

**AMERICAN COLLEGE OF TECHNOLOGY
DEPARTMENT OF BUSINESS STUDIES
MASTER OF BUSINESS ADMINISTRATION PROGRAM**



**Feasibility Study for Launching a Beyond Earth Space-Themed
Café and Restaurant in Addis Ababa, Ethiopia**

**A Project Submitted to the Department of Business Studies of
American College of Technology
as a Partial Fulfillment of the requirement of the Award of
Master of Business Administration**

By

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Advisor

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**December, 2023
Addis Ababa, Ethiopia**

Declaration

I, Betlehem Yared Fekade hereby declare that a project work entitled Project on the feasibility study of Launching a Beyond Earth Space-Themed Café and Restaurant in Addis Ababa, Ethiopia submitted to The Department of Business studies of American College of Technology in partial fulfillment of the requirements for the award of the **Master Business Administration** is a record of original work done by me during 2023 academic year under the supervision and guidance of Asmamaw Mengiste, PhD and it has not formed the basis for the award of any Degree/Diploma/Associate ship/Fellowship or other similar title of any candidate of any university.

Place: Addis Ababa

Date: Dec 2023

Signature of the Candidate

Certificate

This is to certify that the project work entitled feasible study of Launching a Beyond Earth Space-Themed Café and Restaurant in Addis Ababa, Ethiopia submitted to the Department of Business Administration, MBA Program in partial fulfillment of the requirements for the award of the **Master of Business Administration** is a record of original project work done by Betelhem Yared during the period 2023 academic year under my supervision and guidance and the thesis has not formed the basis for the award of any Degree/Diploma/Associate ship/Fellowship or other similar title of any candidate of any University and it complies with the regulation and accepted standards of the College.

Name of Advisor: Asmamaw Mengiste, PhD

Signature: _____

Date: _____

Approval Sheet

AMERICAN COLLEGE OF TECHNOLOGY

DEPARTMENT OF BUSINESS STUDIES

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**Feasibility Study for Launching a Beyond Earth Space-Themed Café and
Restaurant in Addis Ababa, Ethiopia**

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Acknowledgment

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Name: _____

Signature: _____

Date: _____

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Acronyms

ARR	Accounting Rate of Return
BCR	Benefit Cost of Return
BEA	Breakeven Analysis
ESSS	Ethiopian Space Sciences Society
IRR	Internal Rate of Return
NPV	Net Present value
PBP	Payback Period

Executive Summary

The aim of this project is to explore the feasibility of launching a space-themed cafe and restaurant in Addis Ababa, Ethiopia. While the city boasts a thriving cafe scene, a unique establishment combining the fascination with space exploration and Ethiopia's rich culinary culture is currently missing. This project aims to fill this gap and offer an immersive dining experience unlike any other.

The lack of a space-themed cafe and restaurant in Addis Ababa represents a significant void in the city's dining and entertainment offerings. This limits residents and tourists from experiencing a captivating cosmic journey while enjoying exceptional Ethiopian cuisine. Assess the social, economic, administrative, managerial, environmental, financial, technical, and locational feasibility of launching a space-themed cafe and restaurant in Addis Ababa

The project employed a descriptive research design, utilizing both quantitative and qualitative data collection methods. Primary data was gathered through questionnaires distributed to potential customers, while secondary data was obtained from academic research and industry reports. Convenience sampling was used to select a representative sample of individuals of the visitors in mount Entoto and who are interested in space-themed dining experiences.

The project reveals a compelling opportunity for a space themed café and restaurant in Addis Ababa, fueled by enthusiastic interest from residents. Preliminary financial analysis indicates high potential profitability, with projected revenues exceeding costs and generating substantial return. Suitable locations with optimal accessibility and visibility have been identified.

A strong potential for success is indicated by indicators such as a healthy net present value of 6,275,213.59, a 70.84% Accounting rate of return and a 1.41years of payback period. The financial picture is equally promising with its distinct idea, data driven analysis and optimistic financial forecasts, this project offers with an exciting chance to experience space.

CHAPTER ONE

1. Introduction

A space-themed cafe is a dining establishment that incorporates elements inspired by outer space and the universe into its decor, ambiance, menu, and overall experience. These cafes aim to create an immersive environment that transports customers to a cosmic realm, allowing them to indulge in a unique and captivating dining adventure. The service at a space-themed cafe is focused on providing not only exceptional food and beverages but also creating an atmosphere that enhances the overall experience. The staff members are often dressed in astronaut-inspired uniforms or other space-themed attire, adding to the ambiance and contributing to the immersive environment. In addition to serving delicious food and drinks, the staff may engage in conversations about astronomy, share interesting facts about space, or organize events related to stargazing or other celestial activities.

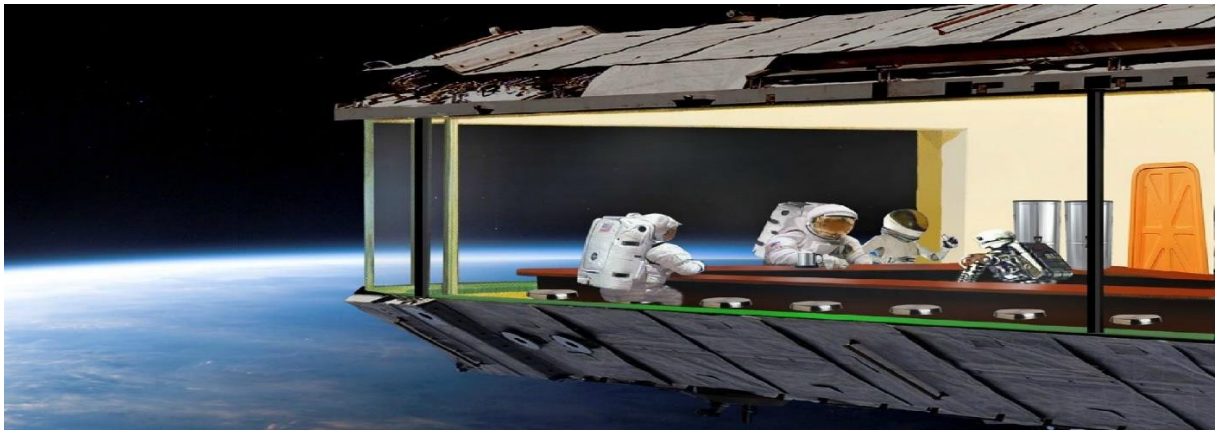


Figure 1. Space cafe

This educational and interactive approach helps to create a sense of wonder and encourages customers to explore and appreciate the wonders of the universe. The service at a space-themed cafe is typically attentive, friendly, and enthusiastic. The staff strives to ensure that every customer has a memorable visit, providing recommendations, answering questions, and catering to individual needs and preferences. They are passionate about the theme of the cafe and aim to create a welcoming and engaging atmosphere for all patrons. Overall, the service at a space-themed cafe goes beyond simply serving food and beverages. It aims to transport customers into a celestial realm, offering a dining experience that combines culinary delights with a sense of awe and exploration.

Space-themed cafes have gained popularity around the world, offering unique dining experiences that combine the wonders of the universe with delicious food. Ethiopian Food is

one of the world's most distinctive cuisine, befitting its remarkable history and deep-rooted cultural heritage. And while it is enjoying a lot of attention around the world these days, it has been one of the world's best-kept secrets for so long.

The country cuisine is not only delicious, but also has a rich cultural and historical significance. Food plays an important role in Ethiopian culture, and is often shared with friends and family during festivals and celebrations. Ethiopia, with its rich cultural heritage and diverse culinary traditions, has witnessed a notable evolution in the café and restaurant scene over the years. The country's reference in the global culinary landscape has been growing, attracting both locals and international visitors who seek to explore its unique flavors and dining experiences. The café and restaurant scene in the country has embraced this culinary heritage while also incorporating international influences and contemporary concepts. In urban areas such as Addis Ababa, the capital city, there has been a rise in modern cafes and restaurants that cater to diverse tastes and preferences. These establishments offer a fusion of Ethiopian flavors with international cuisines, creating a unique gastronomic experience.

In Addis Ababa, Ethiopia, the cafe scene has also embraced the concept of space-themed establishments. While specific space-themed cafes may not be as prevalent as in some other cities, there are cafes that incorporate elements of space and astronomy into their ambiance and offerings. These cafes often feature celestial decorations, such as starry murals or space-related artwork, creating a unique atmosphere for visitors to enjoy their meals or beverages.

It's worth noting that the cafe scene in Addis Ababa is diverse and continuously evolving, with new concepts and themes emerging regularly. So, it's always a good idea to explore local recommendations or keep an eye out for any new space-themed cafes that may open in the city.

1.1. Background of the project

In recent years, there has been a noticeable interest and curiosity regarding space and the wonders of the universe. From popular space-themed movies to breakthrough discoveries in astronomical research, the allure of the cosmos has captivated people's imaginations worldwide. Recognizing this growing fascination, Beyond Earth seeks to create a unique and immersive space-themed environment that offers an unparalleled dining experience to its patrons.

By blending the concept of a café and restaurant with a space-themed ambiance, Beyond Earth aims to transport its customers into a world beyond our own. Every aspect of the establishment, from the carefully crafted interior design to the menu offerings, will be meticulously curated to evoke the awe and wonder associated with space exploration. The goal is to create an atmosphere that both educates and entertains, allowing patrons to embark on a cosmic journey while serving delicious food and beverages.

Beyond Earth aspires to be more than just a café and restaurant; it aims to become a community hub for space enthusiasts, students, families, and those seeking a unique dining experience. Through engaging events, workshops, and collaborations with local educational institutions and organizations, Beyond Earth plans to foster a sense of curiosity, exploration, and learning among its customers.

Space-themed cafes have gained popularity around the world, offering unique dining experiences that combine the wonders of the universe with delicious food. While not an exhaustive list, here are a few notable space-themed cafes in different parts of the world:

- "Starfield Cafe" - Seoul, South Korea: Starfield Cafe in Seoul is a captivating space-themed cafe that takes inspiration from the mysteries of the universe. It features celestial decorations, including star-shaped lighting and galaxy-themed artwork. The menu offers a range of cosmic-inspired treats and drinks.

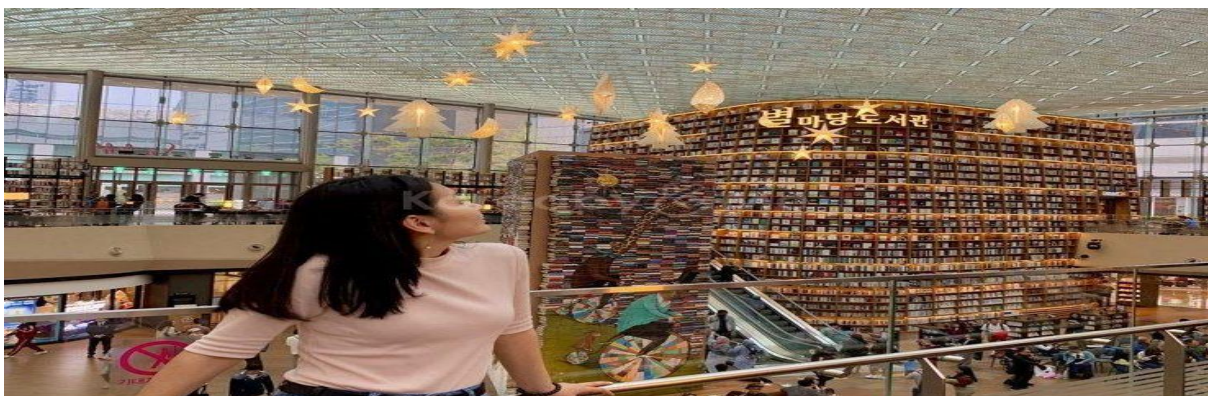


Figure 2. Starfield Cafe

- Chef China Hua Chu is a space-themed restaurant in Singapore that serves delicious Sichuan cuisine. The restaurant is decked out in a cosmic fantasy theme, with swirling blue and white patterns mimicking galaxies, shimmering LED lights resembling portholes to the stars, and even life-size astronaut statues!



Figure 3. Chef China Hua Chu

- **Space 220 Restaurant** is a themed restaurant located at Epcot, one of the four main parks at Walt Disney World Resort in Bay Lake, Florida. It's a space-themed restaurant designed to simulate the experience of dining 220 miles above Earth in a space station.

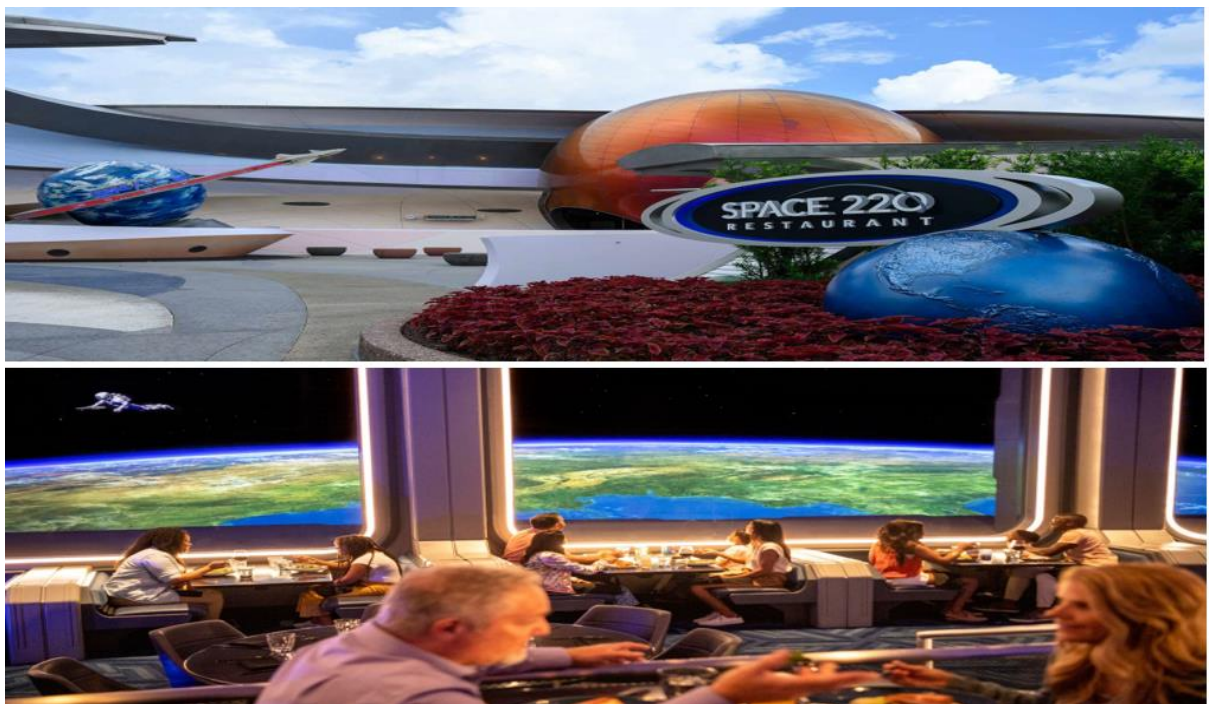


Figure 4. Space 220 Restaurant

Ethiopia has taken steps to engage with the field of astronomy and space sciences. Efforts have been made to promote education and research in these areas. The Ethiopian Space Science Society (ESSS), for example, is an organization dedicated to advancing space science and astronomy in the country. Initiatives like this aim to inspire a new generation of

Ethiopians to explore the wonders of the cosmos. The beauty of the night sky in various regions of Ethiopia provides a natural canvas for stargazing and contemplating the vastness of the universe. As the global interest in space exploration continues to rise, Ethiopia, with its growing commitment to science and education, may find itself playing a more active role in the exploration of the cosmos in the future.

The full café culture, different cuisine, and rich history of Addis Ababa make it the perfect setting for the Beyond Earth project. Addis Ababa, the capital of Ethiopia, is a hive of economic activity that draws in a diverse population of locals, visitors, and foreigners.

Beyond Earth is a visionary project that creates a truly immersive and enchanting space-themed café and restaurant experience in Addis Ababa. With the ever-growing interest in space exploration and the rise of themed dining establishments, Beyond Earth seeks to tap into the fascination with the cosmos and merge it with the vibrant culinary culture of Ethiopia. Beyond Earth creates a truly immersive and enchanting space-themed café and restaurant experience. With the ever-growing interest in space exploration and the rise of themed dining establishments, Beyond Earth seeks to tap into the fascination with the cosmos and merge it with the vibrant culinary culture of Ethiopia.

In order to bring the concept to life, Beyond Earth will assemble a team of skilled architects, interior designers, chefs, and space enthusiasts as the project develops. Beyond Earth aims to create a destination that will captivate the hearts and minds of people looking for an unforgettable dining experience in Addis Ababa by fusing the rich cultural heritage of Ethiopia with the boundless wonders of the universe.

In conclusion, Beyond Earth aims to establish a space-themed café and restaurant in Addis Ababa that offers fine dining, unique surroundings, and educational opportunities. Beyond Earth seeks to inspire and captivate its patrons with its immersive atmosphere, delicious food, and exciting events, leaving them with memories that go beyond Earth.

1.2. Statement of the Problem

The lack of a space-themed café and restaurant experience in Addis Ababa, Ethiopia represents a significant gap in the city's dining and entertainment offerings. While the café culture is thriving, there is a noticeable absence of a unique establishment that combines the fascination with space exploration and the rich culinary culture of Ethiopia. This void

prevents residents and tourists from experiencing an immersive cosmic journey while enjoying exceptional food and beverages.

1.3. Objective of the Project

1.3.1 General objective

The general objective of this project is to assess a feasibility study for launching a space themed café and restaurant experience in Addis Ababa, Ethiopia.

1.3.2. Specific objectives

- To assess if launching a space themed café and restaurant is socially and economically feasible.
- To assess administrative and managerial feasibility;
- To assess if spaced themed café and restaurant is environmentally feasible.
- To assess if spaced themed café and restaurant is financially feasible
- To assess if spaced themed café and restaurant is feasible technically and location-wise.

1.4. Scope of the Project

In order to create a unique blend of space exploration and the rich culinary culture, the project intends to open a restaurant and café with a space theme in Addis Ababa, the capital of Ethiopia, near Mount Entoto. Because of the nature of the project, thorough market research, careful site selection, and meticulous financial analysis are required.

The main target audience consists of Addis Ababa locals, visitors, families, young adults, and anyone looking for a unique and memorable dining experience. The cafe will serve a wide range of patrons from different age brackets and cultural backgrounds.

The cafe will serve a variety of foods and drinks, with options for breakfast, lunch, and dinner. Additionally, a range of space and science-related themed goods, merchandise, and interactive experiences will be available.

1.5. Limitation of the Project

Limitation of the project

The primary limitation of the project was that it relies on the assumption that there is sufficient and sustained market demand for a space-themed cafe and restaurant in Addis

Ababa. While there is a clear need for innovative and immersive dining experiences in the city, it is essential to acknowledge that the success of the specific concept it was subject to the following limitations:

1. **Market Sensitivity to Novelty:** The success of a space-themed cafe and restaurant heavily relies on the market's willingness to embrace and sustain novelty. The concept has faced challenges if the local market proves resistant to unconventional dining experiences or if the novelty wears off over time.
2. **Economic and Socio-Political Factors:** The Ethiopian economy and socio-political conditions has an impact on the project's viability. Economic downturns or political instability has affected consumer spending and tourism, which could, in turn, impact the financial performance of the cafe and restaurant.
3. **Market Saturation:** Although there is a gap in the market for innovative dining experiences, it's possible that other unique dining concepts may enter the market simultaneously, leading to increased competition. The cafe and restaurant must continuously adapt to remain competitive.
4. **Cultural Relevance:** The theme and concept of a space-themed cafe and restaurant may not resonate equally with all cultural and demographic groups in Addis Ababa. Adapting to diverse customer preferences and expectations can be a challenge.
5. **Economic Accessibility:** The pricing structure of the cafe and restaurant may limit accessibility to some segments of the population. Ensuring that the concept remains inclusive while maintaining its unique attributes can be challenging.

CHAPTER TWO

2. Project Concept

2.1. Opportunity study

The opportunity study for Beyond Earth Space-Themed Café and Restaurant has evaluated the potential market opportunity, assessed the feasibility, and identified key factors that contribute to the success of the venture in Addis Ababa, Ethiopia

Macro-Economic Analysis:

1. **Geographical Area:** Addis Ababa, as the capital city of Ethiopia, boasts a diverse and cosmopolitan population. The city's strategic location and status as a political and economic hub create an environment conducive to novel and trend-setting ventures. The growing urbanization and tourism in Addis Ababa provide a fertile ground for innovative establishments.
2. **Available Resources:** Ethiopia, known for its agricultural abundance, can offer a variety of locally sourced ingredients for the café and restaurant. Leveraging local resources not only supports sustainability but also aligns with the global trend of promoting locally-sourced and organic products.
3. **Industry Policies:** Exploring the regulatory landscape is crucial. Analyzing industry policies and understanding the government's stance on innovative concepts such as space-themed establishments will guide the project's feasibility. Collaboration with relevant authorities can help navigate any regulatory challenges.

Micro-Economic Analysis:

1. **Financial Institutions and Financing:** Assessing the support of financial institutions is crucial for securing the necessary capital. Collaborating with banks or financial entities with experience in the hospitality sector can provide favourable financing options.
2. **Local Authorities and Project Policies:** Understanding the policies and support mechanisms from local authorities is key. Engaging with municipal bodies can aid in

obtaining necessary permits and addressing any local concerns. Aligning the project with the city's development goals enhances its acceptance.

2.2. The project Concept and Profile Profile

- Business name: - Beyond Earth Space themed café and restaurant
- Project owner: - Betelhem Yared
- Address: - Addis Ababa, Ethiopia
- Company formation: - sole proprietorship
- Motto: **Eat Among the Stars, Dream Beyond.**

project's concept

It has as established a beyond-earth space-themed cafe and restaurant in the vibrant city of Addis Ababa, Ethiopia. This space-themed establishment offer a unique and immersive dining experience that transcends traditional restaurant settings. Inspired by space exploration and science fiction, the cafe and restaurant will transport patrons into an otherworldly environment, combining innovative cuisine with a captivating ambiance.

2.2.1 Business Model canvas (BMC)

1. Customer Segments:

- Space enthusiasts, tech-savvy individuals, families seeking unique dining experiences, and those interested in futuristic themes.

2. Value Proposition:

- Offering a unique dining experience inspired by space and beyond Earth themes.
- Providing high-quality, innovative food and beverages in a captivating environment.

3. Revenue Streams:

- Income from food and beverage sales.
- Event hosting and ticket sales for themed events.
- Potential merchandise sales related to the space-themed cafe.

4. Channels:

- Social media platforms for marketing and engaging with customers.
- Partnering with food delivery services to reach a broader customer base.

5. **Customer Relationships:**

- Fostering a community by organizing events related to space, astronomy, and futuristic discussions.
- Implementing loyalty programs to reward frequent customers.

6. **Key Activities:**

- Design and create a space-themed ambiance to engage customers.
- Develop a menu with innovative, space-related dishes and drinks.
- Host events such as stargazing nights, space-themed parties, or talks on astronomy and space exploration.

7. **Key Resources:**

- Space-themed interior decor and furniture.
- Skilled chefs and kitchen staff capable of creating unique, themed dishes.
- Marketing and promotional materials to create buzz and attract customers.

8. **Key Partnerships:**

- Establish partnerships with local suppliers for fresh food ingredients and beverages.
- Collaborate with technology companies for futuristic interior designs or themed elements.

9. **Cost Structure:**

- Initial investment in themed decor and infrastructure.
- Costs for marketing, staff salaries, and regular maintenance.
- Costs for sourcing quality ingredients for unique menu offerings.

Purpose of the Project

- The purpose of the project is to establish a unique space-themed café and restaurant in Addis Ababa, Ethiopia.
- The project aims to provide a novel and immersive dining experience for residents and tourists, combining the concepts of space exploration, astronomy, and gastronomy.
- It seeks to address the demand for innovative dining concepts and contribute to the development of the hospitality and tourism sector in Addis Ababa.

Goals/Objectives/Problems Addressed

- Create a captivating and engaging dining experience that appeals to a diverse range of customers.
- Promote tourism and attract visitors to Addis Ababa through a distinctive culinary offering.
- Contribute to the local economy by generating employment opportunities and supporting local suppliers and businesses.
- Raise awareness and interest in space exploration and astronomy among the general public.
- Enhance the city's reputation as a hub for unique and innovative dining experiences.

Beneficiaries and Stakeholders

- Beneficiaries: Residents of Addis Ababa, domestic and international tourists, food enthusiasts, and space enthusiasts.
- Stakeholders: local suppliers and vendors, employees, the hospitality and tourism industry, local authorities, and the general public.

Resource and Institutions

- Available Resources: Financial investment, expertise in culinary arts and hospitality management, space-themed design elements and décor, local food and beverage suppliers, marketing and promotional resources.
- Institutions Involved: Investors, project management team, local government authorities, hospitality and tourism associations, culinary experts, interior designers, local suppliers and vendors.

Alignment with National Plans and Policies

- The project aligns with the national plans and policies of Ethiopia by promoting tourism, economic development, and innovation in the hospitality sector.
- It contributes to the government's efforts to position Addis Ababa as a vibrant and attractive destination for visitors.

Positive/Negative Impacts

- Positive Impacts: Creation of employment opportunities, promotion of local businesses, increased tourism revenue, enhancement of the city's image, exposure to space-related concepts and knowledge.
- Negative Impacts: Potential competition with existing food establishments, environmental considerations related to waste management and sustainability, potential challenges in maintaining the unique and immersive experience.

Political Support

- Assessing political support to the project would require engaging with relevant government authorities and understanding their policies and initiatives regarding tourism and the hospitality sector.
- Building relationships and partnerships with local authorities can help garner political support for the project.

Project Risks

- Market competition and demand fluctuations.
- Regulatory and licensing challenges.
- Availability of skilled labor.
- Economic instability and currency fluctuations.

Chances of Achieving Objectives

- The project has a good chance of achieving its objectives based on the uniqueness of the space-themed concept, growing demand for innovative dining experiences, and the potential to attract both local and international customers.
- Thorough market research, sound financial planning, effective marketing strategies, and strong project management will increase the chances of success.

2.3. Preliminary study

Structure and Objectives: The project involved on establishing a Beyond Earth Space-Themed Café and Restaurant in Addis Ababa, Ethiopia. The primary objective was launching a space themed café and restaurant experience in Addis Ababa, Ethiopia.

Nature and Size of Demand: The demand for innovative and themed dining experiences is on the rise, especially in cosmopolitan cities like Addis Ababa. The size of demand is

influenced by the city's population, tourism, and the growing trend of experiential dining. The space-themed concept caters to a niche market seeking novel and memorable culinary experiences.

Need to be Satisfied: The project aims to satisfy the need for a one-of-a-kind dining and entertainment destination. It seeks to fulfil the desire for a futuristic and celestial atmosphere, combining cultural elements with modern trends. The Beyond Earth Space-Themed Café and Restaurant aims to become a landmark in Addis Ababa's hospitality scene.

Foreseen Beneficiaries: The beneficiaries include patrons seeking unique dining experiences, the local workforce employed in the café and restaurant, suppliers of locally sourced ingredients, and investors supporting the venture. Additionally, the city of Addis Ababa stands to benefit from increased tourism and the positive impact on the local economy.

Availability of Inputs: Key inputs include locally sourced food ingredients, skilled and creative staff for culinary and thematic services, and strategic location within Addis Ababa. Collaborations with local artists and suppliers enhance the authenticity of the space-themed concept.

Expected Revenues & Other Benefits: Revenue streams include dining services, event hosting, merchandise sales, and potentially partnerships with local businesses. The project contributes to the local economy through job creation, tourism promotion, and collaborations with local artists and suppliers.

Financial and Economic Returns: Rough estimates of financial returns depend on factors such as customer traffic, pricing strategy, and cost management. Economic returns extend to the broader community, contributing to the city's cultural and economic vibrancy.

Major Factors Affecting the Project: Critical factors include market acceptance of the space-themed concept, effective marketing strategies, regulatory compliance, and the overall economic climate. Consumer preferences, competition, and the ability to adapt to changing trends will also influence the project's success.

Further Information to be Acquired: In-depth studies or surveys are needed to gather detailed information on market preferences, pricing dynamics, potential collaborations with local artists, and the regulatory landscape for themed establishments in Addis Ababa. Understanding consumer behaviour and conducting a comprehensive feasibility study will provide valuable insights for project success.

CHAPTER THREE

3. PROJECT METHODS AND PROCEDURE

Under the methodology part, the following terms would be dilated investigated research approach, research design, target population about the study area, type and source of data, economic analysis, and model specification was analyzed and discussed in this study.

3.1. Project design

Research designs are plans and procedures for research that spans the decision from broad assumptions to detailed methods of data collections. Descriptive research design refers to a scientific method used to observe and describe the characteristics, behaviors, or phenomenon of a particular subject or population. It aims to provide an accurate portrayal or representation of the observed variables without any influence or manipulation by the researcher. (Creswell, 2014). Therefore, the project applied the descriptive research method in order to address the project objectives. By employing these methods, researchers can gather information that helps inform decision-making, improve operations, and identify opportunities for innovation

3.2. Type of Data

To study the feasibility of launching a space-themed cafe and restaurant beyond Earth. It comprises of both the quantitative and qualitative method. quantitative research as a systematic structured and formal process that uses statistical approach in the collection, analysis, interpretation and presentation of data (Groove ,2005). Contrarily, Carter and Thomas (2005) defined qualitative research as a systematic but unstructured method that uses narrative/descriptive approach in the collection, analysis, interpretation and presentation of data. The researcher used both structural and Unstructured method.

3.3 Source of Data

This Project would be based on Primary data and secondary data.

- The Primary Data Sources: Data collected from questionnaires
- Secondary Data Sources: Review academic research in the fields of space tourism, themed dining, and consumer behavior to gain insights and support your study.

3.4. Data collection Method and tools

Data will be collected using survey questionnaire that will be used to gather data in an impartial manner, ensure data collection consistency, and present data statistically. A Likert scale with five options will be utilized in the survey. The Likert scale has the advantages of being a straightforward questionnaire that is also simple to read and complete.

3.5. Population of the study

Kohtari (1990) asserts that all objects in any subject of study comprise population. Because it would take a lot of resources (time, money, etc.) to evaluate every single item in the population, it is not possible. The same holds true for this study. The study's overall population consisted of the people who are interested in space-themed dining experiences. This would include individuals of various ages, genders, income levels, and backgrounds and who came to visit Mount Entoto. There are least 1,000 people visit the park every day, including 500-600 foreign tourists.

3.6 Sampling Design

Sample design refers to the plans and methods to be followed in selecting sample from the target population and the estimation technique formula for computing the sample statistics. These statistics are the estimates used to infer the population parameters. (sajjad,2016). As noted by Kothari (2004), good sample design must be viable in the context of time and funds available for the research study.

Convenience sampling was the method used in the research to select a sample of people who visited Mount Entoto and were interested in dining experiences with a space theme. The study will use this type of sampling to establish classifications.

3.7. Sample Size

The sample size depend on the number of people who visited Mount Entoto and indicated an interest in dining experiences with a space theme during the time of data collection, as convenience sampling involves choosing people who are easily available and accessible.

3.8. Sampling method

Non-probability sampling is used by studies because it involves non-random selection based on convenience or other factors, making data collection simple.

3.9. Data Analysis Method and tools

Data analysis involved both qualitative and quantitative methods. Qualitative data used analyzed through thematic analysis, while quantitative data is analyzed using statistical techniques

CHAPTER FOUR

3. Project preparation and analysis

This chapter focuses on the respondent's demographic features through descriptive and inferential analysis of the results summarizing data collected and analyzing the results of the study based on relevant primary and secondary data. The primary data were collected based on the questionnaires that were self-administered by the researcher.

Utilizing frequency and percentile as measures of central tendency. Five-point Likert scale questions were used to collect information that are related with subject matter regarding launching of space themed café

Once the data collected were properly organized, thematic analysis was conducted. This chapter presents the summary and analysis of this feasibility study.

In other words, in line with the specific objectives of the study, in the report that follows, a summary of some of the relevant data will be presented and a reasonable attempt will be made to conduct a thematic analysis on launching space themed cafe

4.1 Markets and demand analysis

This section's primary seek is that if there is a market demand for launching a space themed restaurant and café with a space theme in Addis Ababa

Beyond Earth space themed café is more than just a cafe; it's a gateway to another world, a space-themed sanctuary where you can go on a galactic culinary adventure. The ordinary disappears as soon as you enter, to be replaced by an amazing atmosphere that makes you wonder about the wonders of the cosmos.

Following a comprehensive analysis of the administered questionnaires, a detailed picture of market demand for a space-themed café and restaurant in Addis Ababa has emerged as follow.

Indicator	Category	Percentage
Interest in visiting	Very interested	65.00%
	Somewhat interested	20.00%
	Neutral	10.00%
	Not very interested	5.00%
Willingness to pay premium	Yes	50.00%
	Neutral	30.00%
	Not willing	20.00%

Table 1 market and demand analysis indicator

A beyond Earth Space themed café and restaurant are clearly in high demand, according to a survey done in Addis Ababa, Ethiopia. According to the data gathered, there is a high level of interest among the respondents, with 65% indicating a strong desire to visit such an establishment and 20% indicating a moderate desire to do so.

Furthermore, 50% of participants expressed their willingness to pay extra for the distinctive dining experience offered by café and restaurants featuring an outer space themed. This implies that a sizeable portion of the target market recognises the value of this unique dining experience and is willing to spend money. These findings indicate a clear market opportunity and the potential for a successful business venture in Ethiopia's Addis Ababa market.

Decision after Analysis

It is advised to take this chance and move forward with the construction of beyond earth space themed café and restaurant in Addis Ababa, Ethiopia. Given the favorable market indicators and the possibility of satisfying the markets demand for a unique dining experience.

4.2. Raw Materials and Supplies Study

The raw materials and supplies for the following areas

- Food and beverage preparation
- Interior design and décor
- Equipment and supplies

Food and Beverage Preparation

A wide range of supplies and raw materials will be needed in the food and beverage preparation area, such as: coffee beans; fresh fruits and vegetables; bread and pastries; meat

and seafood; and dairy products. The preparation of beverages includes soda, milk, and various shakes and juices.

Interior Design and Décor

The interior design and décor will require a variety of raw materials and supplies, including:

- Furniture:
 - Tables and chairs
 - Couches and sofas
- Décor:
 - Space-themed paintings
 - Model rockets and spaceships
 - Astronaut costumes and props
 - Lighting fixtures that mimic stars and planets

4.3. Location and Site Assessment

The ESSS launched at mount Entoto, which is why the location is near it. This organization would be a fantastic partner for the space themed café and restaurant because it is committed to advancing space exploration and education. It might serve food and beverage with a space theme and arrange lectures and events with a space theme.

Decision after Analysis

The proposed café and restaurants' location near mount Entoto is highly recommended and shows a lot of promise. Recent information from Chief Advisor, Girma Mengesha indicates that at least 1,000 people are estimated to visit the park every day, with 500-600 of those visitors coming from outside the country. This significant foot traffic confirms the location's suitability for the business and points to a potentially large customer base.

4.4. Production Program and Plant Capacity

- Development of a production program: This includes the identification of the menu items, the production process for each item, and the staffing requirements.
- Assessment of plant capacity: This includes the identification of the equipment and space required to produce the menu items.

Production Program

The production program for the space-themed café and restaurant experience will be based on the following menu items:

- Food:
 - Coffee and tea
 - Pastries and sandwiches
 - Traditional Foods
 - Salads and soups
 - Main courses
 - Desserts
- Beverages:
 - Water
 - Juice
 - Soda
 - Alcoholic beverages

The production process for each menu item will be standardized to ensure consistency and quality. The staffing requirements will be based on the volume of production and the complexity of the menu items.

Plant Capacity

The plant capacity for the space-themed café and restaurant experience will be based on the following equipment and space requirements:

- Kitchen equipment:
 - Ovens and stoves
 - Refrigerators and freezers
 - Blenders and food processors
 - Coffee machines and espresso makers
- Restaurant equipment:
 - POS system
 - Cash register
 - Ice machine
 - Tableware and utensils
- Space:
 - Kitchen
 - Dining area
 - Screen Room
 - Restrooms

The plant capacity will be designed to meet the peak production demand for the café and restaurant.

4.5. Technology Selection Technology Requirements

The technology requirements for the space-themed café and restaurant experience will include the following:

- Point-of-sale (POS) system: A POS system is essential for managing the café and restaurant operations, including tracking sales, inventory, and customer transactions.
- Kitchen management system: A kitchen management system can help to improve efficiency and productivity in the kitchen by streamlining the ordering, preparation, and delivery of food.
- Online ordering system: An online ordering system can allow customers to place orders for food and drinks from the comfort of their own homes.
- Social media marketing tools: Social media marketing tools can be used to promote the café and restaurant to potential customers.

4.6. Organizational and Human Resources

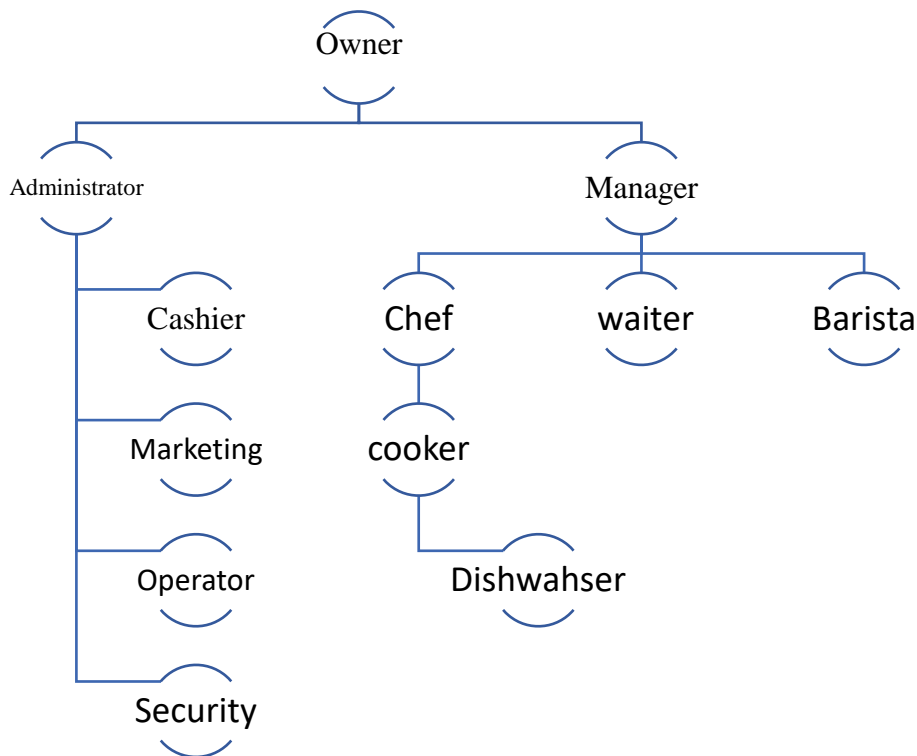


Figure 5. organizational structure

➤ **The Owner**

The owner serves as the visionary leader of the Beyond Earth space-themed café, overseeing its overall operation and ensuring its alignment with the established vision and mission. As the ultimate decision-maker, the owner is responsible for formulating strategic plans, setting financial goals, and making critical decisions that impact the café's success. They also play a crucial role in fostering a positive and productive work environment that motivates and empowers employees to deliver exceptional service and create a memorable dining experience for customers.

➤ **The Administrator**

The administrator serves as the managerial backbone of the café, responsible for overseeing day-to-day operations, ensuring smooth workflow, and maintaining organizational efficiency. They manage the cashier, marketing department, operator, and security personnel, ensuring that all tasks are executed effectively and in accordance with established standards. Additionally, they handle administrative duties such as scheduling, budgeting, and maintaining records, keeping the café well-organized and running smoothly.

➤ **The Manager**

The manager oversees the culinary operations of the Beyond Earth space-themed café, ensuring that the kitchen remains a hub of efficiency and high-quality food preparation. They manage the chef, waiter, and barista, guiding them in the preparation and presentation of menu items, maintaining sanitary standards, and ensuring that customer orders are fulfilled promptly and accurately. The manager also oversees the cooker and dishwasher, ensuring that kitchen operations run smoothly and that dishes are cleaned and sanitized to the highest standards.

➤ **The Operator**

The operator is responsible for leading entertaining shows and presenting space-themed activities to customers, enhancing their dining experience and immersing them in the café's

unique theme. They showcase various space-related items, educate customers about the cosmos, and create a memorable atmosphere that aligns with the café's space-themed concept.

➤ **The Chef**

The chef is the culinary maestro of the Beyond Earth space-themed café, responsible for crafting innovative and delectable dishes that embody the café's unique theme and cater to the diverse tastes of its customers. They lead the kitchen team, delegating tasks, ensuring adherence to recipes, and overseeing the preparation of all menu items to the highest standards of quality. The chef also plays a key role in maintaining the café's inventory, ensuring that fresh and high-quality ingredients are readily available to create culinary masterpieces.

➤ **The Waiter**

The waiter serves as the face of the Beyond Earth space-themed café, interacting directly with customers to provide exceptional service and create a memorable dining experience. They greet customers warmly, take orders accurately, and ensure that all dining needs are met promptly and efficiently. The waiter also handles payment processing, ensures that customers are satisfied with their experience, and gathers feedback to improve service delivery.

➤ **The Barista**

The barista is the master of beverages at the Beyond Earth space-themed café, responsible for crafting delicious and visually appealing coffee and other beverages to complement the café's menu. They possess expert knowledge of coffee preparation, including various brewing methods, syrups, and toppings, ensuring that each beverage is a masterpiece of taste and presentation. The barista also maintains the café's beverage inventory and ensures that fresh and high-quality ingredients are always available.

➤ **The Cooker**

The cooker is the culinary workhorse of the kitchen, responsible for preparing all dishes according to the chef's instructions and maintaining strict sanitary standards. They handle the

preparation of hot and cold foods, ensuring that each dish is cooked to perfection and presented with attention to detail. The cooker also collaborates with the chef to maintain a well-stocked kitchen and ensures that all ingredients are properly stored and labeled.

➤ **The Dishwasher**

The dishwasher plays a vital role in maintaining hygiene and cleanliness in the kitchen, ensuring that dishes are cleaned and sanitized to the highest standards. They handle the washing of dishes, utensils, and kitchen equipment, using appropriate cleaning solutions and ensuring that all surfaces are thoroughly disinfected. The dishwasher also contributes to maintaining a organized and efficient kitchen environment.

4.7. Social and Economic Analysis

The establishment of a beyond Earth space-themed café and restaurant can bring about several positive social and economic benefits to the society and communities where it will be located. Some of the key benefits include,

Social Benefits

- **Community Hub and Cultural Enrichment:** By creating a lively gathering spot for individuals of all ages and backgrounds, the space themed concept can promote social interaction and a sense of community inspiring the next generation of scientists and space enthusiasts through the hosting of educational workshops, astronomy nights, and themed events can further enhance cultural enrichment.
- **Encouraging inclusivity and diversity:** By incorporating various cultural elements into design, menu and programming, the restaurant with a space theme will put an emphasis on inclusivity. This strategy will celebrate the diverse communities that make up Addis Ababa and foster a welcoming environment for everyone.
- **Increasing educational involvement:** The restaurant will provide educational programmers and experiences with an emphasis on astronomy space exploration and environmental sustainability through partnerships with nearby ESSSS

Economic Benefits

- **Job Creation and local empowerment:** The restaurant has the potential to significantly increase employment prospects for the community's citizens, thereby promoting economic growth.
- **Support for Local Businesses and Suppliers:** By sourcing ingredients and materials from local businesses and farmers, the restaurant can boost the local economy and support sustainable practices. This can create a mutually beneficial relationship and contribute to the overall prosperity of the community.
- **Increased Tourism and Revenue:** The unique space-themed concept can attract tourists from within Ethiopia and abroad, contributing to the local tourism industry and generating additional revenue for the surrounding area. This can lead to further development and infrastructure improvements, benefiting the community as a whole.

Environmental Benefits:

- **Promoting Sustainability:** The restaurant can implement eco-friendly practices such as energy efficiency, waste reduction, and responsible sourcing. This can raise awareness about environmental issues and contribute to a more sustainable future for the community.

Decision after Analysis

A careful analysis reveals that the community will gain a great deal from the opening of a café and restaurant with a space themed that is beyond earth. In addition, it will support neighborhood companies, draw tourists generate employment opportunities and advance environmental sustainability therefore, this project should be pursued

4.8. Financial Analysis

Key Assumptions and Considerations

Please be aware that the financial analysis that follows is based on the main assumptions and factors (in P&L and cash flow projections) for the project's 4-year analysis window.

- ✓ The time horizon used for beyond earth to analysis for these projections is four years. Based on the trends and growth rate seen in these.
- ✓ Based on the observed trends and growth rate over the past four years, it is reasonable to assume that the Beyond Earth Cafe can continue to achieve equal or even better performance results beyond these four years. The careful and conservative nature of the assumptions used in this analysis further supports this assumption.
- ✓ As per Ethiopian tax proclamation number No.979-2016, the depreciation on furniture and equipment is 20% (applied over five years using the Straight-line depreciation method).
- ✓ During the four-year analysis opening for this project, the equipment's useful life is assumed to have no salvage value.
- ✓ A 18% discount rate is used by the researcher used for the calculations of NPV. The 18% discount rate was selected in order to account for lost and guarantee that the beyond earth space themed café business concept will produce the highest rate of return given the risk and commitment of resources.
- ✓ A 30% profit tax on income is placed on Private Limited Companies, in accordance with Ethiopian tax proclamation number No.979-2016.
- ✓ The beyond earth space themed cafe and restaurant is expected to draw 80 customers on average each day, with fixed operating costs per day estimated at about 550. It is anticipated that both revenue and cost of goods sold will rise by 5% annually on average.
- ✓ It is projected that variable operating expenses, such as rent, marketing and utilities will increase by 20% annually. And it is expected that salary expenditures will rise by

around 6% annually. The estimated depreciation expense for the four years will not change.

✓ **Changes in working capital:**

- Accounts Receivable increases by 10% of the prior year's sales.
- Inventory remains constant.
- Accounts Payable increases by 5% of the prior year's cost of goods sold.

Based on the above assumption please see the tables that follow on the net income statement and cash flow statement.

4.8.1 Initial Investment Cost

Opening a space-themed cafe and restaurant is an exciting venture with the potential for high returns. However, like any new business to bring this vision to life, the café will need a significant initial investment and liquid working capital to cover the costs of setting up, operating, and marketing the establishment. This capital investment will be essential to ensure that the café is well-equipped to serve its customers and generate enough revenue to become self-sustaining. Here's a breakdown of the key areas which is required as initial investment are as follow

The initial investment for this project is estimated to be ETB 7,001,200, covering various expenses associated with its establishment and operations. These include capital expenditure, working capital, and start-up costs.

Capital expenditure refers to the costs incurred for acquiring or leasing physical assets, such as kitchen equipment and furniture, which are essential for the café's operation. This component accounts for approximately 47% of the total investment.

Working capital encompasses the funds required to manage daily operations, including payroll, inventory, rent, utilities, and marketing expenses. This component represents approximately 28% of the total investment.

Start-up costs refer to expenses incurred during the initial setup phase, such as obtaining necessary licenses and permits. This component comprises approximately 25% of the total investment.

To secure a favourable rental agreement, the Beyond Earth space-themed café will pre-pay the annual rent in advance. This will necessitate an immediate outlay of ETB 800,000 in the early stages of the establishment's launch. The café will invest the entirety of ETB 1,393,200 in accessories and furnishing to create an immersive space-themed atmosphere. Additionally, ETB 900,000 will be allocated for kitchen equipment to ensure the preparation of high-quality culinary creations. The project will allocate ETB 1,000,000 for food, beverages, and other supplies to fulfil the diverse dining preferences of its customers. To maintain its operations, ETB 35,000 will be set aside for essential expenses such as business license and insurance.

The café will invest ETB 235,000 in marketing and advertising to generate awareness and attract a loyal customer base. A further ETB 1,120,000 will be allocated for design fees to ensure the establishment's unique and captivating aesthetic. Finally, to compensate its highly skilled staff, ETB 1,518,000 will be dedicated to payroll expenses.

Group	Description	Estimated Cost per year in ETB
Housing	Rent	800,000.00
Accessory and furnishing	Tables, chairs, tv screens, lighting, theme-specific furniture	1,393,200.00
Kitchen Equipment	Ovens, refrigerators, freezers, and, food processor and serving	900,000.00
Inventory	Food, beverages, and other supplies	1,000,000.00
Business Operations	permits, licenses, insurance	35,000.00
Marketing and	Branding, marketing	235,000.00

Advertising	campaigns, advertising materials	
Design Fees	Professional design services for space theme integration	1,120,000.00
Professional Fees	Payroll	1,518,000.00
Total initial investment		<u>7,001,200.00</u>

Table 2. initial investment

To Reducing Costs space themed café and restaurant will

- Negotiate rent and lease terms
- Utilize free or low-cost marketing and advertising methods.
- Partner with other businesses to share resources.
- Consider crow funding campaigns for initial investment.

The initial investment for this project will be financed through a combination of bank loans and investor funds. This strategy will help mitigate financial risk and ensure access to the necessary capital for a successful launch.

Loan:

- Amount: ETB 5,000,000
- Source: Commercial bank
- Purpose: To cover a portion of the initial investment, including pre-opening expenses like design, construction, equipment, and initial inventory.

Personal Funding:

- Amount: ETB 2,001,200
- Source: Self

- Purpose: To cover remaining initial investment costs, including pre-opening expenses, immediate operating expenses, and building a cash reserve.

	Unit price	Units	Total cost
kitchen Equipment	50,000.00	4	200,000.00
Ovens	150,000.00	1	150,000.00
deep fridge	75,000.00	2	150,000.00
Refrigerator	not specified	4	150,000.00
food processor and serving tea & coffee machine	250,000.00	1	250,000.00
	2,000.00		
Total			<u>900,000.00</u>
Accessory and furnishing			
sopha	150,000.00	3	240,000.00
Table	4,000.00	8	32,000.00
Chair	2,500.00	24	60,000.00
Tv	50000	3	150,000.00
Screens	98800/m ²	3(3m*2m) size	889,200
Lighting	733.00	30	22,000.00
Total			<u>1,393,200.00</u>
Total equipment cost			<u>2,295,765.00</u>

Table 3. Equipment Prices

4.8.2. Production Cost

According to this project the production expenses a business bear when producing a good or rendering a service that brings in money. Numerous expenses, including labor, raw materials, consumable manufacturing supplies, and general overhead, can be included in production costs.

The Operational cost to establish the space-themed café and restaurant includes

1. Direct material cost (DM)

The Beyond Earth space-themed café's annual direct material costs amount to ETB 5,800,000, encompassing the expenses associated with acquiring the raw materials, ingredients, and supplies necessary to produce its culinary creations. These include:

- **Food Ingredients:** ETB 3,250,000, covering the cost of fresh and high-quality ingredients, such as meat, vegetables, spices, teff, and flour, to ensure the café's dishes are of exceptional quality and appeal to the diverse tastes of its clientele.
- **Beverages:** ETB 2,000,000, encompassing the expenses incurred for procuring an assortment of beverages, including coffee, tea, soft drinks, and any other beverages that complement the café's menu and cater to the preferences of its customers.
- **Serving Materials:** ETB 300,000, covering the cost of plates, cups, napkins, and other disposable or reusable materials used to present food and beverages to customers in a clean, hygienic, and aesthetically pleasing manner.
- **Kitchen Supplies:** ETB 250,000, encompassing the expenses associated with purchasing essential kitchen supplies, such as food wraps, cleaning products, and other materials that are crucial for maintaining a sanitary and efficient kitchen environment.

Material	Estimated Total Cost/ year
Food ingredients	3,250,000.00
Beverages	2,000,000
Serving materials	300,000.00
Kitchen supplies	250,000.00
Total Direct Material Cost /year	<u>5,800,000.00</u>

Table 4. Direct material cost

1. Direct labor (DL)

The Beyond Earth space-themed café's annual direct labour cost is ETB 1,518,000, encompassing the expenses associated with compensating its employees for their services. This includes: **Administrator:** ETB 240,000, covering the annual salary for the café's administrator, who oversees day-to-day operations and ensures smooth workflow. **Manager:** ETB 228,000, covering the annual salary for the manager, who oversees culinary operations and maintains kitchen efficiency and quality standards.

Chefs: ETB 384,000, covering the annual salaries for two chefs, who are responsible for creating innovative and delectable dishes that embody the café's unique theme. **Cooks:** ETB

192,000, covering the annual salaries for four cooks, who work under the supervision of the chefs to prepare all dishes according to instructions and maintain strict sanitary standards. **Waiters:** ETB 108,000, covering the annual salaries for three waiters, who provide exceptional customer service and ensure that all dining needs are met promptly and efficiently.

Barista: ETB 96,000, covering the annual salary for the barista, who is responsible for crafting delicious and visually appealing coffee and other beverages to complement the café's menu. **Cashier:** ETB 60,000, covering the annual salary for the cashier, who handles payment processing and customer transactions. **Operator:** ETB 84,000, covering the annual salary for the operator, who is responsible for leading entertaining shows and presenting space-themed activities to customers, enhancing their dining experience and immersing them in the café's unique theme. **Dishwasher/Cleaner:** ETB 90,000, covering the annual salaries for three dishwashers/cleaners, who are responsible for maintaining hygiene and cleanliness in the kitchen by washing dishes, utensils, and kitchen equipment. **Security:** ETB 36,000, covering the annual salary for the security guard, who is responsible for maintaining a safe and secure environment for both employees and customers.

Employee Role	Monthly salary	No of employees	Estimated Annual Salary
Administrator	20,000.00	1	240,000.00
Manager	19,000.00	1	228,000.00
Chef	16,000.00	2	384,000.00
Cook	4,000.00	4	192,000.00
Waiter	3,000.00	3	108,000.00
Barista	8,000.00	1	96,000.00
Cashier	5,000.00	1	60,000.00
Operator	7,000.00	1	84,000.00
Dishwasher/cleaner	2,500.00	3	90,000.00
Security	3,000.00	1	36,000.00
Total direct labour cost	88,500	17	<u>1,518,000.00</u>

Table 5 Direct labor cost

2. Manufacturing overhead (MOH)

All indirect costs related to the production process that cannot be directly linked to specific product units are collectively referred to as manufacturing overhead (MOH). These expenses

are necessary to support the production process and operate a manufacturing facility, but they are not included in the final product. The estimated cost for MOH is as follows

Category	Estimated Total Cost/ year
Indirect Labor	410,000.00
Factory Supplies	375,000.00
Utilities	350,000.00
Rent	800,000.00
Insurance	25,000.00
Professional Fees	50,000.00
Total	<u>2,010,000.00</u>

Table 6. Manufacturing overhead

- **Indirect labour:** This includes the salaries and benefits of employees who are not directly involved in the production of food and beverages, such as managers, administrative staff, and maintenance workers.
- **Factory supplies:** This includes the cost of all the non-food items used in the cafe that are not directly consumed by customers, such as cleaning supplies, office supplies, and maintenance supplies.
- **Utilities:** This includes the cost of water, electricity, gas, and other utilities used in the cafe.
- **Rent:** This is the cost of renting or leasing the space where the cafe is located.
- **Insurance:** This includes the cost of property insurance, liability insurance, and workers' compensation insurance.
- **Professional fees:** This includes the cost of accounting, legal, and other professional services.
- **Miscellaneous:** This includes any other indirect costs not included in the above categories, such as waste disposal and security.

4.8.3. Marketing cost

According to [Wallstreetmojo Team](#), The money a company spends advertising and promoting its goods or services is known as its marketing cost. It covers costs for advertising campaigns, direct marketing, sales promotions, and public relations. These expenses are required in order to draw in and keep consumers, build brand recognition, and produce revenue.

The purpose of Marketing cost for the space themed café project are as follow: -

- Create a website and social media pages to promote the business.
- Run advertising campaigns on social media, Google, and other online platforms.
- Issue press releases to local media outlets.
- Host events and sponsor local businesses and organizations.
- Partner with other businesses in the area to cross-promote each other's products and services.

The Beyond Earth space-themed café's marketing expenses amount to ETB 235,000, encompassing the costs associated with establishing a strong brand presence and attracting a wide customer base. These include:

- **Branding and Logo Design:** ETB 30,000, covering the development of a cohesive brand identity, logo, and visual style guide that aligns with the café's unique theme and conveys its message effectively.
- **Website Design and Development:** ETB 50,000, covering the creation of an informative and user-friendly website that showcases the café's menu, provides online ordering capabilities, and allows customers to learn more about the establishment.
- **Social Media Marketing:** ETB 10,000, covering the creation and management of social media accounts, engaging content creation to engage with potential customers, and paid advertising to reach a wider audience.
- **Public Relations:** ETB 5,000, covering press releases, media outreach, and influencer marketing to generate positive publicity and attract attention to the café's grand opening.
- **Grand Opening Event:** ETB 100,000, covering the cost of food, beverages, entertainment, and décor to create a memorable and engaging experience for guests during the café's launch.
- **Promotional Materials:** ETB 20,000, covering the creation of flyers, brochures, and other marketing materials to distribute information about the café and its offerings.

- **Online Advertising:** ETB 20,000, covering paid advertising on search engines and social media platforms to enhance visibility and attract more customers.

Marketing Activity	Estimated Cost
Branding and Logo Design	30,000.00
Website Design and Development	50,000.00
Social Media Marketing	10,000.00
Public Relations	5,000.00
Grand Opening Event	100,000.00
Promotional Materials	20,000.00
Online Advertising	20,000.00
Total marketing cost	<u>235,000.00</u>

Table 7. marketing cost

4.8.4. Projections of net income

Beyond Earth				
Net income statement				
Revenue	2024	2025	2026	2027
Sales	15,840,000.00	16,632,000.00	17,463,600.00	18,336,780.00
Cost of Goods sold	5,250,000.00	5,512,500.00	5,788,125.00	6,077,531.25
Gross Profit	10,590,000.00	11,119,500.00	11,675,475.00	12,259,248.75
Gross profit %	66.86%	66.86%	66.86%	66.86%
Operating Expenses				
Utilities Expense	350,000.00	420,000.00	504,000.00	604,800.00
Rent Expense	800,000.00	960,000.00	1,152,000.00	1,295,200.00
Marketing Expense	235,000.00	282,000.00	338,400.00	406,080.00
Salaries Expense	1,518,000.00	1,609,080.00	1,705,624.80	1,807,962.29
Insurance Expense	20,000.00	20,000.00	20,000.00	20,000.00
Deprecation	458,640.00	458,640.00	458,640.00	458,640.00
Total Operating Expenses	3,381,640.00	3,749,720.00	4,178,664.80	4,592,682.29
EBITDA	<u>7,208,360.00</u>	<u>7,369,780.00</u>	<u>7,496,810.20</u>	<u>7,666,566.46</u>
Others				
Interest	365,000.00	365,000.00	365,000.00	365,000.00
Profit before tax	6,863,360.00	7,024,780.00	7,151,810.20	7,321,566.46
Profit tax (30%)	2,059,008.00	2,107,434.00	2,145,543.06	2,196,469.94
Net Income/loss	<u>4,784,352.00</u>	<u>4,897,346.00</u>	<u>4,986,267.14</u>	<u>5,105,096.52</u>

Table 8. Income statement

Asset	Cost	Useful life	Annual Depreciation
Accessory and furnishing	1,393,200.00	5	278,640.00
Kitchen equipment	900,000.00	5	180,000.00
Total depreciation	2,293,200.00		458,640.00

Table 9. depreciation

4.8.5. Projection of Cash Flow

Beyond earth space themed café and restaurant

Item	2024	2025	2026	2027
Operating Activities:				
Net Income	4,784,352.00	4,897,346.00	5,015,830.00	5,141,428.00
Adjustments for Non-Cash Items:				
Depreciation	458,640.00	458,640.00	458,640.00	458,640.00
Changes in Working Capital:				
Increase in Accounts Receivable	1,584,000.00	1,741,440.00	1,901,584.00	2,074,742.00
Decrease in Inventory	-	-	-	-
Increase in Accounts Payable	504,246.00	529,663.00	556,585.00	585,163.00
Operating Cash Flow	6,368,352.00	6,725,563.00	7,061,479.00	7,441,667.00
Investing Activities:				
Purchase of Equipment	2,295,765.00	-	-	-
Net Cash Flow from Investing Activities	2,295,765.00	-	-	-
Financing Activities:				
Loan Proceeds	5,000,000.00	-	-	-
Investor Contribution	2,001,200.00	-	-	-
Net Cash Flow from Financing Activities	7,001,200.00	-	-	-
Net Cash Flow:	6,368,352.00	4,429,798.00	4,765,714.00	5,146,502.00
Ending Cash Balance:	6,368,352.00	10,798,150.00	15,563,864.00	20,710,366.00

Table 10. Cash flow

4.8.6. Financial Evaluation

The process of determining the worth of a business, project, or investment is known as financial evaluation. It entails calculating the project's value in relation to projected cash inflows and outflows over a given time frame¹. Investigating the project's cost, risk, and return is another aspect of the evaluation.

4.8.6.1 Net present Value (NPV)

Net present value (NPV) is a financial metric that's used to figure out how much money an investment, project, or company will bring in at the moment. It considers the time value of money, which basically states that because of the possibility of generating a return on investment, a birr today is worth more than a birr tomorrow.

Item	2024	2025	2026	2027
Net Cash Flow	4,784,352.00	4,897,346.00	5,015,830.00	5,141,428.00
Discount Factor at 18 %	1.18	1.39	1.64	1.94
Discounted net cash flow	4,054,535.59	3,517,197.64	3,052,788.99	2,651,891.36
Sum of discounted cash inflows	13,276,413.59			
Minus Initial Investment or Outflow	7,001,200.00			
Net present value (NPV)	<u>6,275,213.59</u>			

$$NPV = \Sigma (\text{Future Cash Flow} / (1 + \text{Discount Rate})^{\text{Year}}) - \text{Initial Investment}$$

Table 11. Net present value

Decision Rule An investment that has a positive net present value (NPV) may be feasible because it implies that the project will yield greater value than it will cost. The opposite is suggested by a negative NPV. NPV of 0 indicates the inflows and outflows are balanced.

Analysis

Accept the project because the net present value (NPV) is 6,275,213.59 even after taking into account the first four years of the investment period.

4.8.6.2. Internal Rate of Return (IRR)

A metric used in financial analysis to gauge the profitability of possible investments is the internal rate of return, or IRR. In a discounted cash flow analysis, the internal rate of return (IRR) is the discount rate that sets the net present value (NPV) of all cash flows to zero.

The total present value of the cash inflow and outflow equals one another. Therefore, we will accept a project if it offers us the opportunity to earn this rate.

$$0 = NPV = \sum \left(\frac{\text{Cash flow at time } t}{(1 + IRR)^t} \right) - \text{Initial Investment}$$

$$0 = (4,784,352.00 / (1 + 0.18)^1) + (4,897,346.00 / (1 + 0.18)^2) + (5,015,830.00 / (1 + 0.18)^3) + (5,141,428.00 / (1 + 0.18)^4) - 7,001,200.00$$

$$IRR = 23.82\%$$

Analysis

Accept the project since the internal rate of return is 23.82% and its higher than the required 18% discount rate.

4.8.6.3. Benefit-Cost Ratio (BCR)

A financial metric called the Benefit-Cost Ratio (BCR) is used in cost-benefit analysis to determine whether a project or investment is desirable. It does this by comparing the benefits of the project to its costs in the present. The following formula can be used to get the benefit-cost ratio:

$$BCR = \frac{\text{Total discounted cash inflows}}{\text{Initial investment or outflow}}$$

Using the give formula

$$BCR = 13,276,413.59 / 7,001,200$$

$$BCR = 1.896$$

Decision Rule

- If BCR is greater than 1 we should accept the project: Because it indicates that the project is expected to generate a positive NPV

- If BCR is less than 1 then we should reject the project it will make the project financially Undesirable.
- The discount rate selected has a big effect on the BCR. The present value of future benefits is diminished by a higher discount rate, which could lower the BCR.

Analysis

Based on the calculation BCR is approximately 1.896 greater than 1 therefore we should accept the project because it indicates potentially favorable outcome.

4.8.6.4. Payback Period (PBP)

The Payback Period (PBP) is the amount of time needed for an investment to yield sufficient cash flow to cover its initial outlay. It aids investors in understanding when they can expect returns and recover their initial investment.

$$PBP = \frac{\text{Initial Investment}}{\text{Average annual cash flow}}$$

Using the given formula

Initial investment= 7,001,200

Net cash flow for each year is (4,784,352.00, 4,897,346.00, 5,015,830.00, 5,141,428.00)

Average Annual cash flow = (4,784,352.00, 4,897,346.00, 5,015,830.00, 5,141,428.00)/4

Average Annual cash flow =4,959,739

PBP= 7,001,200/ 4959,739

PBP= 1.41 Years

Decision

It is believed that the initial investment will be recovered in a relatively brief amount of time, as indicated by the calculated payback period of approximately 1.41 years. This implies a quicker payback period.

4.8.6.5. Accounting Rate of return (ARR)

The Accounting Rate of Return (ARR) is a metric used in finance to assess how profitable a project or investment is. It represents the average yearly percentage return on investment, calculated from the initial investment amount.

The formula for calculating the Accounting Rate of Return is as follows

$$ARR = \frac{\text{Average Annual Net Income}}{\text{Average Investment}} * 100$$

Average annual net income = 4,784,352.00 + 4,897,346.00 + 5,015,830.00 + 5,141,428.00/4

Average annual net income = 4,959,739

ARR= 4,959,739 / 7,001,200

ARR= 7.084%

Decision Rule

- A higher ARR indicates a more profitable investment. It implies that the investment outperforms its cost in terms of return on investment.
- A lower ARR suggests a less profitable investment. It might be essential to reevaluate the project or look into methods to increase its profitability.
- ARR should be compared to other financial metrics like Net Present Value (NPV) and Internal Rate of Return (IRR) for a more comprehensive evaluation.

The target rate for accounting rate of return

Analysis

Based on an Accounting Rate of Return (ARR) of 7.084%, it is generally favourable to accept the project.

4.8.6.6. Break-Even Analysis (BEA)

Is a financial tool that's used to figure out when the project makes enough money to pay for everything that costs. Stated differently, it aids in determining the point at which its sales will result in a profit rather than a loss.

$$BEA = \frac{\text{Fixed costs}}{(\text{Selling price per unit} - \text{Variable cost per unit})}$$

To determine the point at which the total revenue equals to the total cost resulting in neither profit or loss

Given

Fixed cost= 2,923,000

Variable cost= 200

Selling price per unit= 550

First we determine the contribution margin per unit= selling price per unit – Variable costs per unit = 350

$BEP \text{ (in units)} = \text{Fixed Costs} / (\text{Selling Price per Unit} - \text{Variable Cost per Unit})$

$BEP \text{ (in units)} = 2,923,000 \text{ ETB} / 350 \text{ ETB}$

$BEP \text{ (in units)} \approx 8,351.43 \text{ units}$

Decision after analysis

To cover all fixed costs and start making a profit, the project need to sell approximately 8,352 units. Therefore accept the project

CHAPTER FIVE

SUMMARY AND CONCLUSIONS

Summary of Findings

For this project the feasibility of opening a café and restaurant in Addis Ababa, Ethiopia with a beyond earth space themed was assessed and was successfully conducted. The project utilized a descriptive research design to observe and describe the characteristics of a space-themed cafe and restaurant. It employed both quantitative and qualitative methods, collecting primary data and secondary data. The primary data were collected using structural and unstructured written questionnaires. 40 samples were carefully selected from the sampling frame using convenience sampling method to gather the information required to assess and ascertain whether the favorable condition was present for Beyond earth's feasibility as a business venture. It was used to select participants who visited Mount Entoto and were interested in space-themed dining

Based on the study's design and model, eight significant variables were determined to be the main focus of the study. The eight variables studied and analyzed were: markets and demand analysis, raw materials and supplies study, location and site assessment, production program and plant capacity, technology selection, organizational and human resources feasibility, social and economic feasibility, and finally financial feasibility.

After the feasibility study was finished, it was determined that each of these important considerations was reasonably acceptable. The study came to the exact conclusion that the space themed café and restaurant concept is workable, risk-worthy, and worthwhile to carry out.

Opening a space-themed cafe and restaurant in Addis Ababa, provides the community with a unique and engaging experience, promotes interest in science and technology, offers educational opportunities, and serves as a platform for community events and workshops related to space exploration. And it also can create job opportunities for local residents, contributing to employment and economic growth in the community.

The study's conclusions and outcomes are listed below, simply classified under the eight different variables that provided the foundation for the analysis

1. On Market Demand Analysis

The concept of a space-themed sanctuary resonates well with the target audience. The high percentage of those expressing a very interested response indicates a robust demand for a dining establishment that goes beyond the ordinary and provides a unique galactic adventure. The market demand analysis reveals a strong potential for a Beyond Earth space-themed cafe and restaurant in Addis Ababa, Ethiopia. The concept resonates with a significant portion of the target audience, particularly young adults and families with children, who are interested in unique and immersive dining experiences. Consequently, it has been determined that the business idea is not only viable but also holds promising prospects for success.

2. On Raw Materials and Supplies Study

With easily accessible local supplies and innovative sourcing techniques, sourcing a variety of ingredients for Beyond Earth's interplanetary culinary adventure and creating its immersive space-themed décor is not only feasible, but achievable. The supplies needed, which range from lighting to astronaut costumes, are easily obtainable, ensuring a smooth launch and a successful, bright journey for Addis Ababa's diners.

3. On Location and Site Assessment

Based on the questionnaire responses, it is strongly agreed that the location of a space-themed café and restaurant is crucial for its success. Additionally, there is a strong agreement that the establishment should be easily accessible by public transportation and have ample parking space for customers. The attracts of a significant number of daily visitors, further supports the feasibility of opening Beyond Earth café and restaurant in that location. Therefore, the findings from the location and site assessment indicate that it is feasible to proceed with opening Beyond Earth café and restaurant near mount Entoto.

4. On Production Program and Plant Capacity

The production program for the beyond earth space-themed café and restaurant includes a diverse menu with standardized production processes. The plant capacity will be equipped with kitchen and restaurant equipment, as well as designated space for peak production demand. These findings confirm the feasibility of opening the beyond earth restaurant, as the

production program and plant capacity can support the envisioned culinary offerings and operational requirements

4. On Technology Selection

Based on the questionnaire responses and the identified technology requirements, it is feasible to integrate the necessary specialized technical expertise, establish a strong online presence, and utilize technology to enhance operations and customer experience in the space-themed café and restaurant. These findings support the viability of incorporating technology into the establishment, indicating that it is both practical and achievable. Therefore, it is feasible to proceed with implementing the recommended technology solutions in the café and restaurant.

5. On Organizational and Human Resources

Beyond Earth café and restaurant concept was determined to be generally highly viable with regard to this specific feasibility analysis factor because it demonstrates the organizational and human resources required for its success, which are sufficient and easily available to support the project.

6. On Social and Economic Analysis:

The establishment of a beyond Earth space-themed café and restaurant can bring numerous benefits to the community. Socially, it can serve as a community hub, promote inclusivity, and provide educational opportunities. Economically, it creates jobs, supports local businesses, and boosts tourism. Additionally, it promotes environmental sustainability. Based on this analysis, opening the café and restaurant is a favorable decision as it offers significant social, economic, and environmental advantages to the community.

7. On Financial Analysis

Thorough financial analysis confirms the viability and profitability of the beyond Earth space-themed café concept. Various calculations, such as NPV, IRR, BCR, PBP, ARR, and BEA, all indicate the acceptability and excellence of the beyond earth business concept. The café has been found to be financially viable and demonstrates strong performance across all evaluated financial methods.

Finally, it is essential to note that all eight of the feasibility components or decision factors that were previously examined and outlined have been found to be feasible. It was discovered that each of these elements was present in the necessary amount, both separately and collectively. Put another way, every essential variable that was examined has been determined to be viable and acceptable

Conclusion

In summary, the feasibility study for the proposed Beyond Earth space-themed café and restaurant in Addis Ababa indicates a strong foundation for success. Employing a descriptive research design and a combination of quantitative and qualitative methods, the study explored key variables, including market demand, raw materials, location, production, technology, organizational resources, social and economic impact, and financial viability.

The results show that there is positive demand, particularly among young adults and families, affirming the appeal of the space-themed concept. The choice of location near mount Entoto is strategically validated, ensuring a potentially large customer base. Operational aspects, from production capacity to technology integration, showcase practical feasibility. Moreover, the social, economic, and environmental benefits align with community interests. Financial analyses further confirm the project's viability, solidifying the conclusion that the Beyond Earth café and restaurant is not only feasible but holds promising prospects for success in delivering a unique and enriching experience to the community.

Recommendation

Based on the feasible study it is recommended to move forward with opening a space-themed café and restaurant in Addis Ababa, Ethiopia, based on the thorough feasibility study. The study offers convincing proof of the target audience's significant earnings potential and distinctive experiences. Strong interest and a ready customer base seeking immersive dining experiences are shown by the market demand analysis.

The concept's viability is consistently supported by feasibility studies across a wide range of variables. This study is further strengthened by social and economic benefits, such as the advancement of science and technology, the creation of jobs, and the assistance of local businesses.

The study concludes that there is a good chance of success, providing that the space themed cafe and restaurant is feasible. It is therefore advised to put the beyond earth concept into practice in order to capitalize on consumer demand and the attractive experiences it provides

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APPENDICES

America College of Technology

MA in Business Administration

Questionnaire to be filled

Dear respondents, I am a graduate student at ACT collage in Department of Business Administration currently; I am conducting Project entitled, “**A feasibility study for launching a space themed café and restaurant experience in Addis Ababa, Ethiopia**”. As a partial fulfillment of the requirements for the Masters of Degree of Business Administration. The purpose of this questionnaire is to gather data for the proposed study, and hence you are kindly requested to assist the successful completion of the study by providing the necessary information. I confirm you that the information you share will stay confidential and only used for the aforementioned academic purpose. So, your genuine, frank and timely response is vital for the success of the study. I want to thank you in advance for your kind cooperation and dedication of your precious time to fill this questionnaire

Therefore, please put a tick mark (√) on the space provided

General Instructions

- No need to write your name,
- For further information, please contact the student researcher by 0929350320.
- In all cases where answer options are available, please circle in the appropriate answer.

Part I. General Background of Respondents (Demographic Information)

1. Gender;

Male Female

2. Age;

A. 21-29 B. 30-39 C. 40-49 D. 50 and above

3. Occupation

Student Employed (specify occupation) Self-employed

Unemployed Retired

4. Educational status;

A. Diploma B. Degree C. Masters D. PhD

5. Income Level:

A. 5,000 B. 5,000-10,000 C. 10,000-20,000 D. 20,000 or more

6. Residence:

- Addis Ababa
- Other cities in Ethiopia
- Outside Ethiopia

7. Frequency of Dining Out:

- Less than once a month
- Once a month
- 2-3 times a month
- Once a week
- Multiple times a week

8. Preferred Dining Options:

- Casual dining
- Fast food
- Fine dining
- Themed restaurants (e.g., Italian, Asian, Ethiopian)

9. Interest in Space Exploration:

- Very interested
- Somewhat interested
- Neutral
- Not very interested
- Not at all interested

10. Awareness of Ethiopian Cuisine:

- Very familiar
- Somewhat familiar
- Not familiar at all

11. Willingness to Try Space-Themed Dining Experience:

- Very likely
- Somewhat likely
- Neutral
- Somewhat unlikely
- Very unlikely

part II. Questions on Performance management practices,

Rate each statement on the Likert point

Social and Economic Feasibility

1. How interested are you in visiting a space-themed café and restaurant?
 Not very interested Neutral interested Very interested
2. How likely are you to pay a premium for a space-themed dining experience?
 Not very interested Neutral interested Very interested
3. How strongly do you agree that a space-themed café and restaurant would bring positive social and economic benefits to your community
 Strongly Disagree Disagree Neut Ag Strongly agree
4. How strongly do you agree that a space-themed café and restaurant could be designed to be inclusive and welcoming to all people?
 Strongly Disagree Disagree Neutral Agree Strongly agree

5. How strongly do you agree that a space-themed café and restaurant could have a positive impact on local tourism and business?

Strongly Disagree Disagree Neutral Agree Strongly agree

6. How concerned are you about the potential negative social and economic impacts of a space-themed café and restaurant in your community?

Very unconcerned Unconcerned Neutral Concerned Very concerned

7. How important is it to you that a space-themed café and restaurant supports local businesses and sources its ingredients locally

Unimportant Neutral Important Very important

8. How strongly do you agree that a space-themed café and restaurant should provide employment opportunities for local residents?

Strongly Disagree Disagree Neutral Agree Strongly agree

9. How strongly do you agree that a space-themed café and restaurant should actively engage with the local community through events and sponsorships?

Strongly Disagree Disagree Neutral Agree Strongly agree

10. How likely are you to recommend a space-themed café and restaurant to your friends and family?

Very unlikely Unlikely Neutral Likely Very likely

Environmental Feasibility

1. How important is it to you that a café and restaurant is environmentally friendly?

Very unimportant Unimportant Neutral Important Very important

2. How strongly do you agree that a space-themed café and restaurant should minimize its environmental impact?

Strongly Disagree Disagree Neutral Agree Strongly agree

3. How likely are you to patronize a café and restaurant that is committed to sustainable practices?

Very unlikely Unlikely Neutral Likely Very likely

4. How strongly do you agree that a space-themed café and restaurant should use energy-efficient equipment and appliances? (1 = Strongly disagree, 5 = Strongly agree)

Strongly Disagree Disagree Neutral Agree Strongly agree

5. How strongly do you agree that a space-themed café and restaurant should reduce its water consumption and waste generation?

Strongly Disagree Disagree Neutral Agree Strongly agree

6. How strongly do you agree that a space-themed café and restaurant should source its food and beverages from sustainable and environmentally friendly sources?

Strongly Disagree Disagree Neutral Agree Strongly agree

7. How strongly do you agree that a space-themed café and restaurant should use compostable or recyclable packaging materials?

Strongly Disagree Disagree Neutral Agree Strongly agree

8. How strongly do you agree that a space-themed café and restaurant should educate its customers about environmental sustainability?

Strongly Disagree Disagree Neutral Agree Strongly agree

9. How important is it to you that a space-themed café and restaurant offsets its carbon emissions?

Very unimportant Unimportant Neutral Important Very important

10. How strongly do you agree that a space-themed café and restaurant should support policies and initiatives that promote environmental sustainability?

Strongly Disagree Disagree Neutral Agree Strongly agree

Technical and Location-Wise Feasibility

1. How strongly do you agree that a space-themed café and restaurant requires specialized technical expertise and equipment?

Strongly Disagree Disagree Neutral Agree Strongly agree

2. How strongly do you agree that the location of a space-themed café and restaurant is crucial for its success?

Strongly Disagree Disagree Neutral Agree Strongly agree

3. How strongly do you agree that a space-themed café and restaurant should be easily accessible by public transportation?

Strongly Disagree Disagree Neutral Agree Strongly agree

4. How strongly do you agree that a space-themed café and restaurant should have ample parking space for customers?

Strongly Disagree Disagree Neutral Agree Strongly agree

5. How strongly do you agree that a space-themed café and restaurant should comply with all applicable building codes and safety regulations?

Strongly Disagree Disagree Neutral Agree Strongly agree

6. How strongly do you agree that a space-themed café and restaurant should have effective insurance coverage to protect against potential risks?

Strongly Disagree Disagree Neutral Agree Strongly agree

7. How strongly do you agree that a space-themed café and restaurant should have a strong online presence and social media presence?

Strongly Disagree Disagree Neutral Agree Strongly agree

8. How strongly do you agree that a space-themed café and restaurant should use technology to enhance its operations and customer experience?

Strongly Disagree Disagree Neutral Agree Strongly agree

12. Additional Comments or Suggestions:

- What are your thoughts and suggestions for space themed café and restaurant concept?

- How do you picture such a place like space themed café and restaurant ?