



SUSHI

# ICHIBAN Sushi Express

Fresh and Fast

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# Contents

1

**ICHIBAN Business Outline**

---

2

**Why ICHIBAN?**

---

3

**ICHIBAN ' S Management**

---



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# ICHIBAN Business outline





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- ☒ We have brought you Ichiban Sushi House Inc., Ichiban Sushi Express, Ichiban Sushi College, Fin Izakaya in north america, over the last 28 years
- ☒ “**ICHIBAN SUSHI**” is becoming the most successful corporation related to food, and a leader among businesses offering healthy food and happiness to many people



# ICHIBAN Structure



Ichiban Sushi House  
Ichiban Sushi Academy  
Fin Izakaya  
Sushi Express

Since 1983  
Since 2006  
Since 2008  
Since 2009



- In 1983, the first Ichiban in downtown
- The largest Japanese cuisine Franchise in Ontario, Canada
- Voted the best restaurant in Toronto by Toronto Sun



- Established in 2006
- With over 500 successful graduates
- Many graduates work as professional Japanese chefs in the Ichiban franchise



- In 2008, in Yonge and Eglinton
- Exotic menu, excellent customer service
- Plans to introduce more distinguished menu items, and to expand to many different locations



# About ICHIBAN Sushi Express

- “**ICHIBAN**” means the best and leading
- Introducing a new fast food chain that targets food courts in shopping malls and all sorts of shopping centers





# ICHIBAN Sushi Express Locations



**Sun Life Financial Centre  
at Centre Toronto**



**Fallsview Casino in Niagara**



**Bramalea Mall in Brampton**



**Will be open soon**



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# ICHIBAN SUSHI House Locations

- 80 Ellesmere Road
- 3517 Kennedy Road
- 15 Spring Garden
- 8763 Bayview Avenue
- 9425 Leslie Street, Unit 4
- 7398 Yonge Street
- 109A Ravel Road
- 66 Edward Street, Unit 6
- 58 Wellington Street East
- 6985 Yonge Street
- 2250 Queen Street East
- 10620 Yonge Street
- 5306 Dundas Street West
- 262 Queen' s Quay West
- 635 College Street
- 750 King Street West
- 6212 Yonge Street North





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# Why ICHIBAN?

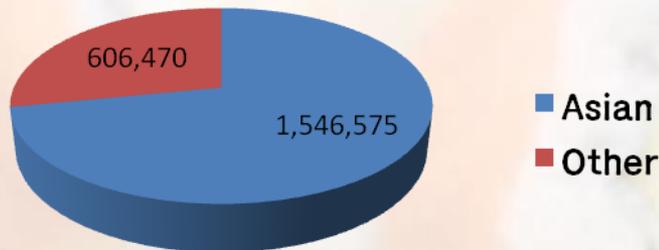


# Demographic Projection

According to the census reports on Statistics Canada ([www.statcan.gc.ca](http://www.statcan.gc.ca)), the Asian population in the province of Ontario has seen a steady increase in number the last couples of years.

## VISIBLE MINORITY POPULATION IN ONTARIO

Per 2001 Census



Per 2006 Census



A demographic projection done by Statistics Canada shows that roughly **half of all visible minority persons in Canada will belong to the Asian ethnicity by 2017**; doubling the current population.

# Target Demographic of Sushi

- Office workers
- Professional career workers
- Those who are particularly interested in foreign cultures
- Health conscious customers
- Those searching for low calorie food
- Vegetarians





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# Future Customers of Sushi

Faces of Global citizens ready to enjoy Japanese food



# Suitable Locations for Sushi

- Food courts within shopping malls
- Inside office buildings
- Business centres
- Government & public offices
- Tourist areas
- Airports, bus terminal, train stations
- Casinos
- Schools



# Food market analysis

**Quick Fix:** Easy to prepare and ready to eat

**Inherently Healthy:** Consumers are increasingly choosing naturally healthy foods

**Fancy:** Fish, in particular, is undergoing something of a gourmet makeover

**Low, No, and Less:** Demand for low calorie and light products will continue to grow

# Opportunities for Japanese food

Currently, few Japanese sushi kiosks in food courts

Customized, fresh and easy-cooked Japanese food

Japanese food gaining more popularity with a variety of healthy menus

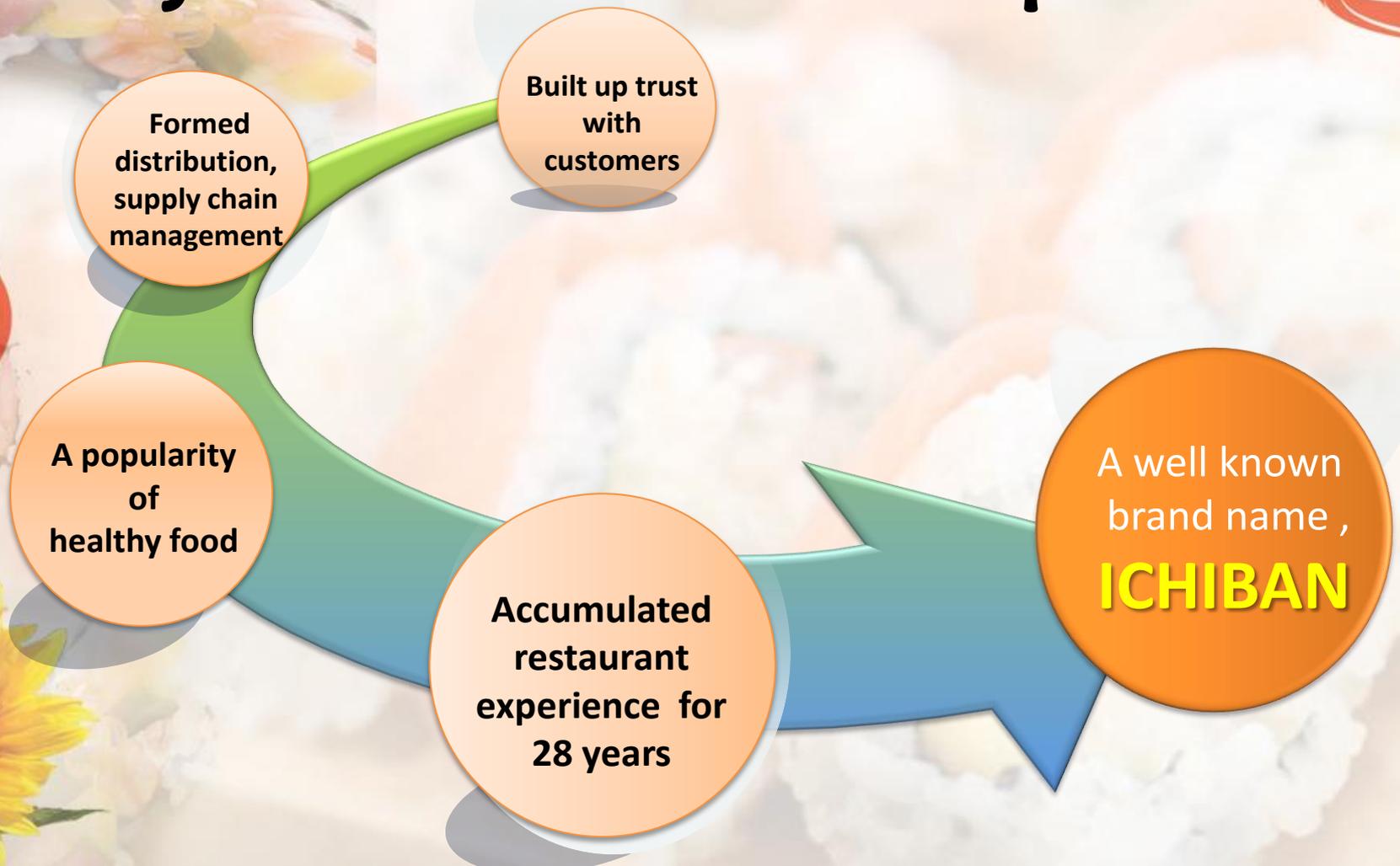


**NEW JAPANESE QUICK  
SERVICE RETAILER**



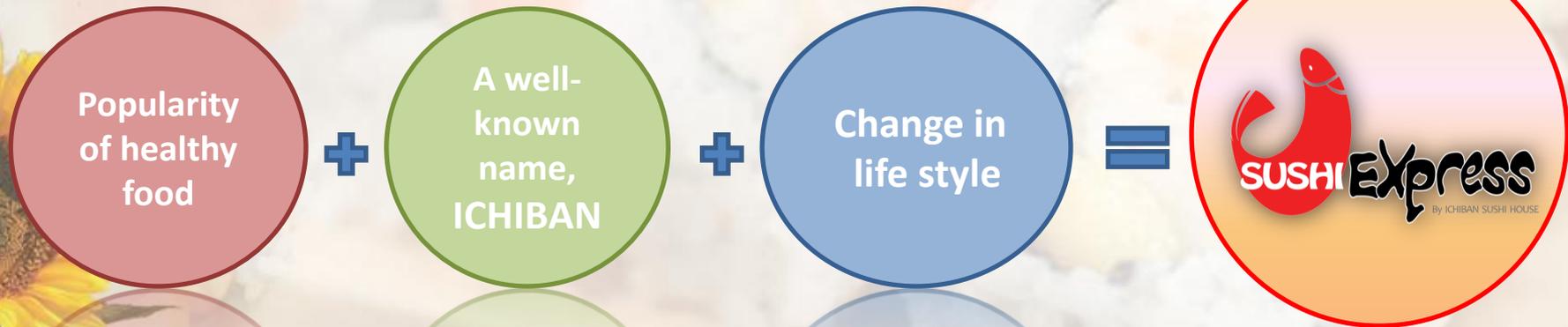
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# Why ICHIBAN Sushi Express?



# Projection highlights

- Japanese food being on the rise...
- The brand “**ICHIBAN**” establishing itself in the Canadian market...
- Growth in Asian population...
- Change in life style- consumers 'seeking quick & healthy food



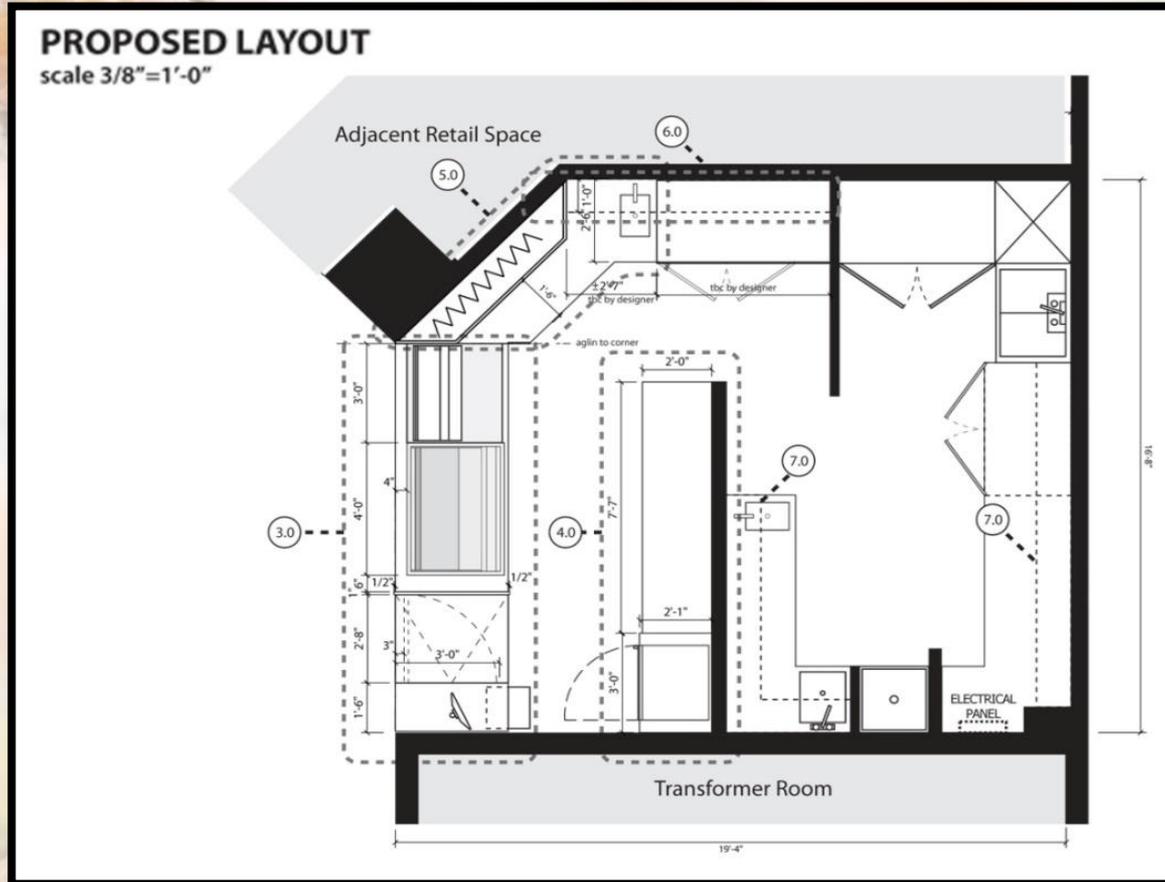


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# ICHIBANS ' Management



# Layout sample



An Example of Islington branch

# ICHIBAN Sushi Express



Brampton



Brampton



Niagara



Islington



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# Construction in Brampton



**Early Construction phase**

**Interior Construction Work**

**Completed Project**



# Packaging & Display



6, 12 pieces of rolls & sushi

# Appetizers at ICHIBAN Sushi Express



Miso soup



Seaweed salad



Edamame

# Main menu at ICHIBAN Sushi Express



Cucumber & Avocado roll



Yam & Avocado roll



California roll  
with brown rice



California roll



Philadelphia roll

# Special rolls at ICHIBAN Sushi Express



**Black dragon roll**



**Rainbow roll**



**Green dragon roll**



**Sushi collection**



**Futo maki**

# Bento at ICHIBAN Sushi Express



**Sashimi bento**



**Beef teriyaki bento**



**Tempura bento**



# Bon Appétit!

