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Golden Leaf cafe





Hook/ Introduction

Golden Leaf Cafe is a slice of Japanese unique services right in your neighborhood with our focus being a manga kissa environment which are cafes that offer the customers a wide selection of manga to read. And for those who don't know, manga is a style of Japanese comic books and graphic novels.

Enrich your life with a world of fun for young and old



Lean Canvas: Table of Contents

A. What does my company do?

B. How does my company make money?

C. Business Name/ Logo/ Slogan

D. Dream / Vision Statement

E. Company Mission Statement

F. Problem/ Unmet Need

G. Solution

G.1 Assessment of Opportunities (SWOT)

H. Competition

I. Key Activities

J. Key Partnerships

K. Unique Value Proposition

L. Target Market Analysis

M. Customer Relationships

N. Key Metrics

O. Distribution Channels

P. Definition of One Unit

Q. Costs/ Expenses

R. Revenue Streams

S. Year 1 Sales Projections

T. 1 minute commercial/ Elevator Pitch

(Embedded and Link shared)



A. *What does my company do?*

My company creates a safe comfortable environment to read in with accommodations for all scenarios to meet your needs which include food, shelter, entertainment and privacy while you enjoy our selection of manga and or animes.



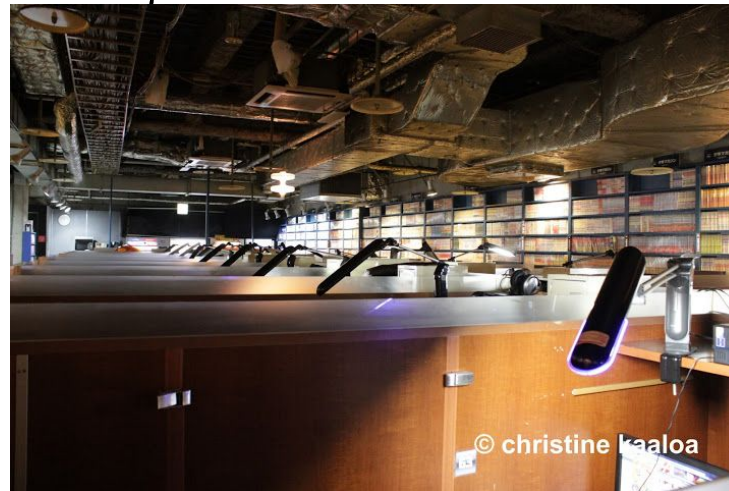
Here is our design for our private reading cubicles to read manga or watch anime in



B. How does my company make money?



We make our money from Japanese themed food, snacks, and drinks that you can order at any time. We also profit from the amount of time you choose to stay in our cafe and on overnight stays in one of our private rooms to sleep in.



C. Name of Business



“Enrich your life with a world of books for young and old”



D. Dream Business Vision Statement

We strive to create a safe and fun environment for our customers to meet their expectations and then surpass them as well as being able to create a healthy community of manga and anime lovers



E. Company Mission Statement

Our personal goal is to excel in excellent service while you enjoy our selections of carefully picked mangas with authentic Japanese snacks, meals, or carefully made drinks. We hope that we are able to provide a second home for our customers as we strive to create a safe space for all readers alike.





F. Problem/Unmet Need

- Most anime lovers don't have manga to read because they're expensive in the united states so they have to wait another 2 years for the next season of their favorite anime to be made to know what happens next
- Not many people get the chance to experience new things due to many factors
- There usually aren't any places to spend the night at an affordable price an when there is there isn't much that comes with it



- *With our wide selection of manga you're finally able to know what happens next in your favorite series of anime*
- *With our selections of Japanese themed foods and drinks you are sure to experience things you haven't before*
- *Not only do we offer a place to sleep at an extremely affordable price but we also give you free access to computers, entertainment, and many other things that come with our overnight experience*



SWOT Analysis

Strengths:

Offers a cheaper solution to overnight stays

working in a small competitive market

Fits accommodations for all living needs

Weaknesses:

Harder to buy new manga since located in the United States

maintaining a 24/7 cafe

Opportunities:

Buying 2nd hand manga and then refurbishing it

Fun and unique events for customers

Threats:

Loss of interest in anime and manga

Fear of experiencing new things



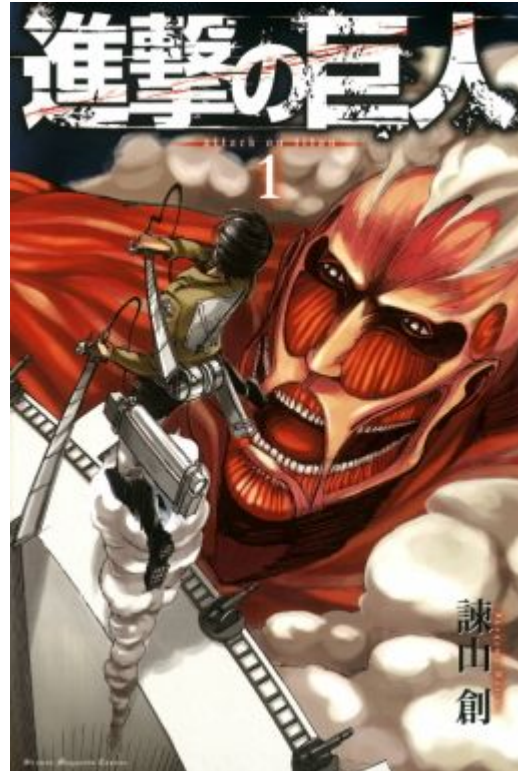
H. Competition

	Your Business & Logo Golden Leaf 	Direct Competitor 1 & Logo Star Bucks 	Direct Competitor 2 & Logo Shueisha 	Indirect Competitor 1 & Logo Sleep Box 
Product/service offered	Manga, snacks, drinks, and overnight stay	Drinks and snacks	Manga	Sleep capsules
Geographics	Local Monterey	Local Monterey	Online	Airports
Buying patterns	Limited	Impulsive	Impulsive & Limited	Limited
Reviews and feedback	 Lots of manga to read and great food as well	 They messed up my name :( Great translated and high quality manga as expected	 Modern and sleek capsule



I. Key Activities

The necessary things to keep Golden leaf cafe running is food, incoming manga, internet access, utilities, and employees.





1. Key Partnerships

I will work with employees and customers to know what to improve upon to make my business as successful as possible. As I rely on my customers to keep my business open I must also rely on them to know what they want.





What makes us unique is the pioneering of a different societal norm cafe into the U.S that many aren't familiar with as there only a few manga cafe such as my own located in the U.S with each one being unique in their own way with mine being mainly focused on the comfortability of my consumers.





L. Target Customer Analysis



Description of Primary Target Consumer

Demographics

- Around the ages of 12-30 years old.
- In highschool, some college, have some college degree.
- young and single, young and married without children, or young and married with children
- I also expect my customers yearly income to range from \$20,000 and up seeing as though my service is not expensive
- I expect my customers to be American, Mexican, and of Asian descent as those are the most highly populated nationalities around the bay area which is where I plan to set my business in.
- I expect a ratio of every 2 men there is 1 female

Psychographics

- People who are interested in Japanese culture, anime, and or Japanese snacks and food
- People who want to be more involved in the anime community or who just want to meet people with similar interest.





L. Target Customer Analysis

Description of Primary Target Consumer

Geographics

People who would pay for my service would most likely come from the urban areas such as Monterey and other cities around it which is where I plan to open my business but seeing as though Monterey is a tourist city I would also expect a fair share of the tourists.

Buying Patterns

I expect my consumers buying patterns to be an impulsive decision and Limited decision making for the manga and cafe.





M. Customer Relationships

- We will have a proper gmail account where customers can reach us with any questions or concerns as well as an instagram page and a tiktok page for self promotion and collaboration with other influencers
- I would also most likely use and pay for a CRM tool seeing as though my company relies on new and returning customers and in order to be as organized and professional as one can be I will use a CRM tool

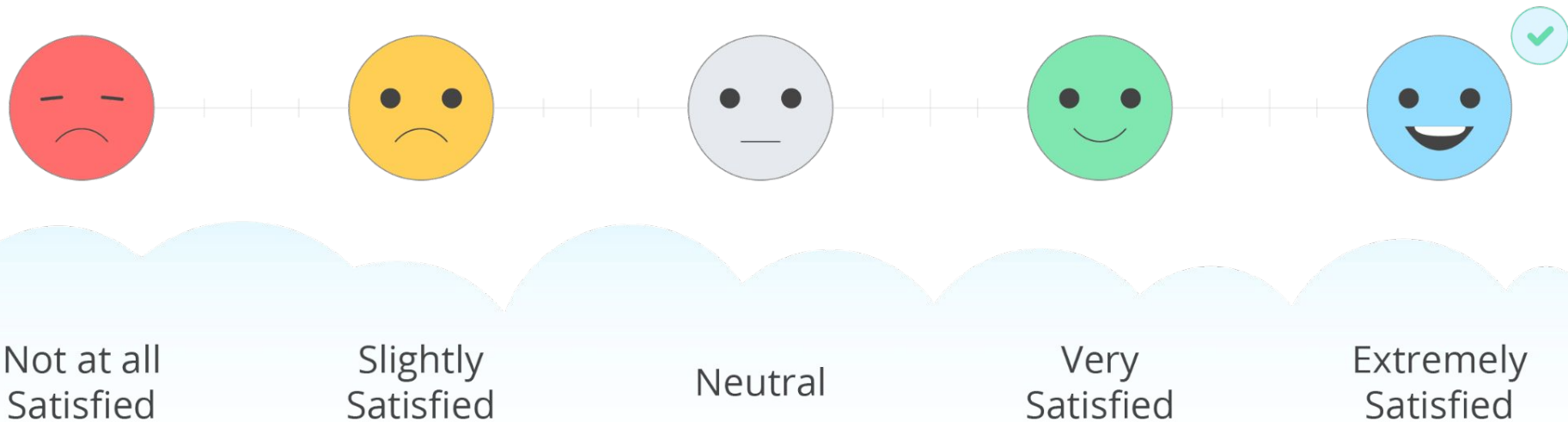




N. Key Metrics

Customer satisfaction+profit+demand+employee retention rate+client retention rate=Success

Success can be measured through customer satisfaction, profit, demand, employee retention rate, and client retention rate seeing as though we rely on returning customers.





0. Distribution Channels

Since we offer our service and products in person the transaction is not complicated with our consumers coming to us for our service or products as we accept cash and card.



Producer

Consumer

Channel of distribution 1



P. Definition of One Unit

Definition of Primary Unit

1 hour in the manga cafe

Economics of One Unit

<i>Selling Price</i>		<i>\$5</i>
<i>Cost of var. materials exp. per unit</i>	<i>\$0.00</i>	
<i>Cost of labor</i>	<i>\$0.80</i>	
<i>Estimated Other variable costs</i>	<i>\$0.35</i>	
<i>Total COGS/ COSS</i>		<i>\$1.15</i>
<i>Dollar Contribution Per Unit (Contribution Margin)</i>		<i>\$4.85</i>



Q. Costs/ Expenses

Definition of Primary Unit

1 hour in a manga cafe

Description of Monthly Expenses

Variable Material Expenses

Total: \$382

Item

\$

Refurbishing of books

\$86

marketing

\$96

Incoming manga

\$70

Utilities

\$130

Fixed Expenses

Total: \$7,860

Staff cost

\$3,600

Rent

\$4,200

Wifi

\$60



R. Revenue Streams? Where will my sales come from?

Golden Leaf

JAPANESE MANGA CAFE

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COST OF STAY

1 hour

2-4 hour

5-8 hours

\$5 an hour

\$4 an hour

\$3 an hour

AVAILABLE 24/7

Year Round: My manga cafe stays open 24 hours a day 7 days a week and charges by hours of stay. Another revenue stream comes from drinks and food as well as any extra services that will be offered like overnight stay and computer access

Seasonal: I expect to be making more profit during tourist seasons which are summer, winter, and (ect.).



S. Y1 Sales Projections

Total Units
7830

Gross Revenue
\$39150

Net Profit
\$31290

Monthly Break Even Units

\$7860

\$5

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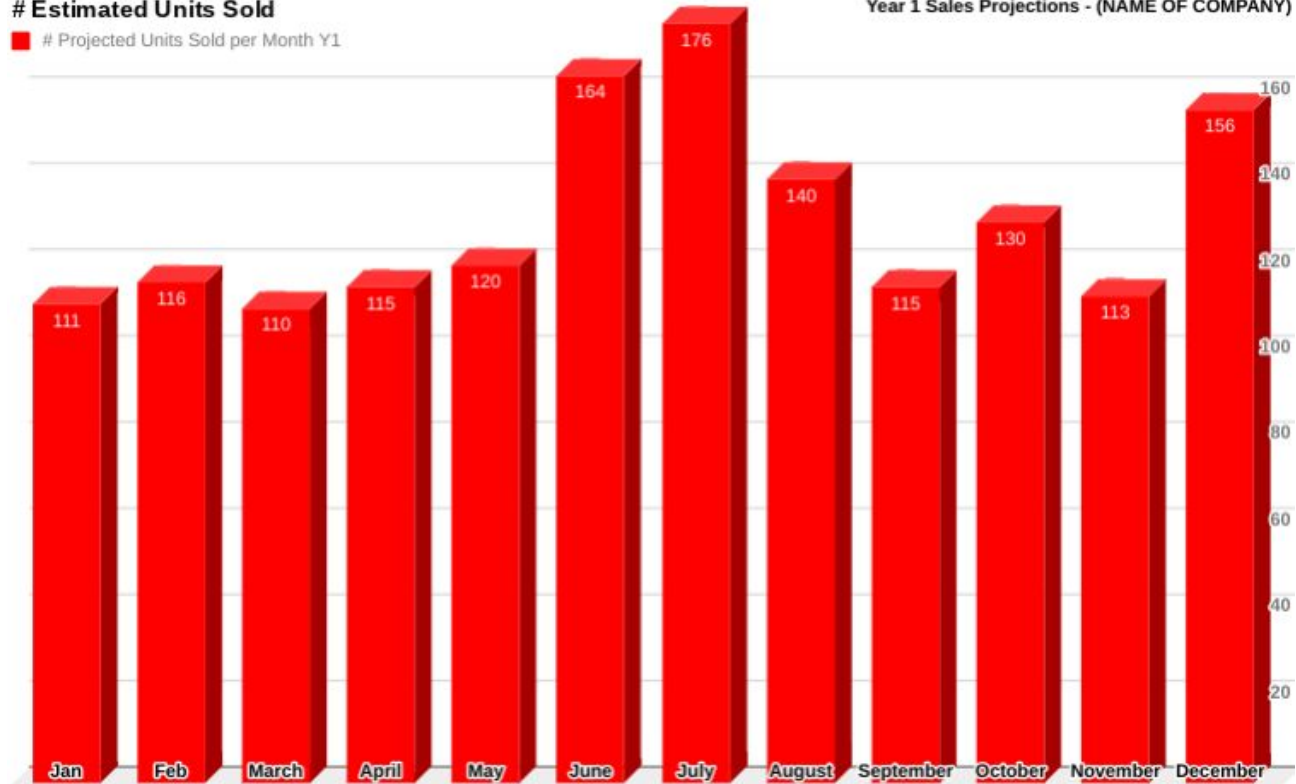
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Estimated Units Sold

■ # Projected Units Sold per Month Y1

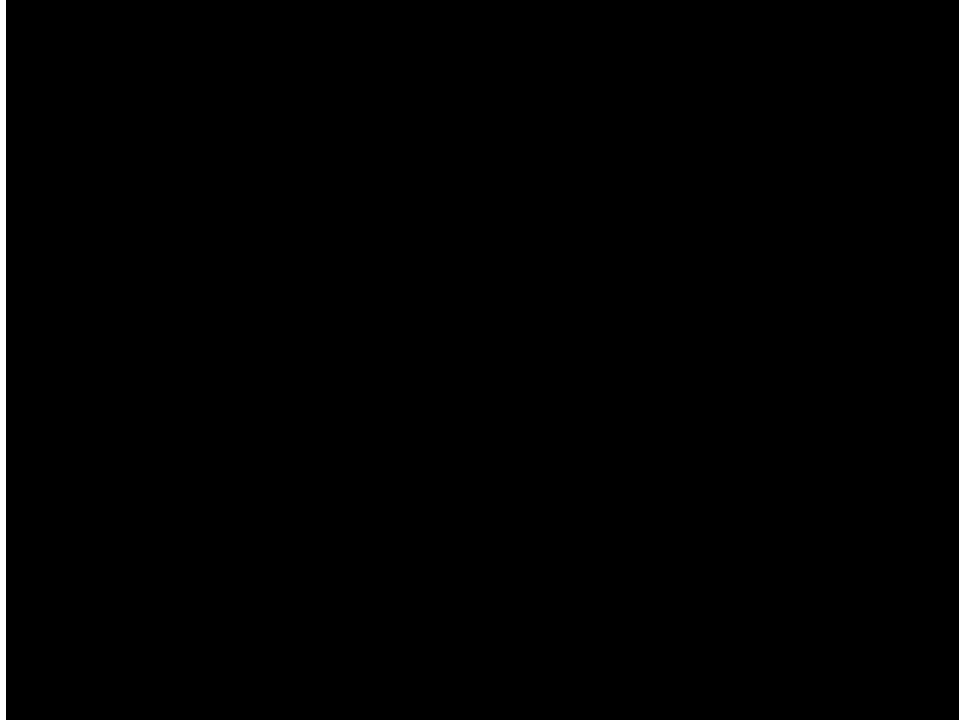
Year 1 Sales Projections - (NAME OF COMPANY)





T. 1 Minute Commercial or Elevator Pitch

[Video Shared Link](#)





“Enrich your life with a world of books for young and old”

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