

UNIVERSITI TEKNOLOGI MARA
(UITM SABAH)

“MANGA CAFE”

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1.0 Introduction

Manga Cafe is a kind of café where people can read manga. People pay for the time they stay in the café. The market of this cafe is still rare in Malaysia, but it still promises better opportunities for us to invest because the concept of the cafe is really different and unique to fulfil the satisfaction of our future customer.

The name of our business “Manga Cafe” is simple and direct to the point. It is easy to be understand and be remembered because the term we use to define our shop is common and will not welcome confusion in people mind when interpreting it.

Our business cafe is different and unique from other existed cafe because our business concept is from Japanese-style Comic Cafe.

Why we dare to take the risk involve in this kind of business? It is because we believe that every opportunities lies in what we cannot see right now but will see in the future. One of the most important aspects that drive us to select this kind of business is because we realize the demand of the customer that need something new and will attract them especially among the youth.

For this reason, the business will be located at Wisma Kosan Likas due to the development of economic in that particular area. There are several lists why we chose Wisma Kosan Likas in our business operating. Of course, if we seriously involve in business field, we will find the best and profitable area to set our business. We believe that through effort contribute by every partner in this business, we will achieve our stated objectives, vision and mission.