



mochii LLC 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 mochii making classes teaching students how to make mochii 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.







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

black sesame ice-cream [GF] green tea ice-cream [GF] taro ice-cream [GF] red bean [GF] birthday cake ice-cream chocolate mint [GF] vanilla custard [GF] red velvet ice-cream tiramisu ice-cream

chocolate chip ice-cream [GF] pistachio ice-cream [GF] creamy peanut ice-cream [GF] almond cookie ice-cream strawberry ice-cream [GF, V] mango ice-cream [GF, V] lychee ice-cream [GF, V] blueberry ice-cream [GF, V] seasonal [GF]

#### TOPPINGS \$1

for extra crunch or yumminess

oreo crumbs mini m&ms mini gummy bears condensed milk chocolate sauce sweet soy glaze



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



#### chocolate box

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

#### popular box

[greentea, sesame, strawberry, birthday cake]

#### daifuku box

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

#### custom box

[up to 4 flavors of choice]

#### classic box

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

#### party box

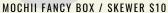
[birthday cake, red velvet, chocolate chip, tiramisu]

#### nutty box

[creamy peanut, almond cookie,

#### fruity box

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

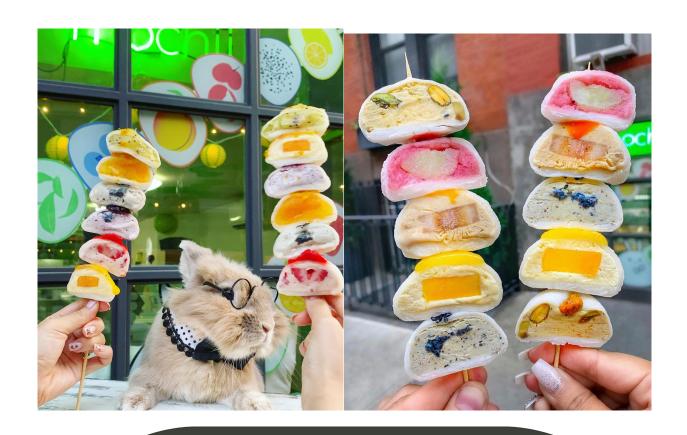


<u>skewered</u> (only ice-cream mochii can be skewered) or packed in <u>fancy box</u>













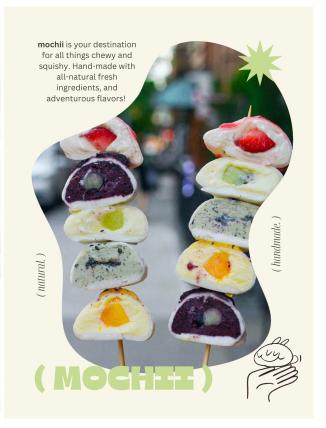












Handmade Japanese Ice cream



East Village K Town Queensboro Brooklyn



Gluten-free Vegan Natural ingredients Handmade



Handmade Japanese Ice cream