



YOUR OPPORTUNITY

mochii LLC

[www.mochiinyc.com](http://www.mochiinyc.com)

## LOCATIONS

116 E 7th Street Manhattan, NY 10009  
136-17 39th Ave Flushing, NY 11354  
445 Albee Square W Brooklyn, NY 11201  
11 W 32nd St New York, NY 10001

All information contained here within is confidential and the property of mochii LLC.

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This proposal includes information that shall not be disclosed and shall not be duplicated, used or disclosed, in whole or in part, for any purpose other than to evaluate this proposal.

## COMPANY HISTORY & BACKGROUND

### **Business Operation Hours**

Monday-1:00pm-10:00pm

Tuesday-1:00pm-10:00pm

Wednesday-1:00pm-10:00pm

Thursday- 1:00pm-10:00pm

Friday- 1:00pm-11:00pm

Saturday- 1:00pm-11:00pm

Sunday- 1:00pm-10:00pm

State of Incorporation: NY

Legal Organization Type: Limited Liability Corporation

Years Owned by Current Owner: 5

Total Years in Business: 5

Business is relocatable: Yes

Business is a franchise: No

**Special skills or licenses required to operate the business:** Food Service Establishment Permit, Food Handlers License

**Intangible or intellectual assets included in the sale:** Copyright: no  
Trademarks: no Patents: no Proprietary Software: no Other Intellectual Assets: no

## OVERVIEW OF THE COMPANY

A delicate, bite-size dessert made with 100% rice flour. This sticky rice dough comes in a variety of forms all made by hand. Here we take a playful spin by bringing different

cultures together, with childhood inspired flavors. This treat is better enjoyed with your hands as getting messy is all part of the fun. Always made with quality ingredients fresh everyday! Be sure to try them as they are a sustainable way to enjoy without feeling guilty! Gluten free, no preservatives, vegan options, ice-cream and rice dough all made in house.

## LOCATION OVERVIEW

**Years at Current Location:** 5

**Building Type:** Residential building with storefront and food court spaces

**Square Feet:** 200 square feet to 500 square feet

**Special Zoning Requirements:** No

**Monthly Lease Payment:** \$2,700 (east village), \$4,800 (queens), \$9,000 (midtown), \$3,000 (Brooklyn)

**Lease Expiration and Options:** 5 years

**Option to Purchase:** Yes

**Suitability of Current Location:** Very sustainable

**Number of Full-time Employees:** 12

**Number of Part-time Employees:** 5

**Number of Contractors:** 1

**Longest Tenured Employee:** Isidora my store manager operations have been with the business over 3 years at mochii overseeing everything from employees, inventory, stock, and etc.

**How long would it take a buyer with reasonable skills but little direct knowledge to learn enough to manage this business?** 1 week or less

### **Managers, Roles and Responsibilities, and Tenure with the Company**

**Isidora (Operations Manager):** Manages staff, inventory, stock, all kitchen preparation, and basically makes all ice-cream and mochii making. [1 year].

**Brenda** (Mochii Staff): Takes care of customers, does daily food preparation in kitchen, packs all delivery/ pickup orders, prepares hot dishes, and etc. [over 1 year].

**Alexandria** (Mochii Staff): Takes care of customers, does daily food preparation in kitchen, packs all delivery/ pickup orders, prepares hot dishes, and etc. [6 months].

**Angela** (Mochii Staff): Takes care of customers, does daily food preparation in kitchen, packs all delivery/ pickup orders, prepares hot dishes, and etc [over 1 year].

**Marcus** (Mochii Staff): Takes care of customers, does daily food preparation in kitchen, packs all delivery/ pickup orders, prepares hot dishes, and etc. [8 months]

**Athea** (Mochii Staff): Takes care of customers, does daily food preparation in kitchen, packs all delivery/ pickup orders, prepares hot dishes, and etc. [over 1 year]

**Eugenie** (Mochii Staff): Takes care of customers, does daily food preparation in kitchen, packs all delivery/ pickup orders, prepares hot dishes, and etc. [8 months]

**Orlando** (Mochii Staff): Takes care of customers, does daily food preparation in kitchen, packs all delivery/ pickup orders, prepares hot dishes, and etc. [8 months]

**Xaverie** (Mochii Staff): Takes care of customers, does daily food preparation in kitchen, packs all delivery/ pickup orders, prepares hot dishes, and etc. [10 months]

**David** (Mochii Staff): Takes care of customers, does daily food preparation in kitchen, packs all delivery/ pickup orders, prepares hot dishes, and etc. [8 months]

**Rita** (Mochii Staff): Takes care of customers, does daily food preparation in kitchen, packs all delivery/ pickup orders, prepares hot dishes, and etc. [8 months]

**Dhawa** (Mochii Staff): Takes care of customers, does daily food preparation in kitchen, packs all delivery/ pickup orders, prepares hot dishes, and etc. [since beginning]

**Chan** (Mochii Staff): Takes care of customers, does daily food preparation in kitchen, packs all delivery/ pickup orders, prepares hot dishes, and etc. [since beginning]

**Amy** (Mochii Staff): Takes care of customers, does daily food preparation in kitchen, packs all delivery/ pickup orders, prepares hot dishes, and etc. [since beginning]

**Jonathon** (Mochii Staff): Takes care of customers, does daily food preparation in kitchen, packs all delivery/ pickup orders, prepares hot dishes, and etc. [8 months]

**Tahmina** (Mochii Staff): Takes care of customers, does daily food preparation in kitchen, packs all delivery/ pickup orders, prepares hot dishes, and etc. [over 1 year]

**Krystal** (Mochii Staff): Takes care of customers, does daily food preparation in kitchen,

packs all delivery/ pickup orders, prepares hot dishes, and etc. [over 1 year]

## **Qualities of Best Employees**

Cares about the business and guests, enjoys what they do, efficient, and happy to help with anything that needs to be done. Quick to learn, can adapt to any situation, enthusiastic, and excited to do more than asked.

**Length of Time to Recruit and Train a New Employee:** 1 week or less

## **EMPLOYEES & MANAGEMENT**

**Employee Turnover Trends:** Extremely low

**Functions owner performs that would need to be replaced by a buyer or employee after this transition:** Marketing (expanding the customer base), making payments to landlords and utility bills, and just greeting the staff to show some love.

## **Description of Products and Services**

Easy to target businesses that want to cater, wholesale, or even shipping nationwide. This type of dessert can be marketed to restaurants, parties, events, weddings, bat mitzvah, holidays, and etc. Since we make the ice-cream in house, our ice-cream can be sold to any distributor interested in carrying our products as well. Supermarkets and grocery stores are another option to hit if looking to expand to the next level.

## **Percentage of revenue that each product/service accounts for?**

At least 75%

## **How Does the Company Sell and Distribute Products and Services?**

Currently we ship nationwide, cater, wholesale, and deliver. Another service we provide include making ice-cream cakes, and holding mochi making classes teaching students how to make mochi in store.

**Description of Ideal Client:** Buying directly from us

## **Current Methods and Areas of Marketing?**

Haven't really used much marketing methods other than Instagram, and Facebook.

## **Biggest Growth Opportunities in This Business?**

Franchising, going into supermarkets or grocery stores, expanding more locations, and building more wholesale distributors.

**Direct Competitors:** Mochidoki

## **What Sets Business Apart from the Competition?**

Our hand-crafted, bite size treats deliver life-size happiness. We invite people of all ages into the magical world of mochii with our premium experience, heart-felt service, and super-positive outlook on life. Handmade fresh daily, and free from preservatives.

## **PRODUCT, SERVICES, COMPETITION, & GROWTH**

**Current Industry Overview:** Past our 5-year mark and still increasing in sales. All rules and regulations have already been set to follow. Expanding and definitely can expand outside New York as well.

**Approximate Wholesale Value of Saleable Inventory:** \$50,000

**Approximate Value of Furniture, Fixtures and Equipment:** \$200,000

## **Structure of the Transaction**

The transaction will be structured as an asset sale: business assets will be transferred to the purchaser. The asking price is \$200,000.

# \* cold mochii \*



**SIGNATURE MOCHII \$8** handcrafted ice-cream wrapped in a thin layer of mochii

- |                             |                               |
|-----------------------------|-------------------------------|
| black sesame ice-cream [GF] | chocolate chip ice-cream [GF] |
| green tea ice-cream [GF]    | pistachio ice-cream [GF]      |
| taro ice-cream [GF]         | creamy peanut ice-cream [GF]  |
| red bean [GF]               | almond cookie ice-cream       |
| birthday cake ice-cream     | strawberry ice-cream [GF, V]  |
| chocolate mint [GF]         | mango ice-cream [GF, V]       |
| vanilla custard [GF]        | lychee ice-cream [GF, V]      |
| red velvet ice-cream        | blueberry ice-cream [GF, V]   |
| tiramisu ice-cream          | seasonal [GF]                 |

## TOPPINGS \$1

- |                   |                 |
|-------------------|-----------------|
| oreo crumbs       | condensed milk  |
| mini m&ms         | chocolate sauce |
| mini gummy bears  | caramel         |
| unicorn sprinkles | sweet soy glaze |



## MOCHII ICE CREAM TUB \$10

16 oz. Comes with bite-size homemade mochii bits topping on the side

thank you very mochii!



# mochii fancy box

## chocolate box

[chocolate mint, chocolate oreo, smores, chocolate chip]

## popular box

[greentea, sesame, strawberry, birthday cake]

## daiyuku box

[yuzu citrus, matcha red bean, chocolate oreo, strawberry froot loop]

## custom box

[up to 4 flavors of choice]

## classic box

[greentea, sesame, taro, red bean] [GF]

## party box

[birthday cake, red velvet, chocolate chip, tiramisu]

## nutty box

[creamy peanut, almond cookie, pistachio, vanilla nutella]

## fruity box

[mango, lychee, blueberry, strawberry] [GF, V]



## MOCHII FANCY BOX / SKEWER \$10

skewered (only ice-cream mochii can be skewered) or packed in fancy box.

# (warm) mochii



**MOCHII BITE \$6**  
choice of 1-2 flavors

## Mochii Bites

- |                 |                |
|-----------------|----------------|
| peanut [GF, V]  | kinako [GF, V] |
| coconut [GF, V] | almond [GF, V] |

**MOCHII TANG YUAN \$6** choice of 1 flavor or assorted

- |               |                    |
|---------------|--------------------|
| sesame [GF]   | peanut butter [GF] |
| greentea [GF] |                    |

**MOCHII DONUT HOLE \$7** choice of 1 flavor or assorted

- |                  |             |
|------------------|-------------|
| nutella [GF]     | matcha [GF] |
| red bean [GF, V] |             |

**MOCHII BALL \$7**  
choice of 1 flavor or assorted

- |                            |
|----------------------------|
| red bean with almond [GF]  |
| sesame with coconut [GF]   |
| chocolate with peanut [GF] |



## mochii ball

## MOCHII DANGO \$7 / DANGO SAMPLER BOX OF 4 SKEWERS \$12

choice of 1 flavor or a box of 4 flavors

- |                     |                   |
|---------------------|-------------------|
| matcha [GF, V]      | mitarashi [GF, V] |
| condensed milk [GF] | sesame [GF]       |
| strawberry [GF, V]  | red bean [GF]     |

**MOCHII BUBBLE WAFFLE \$8** served with choice of drizzle

**MOCHII ROLL \$6** served with kinako and strawberry pieces  
\*Room Temperature

- |                    |
|--------------------|
| red bean [GF]      |
| peanut butter [GF] |
| nutella [GF]       |

**MOCHII DRINKS \$7** comes with mini homemade fruity mochii bubbles

- |                      |                                      |
|----------------------|--------------------------------------|
| golden milk tea      | frozen matcha                        |
| yuzu citrus tea      | mochii smoothie (mango & strawberry) |
| lychee blueberry tea | matcha latte                         |
| strawberry lemon tea | latte                                |
| hot chocolate        | cappuccino                           |
| frozen chocolate     | americano                            |

# \* (drinks) \*





**mochi**  
handmade japanese ice cream





mochii is your destination for all things chewy and squishy. Hand-made with all-natural fresh ingredients, and adventurous flavors!



(natural.)

(handmade.)

( MOCHII )



Handmade  
Japanese  
Ice cream



East Village  
K Town  
Queensboro  
Brooklyn

thank you very mochii!



**mochii**

Gluten-free  
Vegan  
Natural ingredients  
Handmade



Handmade  
Japanese  
Ice cream