



اَوْبُو سَيْيْتِي تَيْكُو لَوِيْجِيْ مَارَا
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(PIXEL N BREW)

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We have a deep sense of gratitude to everyone who has helped us to bring Pixel n Brew to the concept stage until the plan stage.

EXECUTIVE SUMMARY

Pixel n Brew will be the best campus place ever a half café and half gaming lounge that will strike close to the University Utama Square in Kota Kinabalu, Sabah. We are a crew of five partners with a cheque of RM 100,000 to start up a spot where you will grind PC rigs, rock on PS5 or Nintendo Switch, and still devour plates of Korean flavour, Western classics, specialty drinks, and desserts. Our initial opening day will be on 10th March 2026 and we plan to fill the huge void that there will be among students and gamers who need a space to relax and have something to snack on without jumping around the available seats.

Our target market is approximately 600 peeps in the University Utama Condominium, of which our first-year sales are projected to be RM 326,000 with a market share of 6.0 percent at our commencement. Everything is on the map: admin, marketing, ops, finance - all customized towards consistent growth and profit. What sets us apart? The murderous mix of cross-platform gaming and cafe atmosphere, affordable rates that will not empty your pocket, being able to select membership options, and being directly next to a large student-y block. The team includes ops, administration, marketing, and finance, not to mention dedicated baristas and chefs to make the atmosphere and food gourmet.

Push Button Brew is not your typical one stop shop. Our vision is to become the best cafe-gaming in Kota Kinabalu, and we intend to introduce additional branches and establish new connections with branded gaming and sponsors and refresh the menu and technology. Smart budgeting, dynamic prices, interactive digital advertising, and an emphasis on killer customer service will makes us have a proven base of fans and keep the cash coming. The startup of approximately RM 214,641.60 will include the building, refits, equipment, stock and the general day-to-day expenses. Limited financial plan implies that we will be able to overcome the obstacles of start-up even being in the wave of the flourishing gaming culture and cafe business in Sabah.