

YAONG CAFE

Business Plan 2025

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Business Description

KOREAN QUICK BITES TAPAS



‘Yaong’ means ‘meow’ in Korean. My long-time support for stray animals has been a great source of inspiration. Just like stray cats, ‘yaong’ embodies playfulness, and I bring that spirit into a unique menu inspired by the lively culture of Korean street food often highlighted in the media.

Executive Summary

Our Mission

To create a fusion Korean tapas restaurant.

Our Vision

Aligning with the popularity of K-pop, we introduce Korean quick bites.

THE PRODUCT

We offer a curated selection of coffee alongside a simple menu of Korean quick bites.

THE LEADERSHIP

Owned by Soo Kyung Kim, an aspiring entrepreneur with years of marketing design experience.

THE OVERALL INDUSTRY

Korean food is becoming trendy alongside popularity of K-POP and K-dramas.

THE COMPETITORS

Not many coffee shops near by in Fisherman's Wharf.

- Cafe de Casa
- Rad House
- Equator Coffee

THE FINANCIAL STATUS

SBA loan

FUTURE PLANS

A possible phase 2 would be getting a liquor license.



Leadership

SOO KYUNG KIM

Founder

Soo has worked as a Digital Marketing Designer for over a decade at companies including Ticketmaster, Tiffany's, and Athleta. Her work experience in the restaurant industry inspired her to build a brand that reflects her Korean heritage in San Francisco. With a background in design and studies in digital marketing, global economy, policymaking, and politics at Columbia University, she is well prepared for the challenges of entrepreneurship. Her concept introduces Korean tapas (bunsik) as quick bites with a cultural lifestyle twist, offering a more accessible alternative to traditional full dishes for global customers. As a native New Yorker, where Korean restaurants are more diverse and abundant, she was able to prototype this niche market with a focus on Korean quick bites.

Inspiration Board

The Korean tapas restaurant idea is inspired by a trip to Portugal, where social drinking often involves small beers of about 200 ml (7 oz), kept fresh and cold in the warm weather. The terms vary by region: imperial in Lisbon and fino in Porto. The pairing of these small beers with petiscos (Portuguese tapas) creates an easy way to share different plates with light drinking.

The concept introduces Korean tapas made from popular Korean street foods, which are now widely recognized in the global market through various media.

Korean Breakfast & lunch



Small beers + Wine (5 selection)



Coffee shop



#Bunsik #tapas #togo
#coffee #wine

Global Korean Food Trend



Driven by K-pop, K-dramas, and social media, Korean street foods like tteokbokki and kimbap have gained worldwide recognition and continue to trend globally.

Gap in the San Francisco Market

While Los Angeles and New York have well-established Korean food scenes, San Francisco remains underserved despite growing demand. With the rising global popularity of K-pop and K-dramas, more Korean restaurants are beginning to open in the Bay Area. The BTS and McDonald's collaboration demonstrates the powerful connection between K-pop and Korean food culture. Most Korean restaurants, however, still focus on BBQ or full-course meals, leaving space for a quick, modern street food concept.

Tourist Hub Advantage

Located in Fisherman's Wharf, Yaong Cafe will benefit from a steady flow of international tourists seeking unique, photo-worthy food experiences, as well as locals looking for fresh and approachable breakfast and lunch options.



Netflix's hit film K-Pop Demon Hunters introduced Korean quick bites like gimnap to a global audience, drawing even more attention to the rising popularity of Korean food.

COOK



Soo Kim
CEO-Chef-Marketing Designer



Cook & Store warm



Speedy Commercial Oven: Re-heat

I learned cooking from my mother, the greatest Korean cook I know, who always used natural and fresh ingredients that are both healthy and delightful. After years of living simply, I developed efficient recipes for tteokbokki and sandwiches, creating streamlined methods that allow for fast preparation and consistent quality. By establishing solid, simple protocols for large-scale cooking, I can reliably meet customer demand.

Each morning, I will prepare and cook the food, with the option to reheat throughout the day. The dishes will be displayed in warm and cold cases, rather than made to order, in order to save time and labor while supporting the to-go concept. This approach allows me to focus on customer service at the counter for the rest of the day.

MENU

BREAKFAST

KOREAN TOAST



A SIGNATURE BREAKFAST SANDWICH MADE
WITH EGG, CABBAGE, CHEESE, AND HAM.

\$10.00



LUNCH

KOREAN TAPA MENU

MAIN ATTRACTION

TTEOKBOKKI (FUSION "KOREAN PASTA")

FLAVORS

SPICY GOCHUJANG (CLASSIC)

BASIL PESTO

ROSÉ (CREAMY TOMATO-BASED)

JJAJANG (BLACK BEAN SAUCE)



CLASSIC SPICY (GOCHUJANG)

RED PEPPER PASTE WITH A HINT OF TOMATO SAUCE

\$13.00

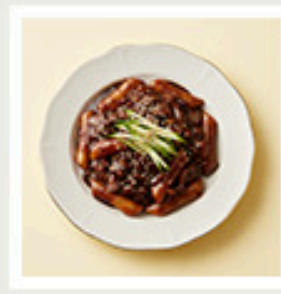


BASIL PESTO



ROSÉ

(CREAMY TOMATO-BASED)



JJAJANG

(SAVORY BLACK BEAN SAUCE)

LUNCH

BULGOGI OVER RICE

BULGOGI IS MARINATED, THINLY SLICED KOREAN BEEF, SWEET AND SAVORY. BULGOGI OVER RICE IS TENDER, MARINATED BEEF SERVED ATOP STEAMED RICE, SAVORY-SWEET, OFTEN GARNISHED WITH SESAME SEEDS AND GREEN ONIONS.



\$14.00

BULGOGI SANDWICH

A BULGOGI SANDWICH IS MARINATED BEEF WITH VEGGIES AND SAUCE IN BREAD.



\$13.00

SIDE MENU

JUMEOKBAP (RICE BALLS)



Each \$4.00

JAPCHAE

JAPCHAE (KOREAN: 잡채) IS A CLASSIC KOREAN DISH MADE OF STIR-FRIED GLASS NOODLES MIXED WITH VEGETABLES, KNOWN FOR ITS SAVORY YET MILDLY SWEET FLAVOR.



\$13.00

BREAD

BREADS FROM THE LOCAL BAKERY



SIDE MENU

GOAT CHEESE SALAD



\$12.00

DRINKS



HOT

COLD

COFFEE \$3.50

ICE COFFEE \$4.50

CAPPUCINO

AMERICANO

ICE COFFEE

LATTE

ESPRESSO

MOCHA

DRINKS

MISUGARU \$5.50

MISUGARU (미숫가루) IS A TRADITIONAL KOREAN POWDERED DRINK MADE FROM A BLEND OF ROASTED GRAINS, OFTEN INCLUDING BARLEY, BROWN RICE, BLACK BEANS, MILLET, AND SOMETIMES SESAME SEEDS. IT HAS A NUTTY, SLIGHTLY SWEET FLAVOR AND IS HIGHLY NUTRITIOUS, RICH IN FIBER, PROTEIN, AND VITAMINS.



HOT TEA \$4.00

BLACK
BERBAL
MINT

ICE TEA \$4.00

YUZU
UNSWEETEN ICE TEA



MATCHA LATTE \$6.00



DESSERT

RED BEAN SHAVED ICE (PATBINGSU)

FLUFFY SHAVED ICE TOPPED WITH SWEET
RED BEANS AND MILK.

\$11.00



ICE CREAM

\$4.00



COOK



CLASSIC SPICY (GOCHUJANG)

RED PEPPER PASTE WITH A HINT OF TOMATO SAUCE

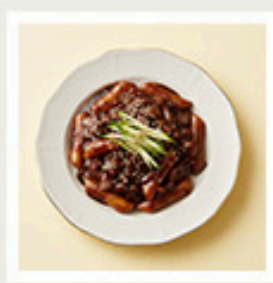


BASIL PESTO



ROSÉ

(CREAMY TOMATO-BASED)



JJAJANG

(SAVORY BLACK BEAN SAUCE)

COOK



Cold Food Display



Hot Food Display

Additional Product List

Coffee
from Gavina brand



Baked goods
from Boudin

Market Analysis

Our Ideal Consumer

- The customers from the hotels near by for breakfasts, and coffees
- The local residents for good coffee and quick Korean bites

User Persona

	Goals <ul style="list-style-type: none"> • To engage with local residents who can be regulars as well as tourists. • To create a menu that's appeal to the public 	Challenges <ul style="list-style-type: none"> • Compete with major chain coffee machines • Limited kitchen capacity • Using Ventless hood for a light cooking
Martha Blevins 32 Female Designer Barcelona, Spain Martha is a Web Designer	Likes <ul style="list-style-type: none"> • Traveling • Food • Fun Travel Experience 	Dislikes <ul style="list-style-type: none"> • Corporate chain coffee shops • Inefficient service • Complicated interfaces
	Personality <ul style="list-style-type: none"> • Adventurous • Friendly • Introvert 	Products They Enjoy <ul style="list-style-type: none"> • Korean food • Cozy restaurant interior design • Engaging with Korean culture

Business Operation

Breakfast and Lunch Focus

Hours: Tuesday–Sunday

8:00 AM–3:00 PM

Phase 1

Breakfast/lunch cafe

Food will be prepared and packaged in the morning, then stocked in hot and cold displays for quick service.

During the day, the focus will be on barista service and customer interaction. The facility will be designed to operate efficiently with minimal staff by incorporating advanced technology and autonomous tools, including: Self-service kiosks and a price scanner.



Efficiency

Phase 2

Hire baristas or a bartender for a light liquor service after the permit.



Unique Value Proposition

Fusion-forward flavors

Reinventing tteokbokki for a global palate.

Quick-service model

Designed for breakfast and lunch crowds (8:00am–3:00pm).

Small-footprint efficiency

Minimal staff, limited menu, and focus on freshness and functionality.

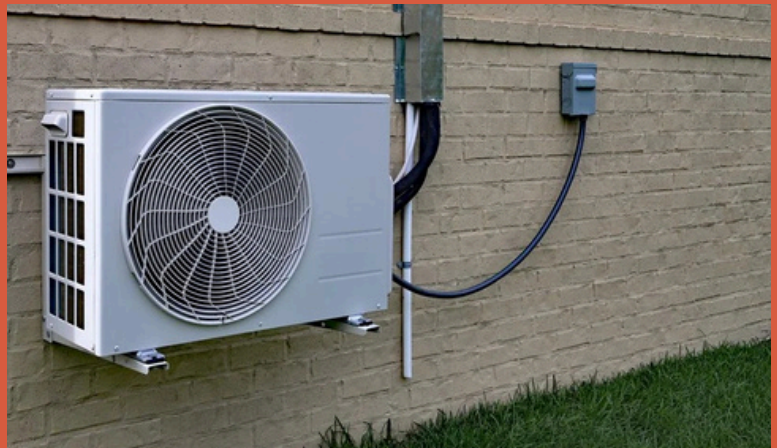
Cultural experience

Offering an approachable entry point to Korean culture without requiring a full-course dining commitment.

Kitchen Equipments



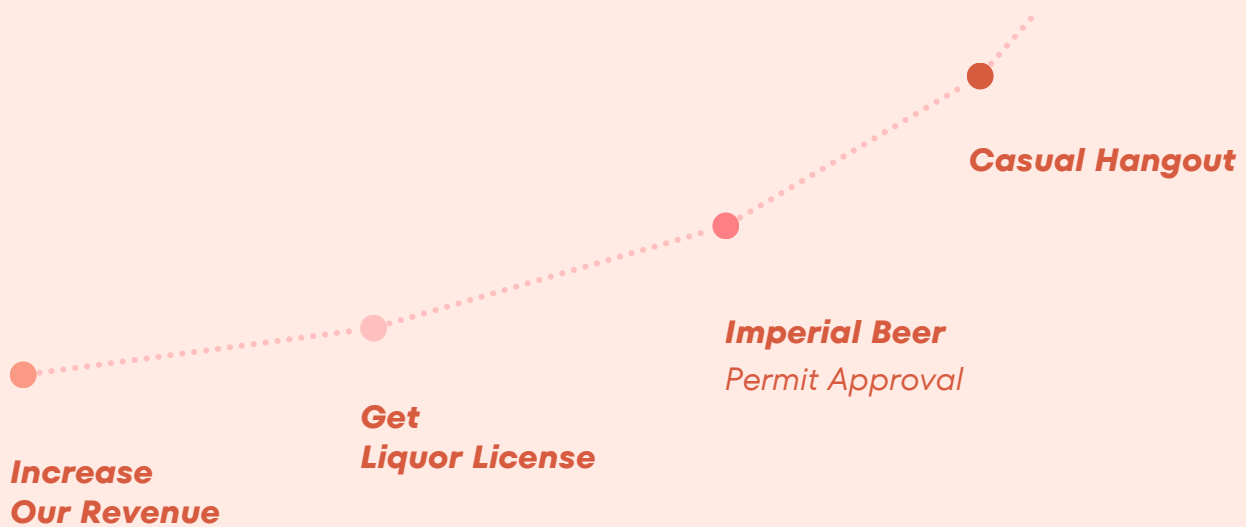
Ventless Hood



Mini Splitz AC
–Circulates heat air

Future Plans & Milestones

Give a brief explanation for the page



YAONG CAFE

Contact us

