

World Wide Food Business

# RICE BOWL SHOP 丼 Donburi

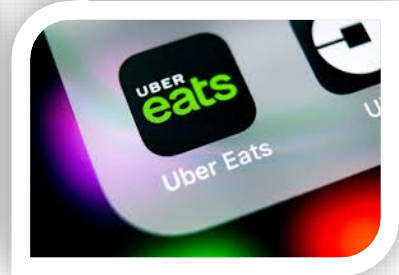
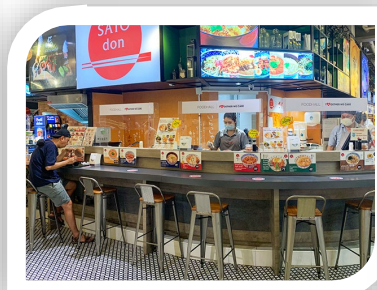
— Business Model with Small Investment, short term return —



# Business Concept

## **“Rice Bowl”, easily taken away**

Among food shops which competing each other toughly, Rice Bowl will make a big trend as it has Japanese taste, volume and can be taken away easily. It requires small investment and easy operations. The business can be extended not only for eat-in but for delivery and take away as well. Return in short term is expected.





# Rice Bowl Menu Concept

## Freshly Cooked “Rice Bowl”

There are many volumed foods however, Rice Bowl can differentiate from others. By cooking in shops with low cost materials, freshly cooked Rice Bowl is served at reasonable prices.



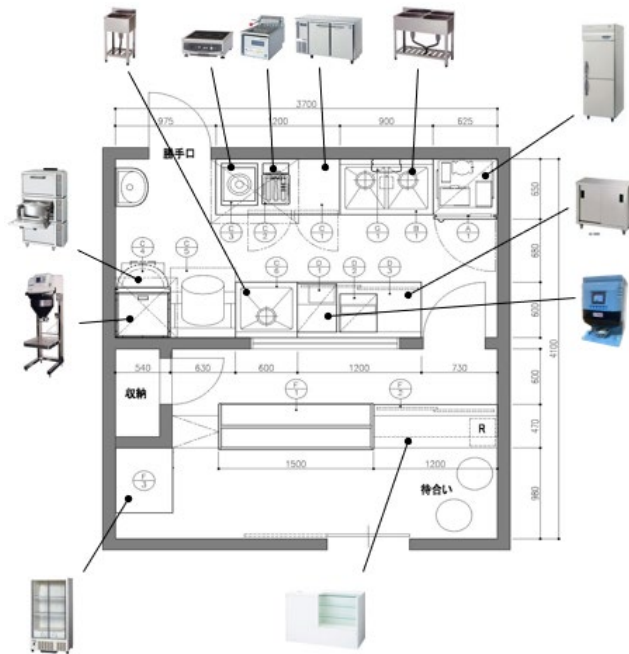
## Asian Culture Food, Full of Attractions

“Rice Bowl” is made from fusion of Fast Food and Japanese DOMBURI. Its Asia taste attracts customers. Now only Kaisen (Seafood) Domburi, many variation like Tendon (Tempura), Katsudon (Pork Cutlet), Oyakodon (Chicken and Egg), Unadon (Eel), Gyudon (Beef), Hawaiian Poke Bowl, and Korean Bibimbap are popular, regardless of age or nationality.

## Easy Operation & Kitchen equipment

### “Easy Operation and Quick Start “RICE BOWL SHOP”

Opening Rice Bowl Shop does not require high investment or complicated design of guest room and kitchen, like restaurants. It is applied to Chain Store or Franchise. The operation is started quickly.



— Rice Washing Machine —  
It washes rice and calculate water volume.



— Rice Cooker —  
Space-saving and efficient rice cooking.



— Rice Serving Machine —  
It serves rice with designated weight automatically.

Only 3 machines are required. Other items are purchased in your local market.

# New Business Model in the world

## Japanese Typical Food = Rice Bowl (Donburi)

Represented by Gyudon, Donburi is one of the Japanese typical foods. There are more than 10,000 Rice Bowl Shops in Japan and new variation is made every day. Rice Bowl is popular among everyone, regardless of age or gender. Serving Rice Bowl is easy and variation of Japanese, Western, Chinese, Korean, etc. makes Rice Bowl accepted in foreign countries.



## New Global Business Model

Japanese foods are expected to extend its market like Sushi, Onigiri, Ramen and Udon. Rice Bowl is also expected as new business model as investment and location are small and operation is easy. Return in short period is expected as well.

*Let's start the new business in your country.*