



**UNIVERSITI TEKNOLOGI MARA  
(KAMPUS SAMARAHAN)**

**BUSINESS PLAN  
MEIDO KISSA TECHNOLOUNGE**

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12 February 2008

Sir,

**Re: Submission of Business Plan**

As stated above, I Abg Zulkernain B Abg Yusuf, as a General Manager of Meido Kissa and also as a representative for my group members, would like to submit our business plan for your evaluation and further action.

## **1.2 EXECUTIVE SUMMARY**

MEIDO KISSA TECHNOLOUNGE is a café establishment that aims to provide the best hangout spot and lounge in Malaysia which uses technological approach to delight and attract customers, and at the same time keeping it distinguishable and unique from other competitors in the market. Thus MEIDO KISSA is a new venture for Technological Entrepreneurship in Malaysia.

The main selling points for MEIDO KISSA would be the hi-tech equipments that will be prepared for the user at the café. Other local cafés in the local market basically offer the same thing for the community and we can say that the only thing that separates them from each other is their list of menus. There is very little room for innovation. People came, sit down, order their drinks, wait and that's just about it.

Thus we've decided to capitalize on this situation by offering something new. At our café, customer will no longer have to shout and call for the waiter to fetch them the menu. Instead, they get to order their food the futuristic way, using our interactive touch-screen table; a menu will pop up on the touch-screen table surface where the user can decide on their orders. After the selection is confirmed, the order will be transmitted to the counter via Bluetooth, where the waitress will then prepare the food and send it to the users' table.

The menu will take 10-15 minutes to be prepared. It takes time because we offer only fresh made foods and beverages but fear not; waiting is no longer a problem since the users can use the touch-screen table as a media to play music, movies, and pictures or even browse the internet.

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## **1.1 INTRODUCTION**

### **Name of Business**

The name of our business is MEIDO KISSA TECHNOLOUNGE. The word “MEIDO” means “maid” and “KISSA” means “café” in Japanese. Basically it refers to the theme of the café where the uniform is similar to the maid costume. The word “TECHNOLOUNGE” on the other hand is the combination of the word “TECHNOLOGY” and “LOUNGE” which is the two main things that our café offers.

### **Nature of Business**

Our business offers a unique relaxation spot where customer can enjoy delicious snacks and beverages in a futuristic way using the best equipment that technology has to offer. Aside from that, we also offer merchandise and items related to anime and we hope to be the center of this new culture in Sarawak and also Malaysia in the future.