**Phase 1 (Aug-Sept 2020)**

Overall

* Rebrand: increase digital presence, premium positioning
  + More social media posts
  + Launch website (powered by Shopify)
  + New menu with increase pricing and more bougie names
* Delivery + Curbside pick up
  + Can order directly online
  + Encourage contactless payment
* Begin training for omakase chefs

Finance

* Revenue
  + Curbside pick up
  + Delivery
* Expenses
  + Any fixed costs
  + Labor
  + New website
  + New menu
  + Training omakase chefs

HR

**Phase 2 (Sept 2020- Fall 2021)**

Overall

* Maintain delivery and curbside pick up
* Launch Omakase service

**Phase 3 (Fall 2021 and beyond)**

Overall

* Maintain delivery, curbside pickup, omakase service
* Start reopening (rolling process)
  + First month 5 tables
  + Increment of 2 more tables every month
* New restaurant menu (similar to the take out)- more expensive and bougie names