with disinfectant at least twice a day including tables, doors and door handles, etc.
- Any packages of raw food and ingredients arriving at the restaurant will be disinfected with alcohol spray. Food preparation areas will be thoroughly cleaned before all shifts.
- ➤ Kitchen utensils, plates, bowls, etc. will **be washed at the warmest setting in the dishwasher** to limit the chances of COVID-19.

IF A STAFF/ CUSTOMER GET SICK

- > The restaurant should be ready if there is a confirmed case of COVID-19 associating to its customers or staff.
- They might have to undertake contact tracing to see who was at the restaurant at the time of the confirmed case and notify their customers and employees.
- The restaurant **could stop operating** for a period of time to reduce transmission.
- ➤ If there is a confirmed case related to the restaurant's venue,

 Margaret should consider additional deep cleaning and disinfect the place.
- If an employee gets sick, they should **self-isolate at home** and do not go to work.
- > Employees should tell Margaret as soon as possible if they are a positive case or a close contact of a positive case so that she can notify others.

PREVENTING THE SPREAD OF COVID-19

- ➤ All customers and staff members will have their body temperature checked with a contactless thermometer before entering the restaurant. Anyone with 37.5*C (99.5*F) and higher will not be allowed inside and will be advised to stay home.
- Employees will **receive proper COVID-19 training** before working, what they should and should not do, food health regulations and safety measures. If anyone feel unwell, they should not go to work.
- All staff members are required to wear masks at work. (Surgical masks must be changed every 6 hours). Gloves and masks will be available for employees. Customers are also required to wear masks at all times, except for when eating and drinking. The restaurant can forbid anyone who does not follow this rule from entering.
- > The toilet and bathroom are staff-only.
- Label specific doorways as entry-only and exit-only and to keep people walking in the same direction.
 - Provide a clear sign for customers and staff stating how many people are allowed inside of the restaurant.
 - Place physical barriers or use floor signage to maintain 6ft physical distancing between staff and patrons.
 - The restaurant will **record the contact details of any customers or visitors** with their **full name and contact phone number** as it might be required for contact tracing.
 - If possible, Margaret should purchase health insurance for employees and the restaurant.



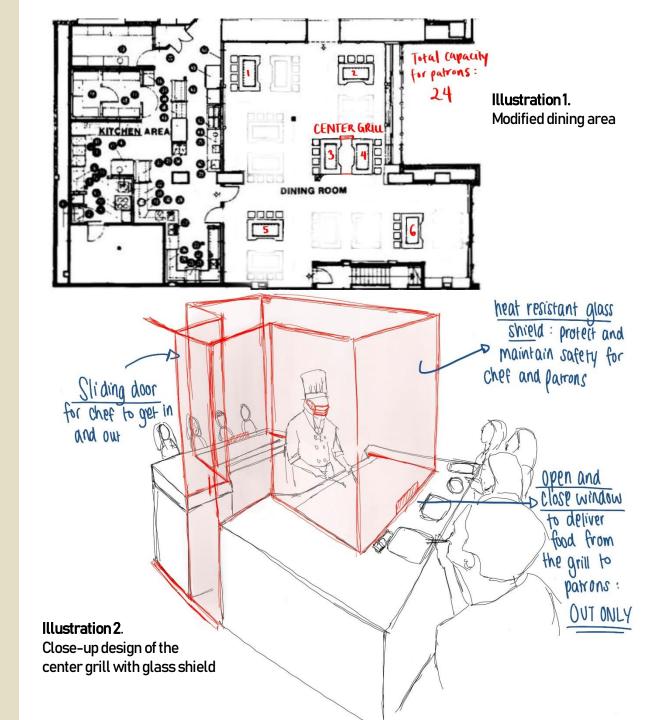
LEGAL ISSUES

- Staff members and customers may sue the restaurant if they contract COVID-19 (though can be hard to prove) https://www.usatoday.com/story/money/2020/04/28/coronavirus-can-you-sue-if-you-get-covid-19-work/3035422001/
- If the restaurant violates COVID regulations, they could be shut down by the health department https://www.phillymag.com/news/2020/07/10/philly-restaurants-coronavirus/

HEALTH AND SAFETY MEASURES

MAINTAIN 6FT SOCIAL DISTANCING

- Out the original 14 grills, the restaurant will only be using 6 grills due to social distancing (refer to illustration 1). The restaurant will limit the number of guests to four people per grill, decreasing the total capacity for the dining area from 112 to 24 (less than 25% of the maximum capacity, as advised by Gov. Tom Wolf).
- ➤ To further obey the social distancing rule, there will only be 2 grills operating in the center of the dining area (by one chef) where other customers could also enjoy their Hibachi experience from a distance (refer to illustration 1 and 2). The grills are protected with heat resistant glass panels to ensure distancing and safety between the chef and customers.
- At full capacity of 24 patrons, only 8 will be able to experience Hibachi Grill at a close distance, whereas the others will have their food grilled and cooked inside of the kitchen area and served later by wait staff.



FINANCE AND MARKETING

- Apply for the Paycheck Protection Program to pay for payrolls, rent, utilities.
- Apply for the **Economic Injury Disaster Loans** to pay for payrolls, cover paid sick leave.
- Cut down on utilities bills by turning off lights and AC in the dining area from 2PM 5PM when the restaurant is only opened for take out and delivery. Create a checklist for employees before leaving work have all the lights, AC, and water been turned off?
- Apply a Covid-19 surcharge of 5% to help cover the cost instead of raising menu price. Hang notice around the restaurants and train the employees to inform the customers about the charge before the customers start ordering.
- Employ all 3 kitchen chefs and 2 grill chefs (\$20/h) and 7 wait staff on rotational shift (\$15/h), 1 cleaning staff (\$15/h). Have 2 kitchen chefs, 1 grill chef, 4 wait staff, and 1 cleaning staff working at once.

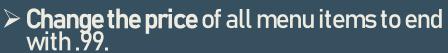
FINANCE & MARKETING



- Create an official website to connect with customers and for online reservation.
- Create an official **Facebook** page, **Twitter** account, **Instagram** account, **Youtube** channel, and **TikTok** account to connect with customers: Stream live cooking, post announcements regularly, host occasional giveaway events for discounts or free dish, post daily stories, create short cooking videos and funny videos.
- Pay for **online advertisement** on Google Display Network, YouTube (see Appendix 1), Facebook (see Appendix 2). Use conversion tracing and maximize conversions.
- Join Facebook food groups like Subtle Asian Eats (196k members), Philly Foodies (1k2 members) to review the new eating experience at the restaurant.
- Get the restaurant on Google My Business to update business hours, address, photos, etc.
- Check in on social media (Facebook, Twitter, Instagram) to get a free plate of Edamame.
- Offer \$10, \$25 gift cards. 5% off bill if buy 2 \$25 gift cards offers available the first week after reopening.
- After paying the bill, customers can review on Yelp to get a 5% coupon off their next bill.

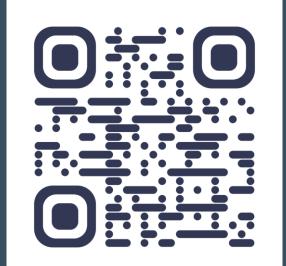






- > Do not put a \$ before the price to avoid customers from associating price with money so they will be likely to spend more.
- > Choose **numbers with less syllables**.
- > Display menu items from high to low prices.

(scanthis QR code for digital menu)





ALL-YOU-CAN-EAT

34.99

APPETIZERS



allion Pancake 10



Shrimp Tempura (4pcs) 7.99

Avocado Salad

9.99

(Avocado, Salmon Roe, Olive Oil, Soy Sauce)

Seaweed Salad 6.99

(Seaweed, Roasted Sesame Seeds, Soy

Vegetarian Lover's Combo 5.99

(5 pieces of Vegetable Tempura: Onion, Broccoli, Cucumber, String bean)

Edamame 4.9

(Dashi, Miso Paste, Tofu, Scallion)

Beef Short Plate 10.99

Oyster



SCANME FORDIGITALMENU

28.99

19.99

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Н	Combo	27.
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Α		
С		

. . Seafood Lover'

Beef Lover's Combo 24.9

(Beef Sirloin, Short Plate, Brisket, Ribeye)

> aterpillar Roll 11 Avocado, Eel)



Tobiko Gunkan (Salmon Roe)
Salmon Nigiri/Roll 10.99
(Salmon, Avocado)
Tuna Nigiri/Roll 9.99

(Tuna, Cucumber

Philadelphia Rolls 7.99 (Cream Cheese, Smoked Salm Cucumber)



Vegetable Rolls 7.99 (Avocado, Cucumber, Carrot) California Rolls 6.99 (Crabstick, Avocado, Cucumber

DESSERTS & DRINKS

Yuzu Sorbet 3.99 Ice Cream

Green Tea
Vanilla
Chocolate

*All Prices Include VAT
Please indicate if you have any
food allergies

CALL US AT (267)-201-8205 ORDER NOW ON UBER EATS

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SOFT DRINKS		JAPANESE DRINKS	
Juice	6.99	Japanese Plum Wine	7.99/cu
(Orange, Pineapple,		Japanese Sake	5.99
Watermelon)	re-	Japanese Beer	4.99
Lemon Iced T	ea 2.99		
Cola	1.99	HOT TEA	
Sprite	1.99	Green Tea	7.99
		Black Tea	7.99
ALCOHOL		YuzuTea	7.99
Red Wine	15/glass		
White Wine	15/glass	Sparkling Water	2.49
Cider	4.99	Bottled Water	1.99
Beer	3.99		

CULTURE

- A business should always be based on 'people over profit', especially during times like COVID-19 where the health and safety of people come first.
- The current situation is very fluid so the employees should expect that their positions are insecure:
 Margaret may promise secured jobs for her employees in the future. She can also tell the truth of how vulnerable her business is as well as the others, but she will be doing her best (by doing a speech/powerpoint with some facts or a contract).
- She can do **research on other businesses** to show her employees about the situation for the small businesses like The Hibachi Grill.

- If some customers are insecure about the quality of the delivered food, she will have **online tracking** to reassure customers.
- Always **show support** for her employees and encourage them through hard times.
- Margaret can promise her employees benefits (bonus and transportation fee).
- Write **motivational words** and draw **happy faces** on the bill to bring customers back or to get more tips.



OTHER CONSIDERATIONS

- The restaurant **shouldn't forgo in-person business entirely**, but have the option for online delivery or pick-up.
- Suggestion would be to only operate in-person for lunch hours (11AM-2PM) or dinner hours (5PM-9PM), and have delivered or pick-up throughout the day.
- > Discount 5% for food since they're not paying to see the "experience."
- > Have delivery options on UberEats.
- Having delivery enables the restaurant to reach a larger audience as some might be reluctant to go outside during the pandemic.

