

B- CORPORATION

**A DIFFERENT
SUSHI
EXPERIENCE**

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BAMBOO SUSHI

sustainable. delectable. possible.

AGENDA

sustainable delectable possible



BAMBOO SUSHI

- **Introduction**
- **Bamboo Sushi values**
- **History**
- **Product/ Service Overview**
- **B- Corp Identity**
- **Industry Information**
- **SWOT**
- **Investment Recommendation**
- **Conclusion**



BAMBOO SUSHI

sustainable. delectable. possible.





A QUICK

OVERVIEW

- The main purpose of this company is to fight for the ocean protection.
- They are committed to propose to their customer a real seafood experience while mixing quality products and know how.
- To sum up, they are trying to sensibilize as many people as they can to create a community which could help to build a more sustainable future.



BAMBOO SUSHI
sustainable. delectable. possible.

VALUES/ OBJECTIVES

"Be adaptable"

"Sharing and
empowerment"

"Go above and beyond,
for our guests...
and each other"

"Create success
for others"

"Fun"

HISTORY

- Created in 2006 by Kristofor Lofgren
- A lot of sustainable restaurants but none of them were sushis
- Started in Portland
- 4 restaurants in Portland
- 1 restaurant in Denver
- Food, beverages and catering



PRODUCT/ SERVICE OVERVIEW

*Top 10 America's
Best Restaurant 2016*



Certified



Corporation™

bcorporation.net



MONTEREY BAY AQUARIUM



BLUE OCEAN INSTITUTE

Fresh Inspiration for Ocean Conservation

- Partners
- Sustainability certificates
- Marine Stewardship Council (MSC) certificate
- Fish flight
- Bamboo Sushi signature

B CORP IDENTITY



ENVIRONMENT

Most of Bamboo Sushi's facilities are constructed to green building standards



COMMUNITY

45% of suppliers have been certified and/or approved



PRODUCT

The fish must come from populations that are plentiful and in good health

INDUSTRY INFORMATION

Current Environment

The Supply Chain

Key Economic Drivers

Per capita disposable income
Healthy eating index
Price of seafood
Households earning more than
\$100,000
Per capita seafood consumption

Supply Industries

Fish & Seafood Aquaculture
Fishing
Flour Milling
Restaurant & Hotel Equipment Wholesaling
Seafood Preparation

Demand Industries

Consumers

Sushi Restaurants

Related Industries

Chain Restaurants
Single Location Full-Service Restaurants
Caterers
Bars & Nightclubs
Coffee & Snack Shops
Fast Food Restaurants

Related International Industries

INDUSTRY INFORMATION

Current Environment

\$2.3 bn

3.3%

2.7%

Revenue

**Annual growth
11-16**

**Annual growth
16-21**

\$166.0m

\$807.9m

3,312

Profit

Wages

Businesses

INDUSTRY INFORMATION

Industry Structure

Life Cycle Stage	Mature
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Revenue Volatility	Low
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Capital Intensity	Low
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Industry Assistance	None
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Concentration Level	Low
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Regulation Level	Medium
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Technology Change	Low
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Barriers to Entry	Low
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Industry Globalization	Low
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Competition Level	High
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INDUSTRY INFORMATION

PROJECTIONS

Market Share

There are no major players in this industry

Key External Drivers

Per capita disposable income

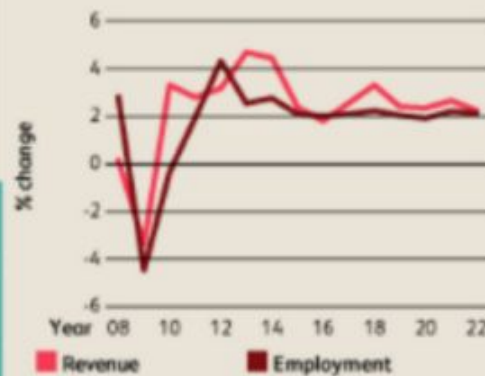
Healthy eating index

Price of seafood

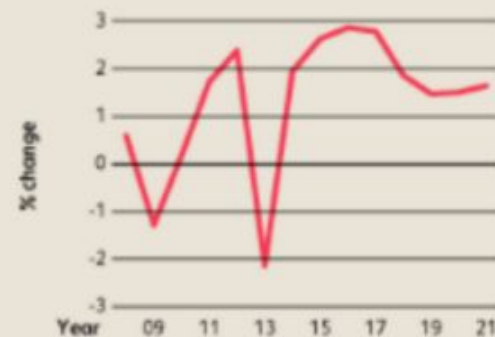
Households earning more than \$100,000

Per capita seafood consumption

Revenue vs. employment growth

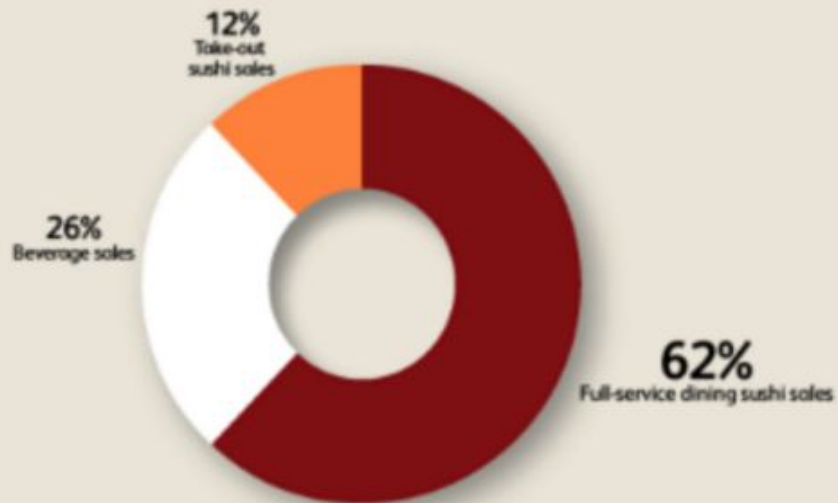


Per capita disposable income



SOURCE: WWW.IBISWORLD.COM

Products and services segmentation (2016)



SOURCE: WWW.IBISWORLD.COM

INDUSTRY INFORMATION

GOOGLE TREND ANALYSIS



SWOT

Strengths



- Certificates
- Fish flight
- Partnerships
- Green Source Business
- Use of local foodstuffs
- 5 star rating on Yelp
- Big variety of dishes
- Reasonable price

Weaknesses



- "Special occasion" sushi restaurant
- Not a "traditional" Japanese experience
- People don't see the value of being sustainable
- Customer service
- Low presence on social media
- Only in two American cities
- Competitors price

SWOT

Opportunities



- Positive trend for the industry
- Social media as a strong awareness tool
- Participate in Green Events
- "Sustainable customers"
- People willing to pay more

Threats



- Digitalization (delivery app)
- Competitive and aggressive market (~9000 Japanese restaurants in USA)
- Fish with decent quality
- Not the most profitable market

INVESTMENT RECOMMENDATION

We will invest because...



**Sustainability is
going to be
"mandatory" at
some point and
more people are
willing to pay
more for
something
sustainable and
healthy**

INVESTMENT RECOMMENDATION

**Where will the money
go?**

**Support the
opening of other
restaurants to
diffuse the concept
and help the
market to
progressively shift
to sustainability**



CONCLUSION

**Some changes are
needed...**



- **Customer Service**
- **Brand awareness**
- **Simplify the website**
- **Open restaurants in more famous cities
(touristic cities)**
- **"Sushi Happy Hour (half price)"**
- **Participate in Sustainable Events to
increase brand awareness**

THANK
YOU!



We're more than welcome to answer your questions!

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