Anime Cafe
Business Feasibility Plan

Date Plan: ***2 August***

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Appendix I

Executive Summary

Anime Cafe, a family friendly, anime-themed cafe set up at Parco, Singapore would up the ante of the food and beverage scene in the Marina Bay area. We believe with quality food and service, we could expand the cafe network in the near future so that the Japanese anime culture could be spread widely in Singapore and beyond. Based on our extensive survey, 84% of the respondents like anime and would visit Anime Cafe. In addition, we provide anime-themed quality food and service at affordable price with each item at no more than $10. We believe we could draw in a crowd with this business strategy. We want to increase awareness and appreciation of the Japanese anime culture through quality and affordable food.

We serve anime themed light meals like finger food, sandwiches, pastries and beverages. We have estimated conservatively that there would be 100 customers who spend $10 daily on average in Year 1. With a monthly change of anime theme and through our marketing efforts and by word of mouth, we believe the numbers would increase by 10% to 20% by the beginning of Year 2. With this increase, we should be able to recover the initial capital outlay of $50,000 by the end of Year 1.

Business Description

Business Name: Anime cafe
Mission Statement: Our cafe's aim is to provide customers with a refreshing experience of Japanese anime culture through quality food and service.
Keywords: Anime, Manga, Cafe, Figurines, Maids, Affordable

Ideal image from a customer's POV:
Exquisite! Great service! Affordable and very relaxing. Can hang out with friends comfortably.

Management and employee POV:
High Standard Service, Fancy Design, Extravagant Interior Design.

Vision Statement:
In a few years' time, Anime Cafe will be one of the well known, must go places in Singapore. We aim to be the best in Japanese food quality and excellent customer service.

Objectives:
To be drafted and completed after Financial plan in Term 3

Business Description:
Having almost everything you could dream of, anime and manga fans are most welcome here where we offer quality food and service that are just like those in Japan. Prices are affordable and monthly theme of the cafe is based on customers' choice through online poll.

Business Structure: Limited Partnership
Business Type: Anime cafe
Location: Singapore, Central
Markets: Local (Singapore)

Market Analysis

Target Market: Teenagers, Young Adults and Families
Competitors: Anime Café, fast food and middle end Japanese restaurants AFA (maid cafe) (annually)
Pricing strategy: The starting pricing of the food will be based on the survey results which is less than $10. When our Anime Cafe becomes more popular, we will raise the prices by $2 - $3.
Potential Demands: Many people who took the survey said that they are have an interest in anime.

Internal and External Influences of your Business

3 Internal Influences

Product– High quality Japanese light meals and pastries that are tested and cleared by Agriculture and Food Authority and recommended by Kirei Food Supply Pte Ltd.
Finance/ Capital- Business with low capital outlay, and subsequent needed inventory to be kept, thus there is lesser risk involved.
Staff/ Management- Business might be affected if there are not enough staff to serve customers. Staff must also have a good attitude.

3 External Influences

Technological- Many people watch anime online, so we will put advertisements on such websites to promote our cafe as many people who visit the website will most likely be interested in anime.
Competitive situations- Other new themed cafes which are opening in Singapore.
Geographical- Limited target market as Singapore is a relatively small market in general.

Marketing Strategies

Product: Japanese food in an anime themed cafe which will change it's theme of anime monthly
Price: We are targeting less than $10 for the price of the food as our survey results have shown that most people have a budget of around $10 when they visit a café.

Promotion: We will have a promotion when the income of the anime cafe becomes more stabilised. It will be a buy one get one free promotion and we will also be giving out discounts for regular customers.
Media: Anime streaming websites as many people who visit those websites have an interest in anime.
Message Source:

Place: Parco, Marina Bay Singapore
We choose Parco as it is a mall that originated in Japan. Japan is also the country in which anime cafes were first started. Visitors at Parco will most likely be interested in Japan and its culture and would be interested in our anime cafe as it offers a fun and relaxing, Japanese style cuisine which many people will find refreshing.

Financial Statement

1) Income Statement

	Q1	Q2	Q3	Q4	Year 1
	$	$	$	$	$
Revenue	78,000	78,000	78,000	79,000	313,000
COGS	23,400	23,400	23,400	23,700	93,900
Gross profit	54,600	54,600	54,600	55,300	219,100
Expenses					
Rental	12,000	12,000	12,000	12,000	48,000
Salary	18,000	18,000	18,000	24,000	78,000
Utilities	3,000	3,000	3,000	3,000	12,000
Depreciation	3,000	3,000	3,000	3,000	12,000
Advertisements	9,000	9,000	9,000	9,000	36,000
Telecommunication	1,000	1,000	1,000	1,000	4,000
Maintenance	1,500	1,500	1,500	1,500	6,000
Bank charges	300	300	300	300	1,200
Total	47,800	47,800	47,800	53,800	197,200
Net profit	6,800	6,800	6,800	1,500	21,900

Assumptions for income statement

- At least 100 customers per day for 78 days (90 days- 12 days, Off on Sundays)
- 78 days for Q1, 2, 3 & 79 days for Q4
- Cost of Sale is 30% of Revenue
- Rental fixed for 1 year at $4,000 a month (800sf x $5 psf) (Size of HDB 3 room flat)
- Salary for 3 staffs at $2,000 each per month + 1 month bonus in Q4
- Utilities at $1,000 per month
- Depreciation for renovation at $30,000 and office equipment at $6,000 over 3 years.
- Advertisement at $3,000 per month (Internet and Television)
- Telecommunication for WiFi and Fixed Line at $1,000 per Quarter.
- Maintenance for minor repairs, painting, lighting and wallpaper at $500 per month
- Bank charges (Interest Fees) at $100 per month

Cash flow statement

	Q1	Q2	Q3	Q4	Year 1
	$	$	$	$	$
Cash inflow					
Capital	50,000	-	-	-	50,000
Cash intake	78,000	78,000	78,000	79,000	313,000
Cash outflow					
COGS	23,400	23,400	23,400	23,700	93,900
Rental	12,000	12,000	12,000	12,000	48,000
Salary	18,000	18,000	18,000	24,000	78,000
Utilities	3,000	3,000	3,000	3,000	12,000
Renovation	30,000	-	-	-	30,000
Office & kitchen equipment	6,000	-	-	-	6,000
Advertisements	9,000	9,000	9,000	9,000	36,000
Telecommunication	1,000	1,000	1,000	1,000	4,000
Maintenance	1,500	1,500	1,500	1,500	6,000
Bank charges	300	300	300	300	1,200
Total	104,200	68,200	68,200	74,500	315,100
Net cash flow	23,800	9,800	9,800	4,500	47,900

Assumptions for cash flow statement

- Cash capital of $50,000 from investors
- Cash collection of daily revenue
- Cash payment of expenses