



RETRO CINEMA
café

RETRO CINEMA CAFE

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WHO ARE WE?

CAFE

- GRAB A SNACK AND DRINK
- HAVE A CHAT WITH FRIENDS
- HAVE FUN PLAYING ON OUR ARCADES





WHO ARE WE?

CINEMA

- WATCH OLD-SCHOOL CLASSICS IN VHS FORMAT
- MOVIES FROM ALL OVER THE WORLD
- INDIVIDUAL HEADPHONES
- THEMED NIGHTS SUCH AS *HORROR WEDNESDAY* AND *COMEDY FRIDAY*





TARGET AUDIENCE

- 21-35 YEARS OLD
- ALL GENDERS
- DUTCH AND INTERNATIONAL
- INTERESTED IN VINTAGE TREND AND CLASSIC MOVIES
- YOUNGER GENERATION EXPERIENCE THE NIGHT-LIFE HOW IT USED TO BE
- OLDER GENERATION FEEL NOSTALGIC AND ENJOY MOVIES YOU HAVE NOT SEEN IN A WHILE

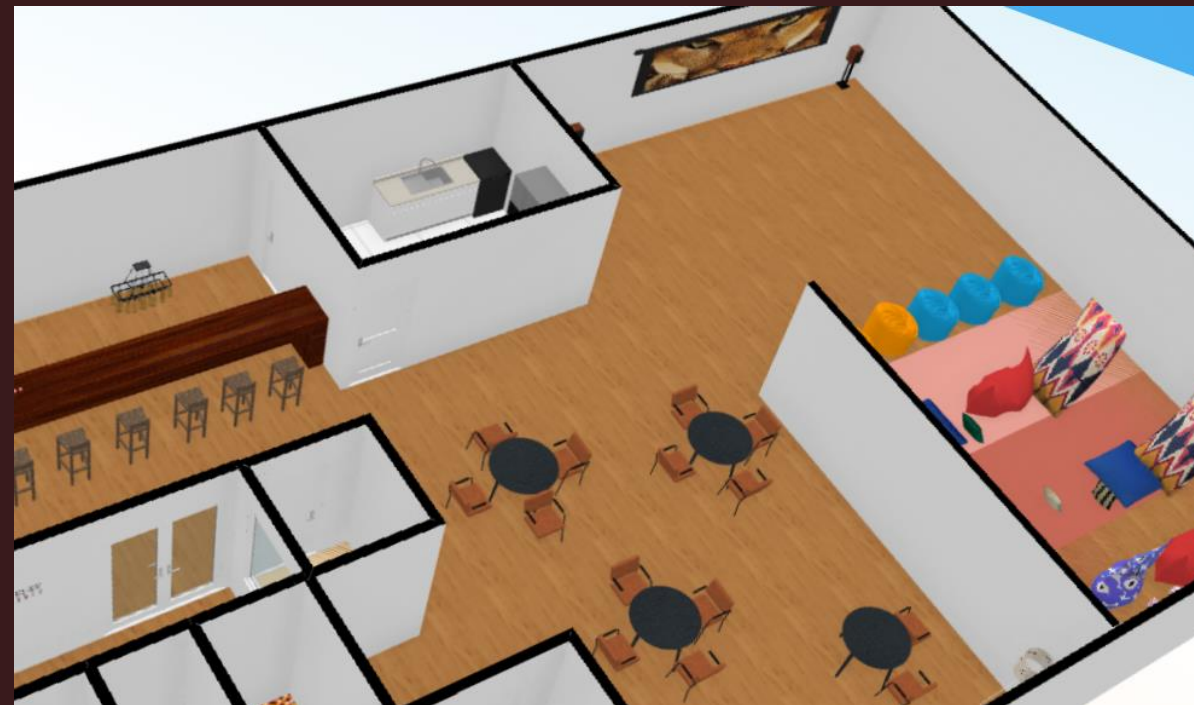




RETRO CINEMA
cafe



THE CAFE
OUDKERKHOF



THE CAFE

CINEMA

Monday & Tuesday

Closed

Wednesday

4pm to 12pm

Thursday – Saturday

4pm-1am

Sunday

4pm – 12pm

WHY US?

INTERNATIONAL GROUP
5 NATIONALITIES

DIFFERENT AGES
17-31

PASSIONATE AND HARD-WORKING

VARIOUS SKILLS (DESIGN,
COMMUNICATION, FINANCES)





MARKET RESEARCH

- EVER GROWING CINEMA INDUSTRY
- 36 MILLION TICKETS SOLD – €312 MILLION REVENUE
- NOT MANY CAFE AND CINEMA COMBINATIONS
→ NONE FOCUS ON CLASSICS
- VINTAGE TREND
- HEADPHONE TREND – SILENT DISCO

MARKETING COMMUNICATION

WEBSITE
SOCIAL MEDIA
POSTERS
REVIEWS / NEWSPAPERS
TOUR GUIDES
BROCHURES





MENU

Retro cinema cafe

Drinks

Coca-cola	€2,50
Fanta	€2,50
Ice Tea	€2,65
Ice Tea Green	€2,65
Spa Blauw	€2,20
Spa Rood	€2,20
Ginger Ale	€2,65
Red Bull	€3,00

Beers

Heineken	€2,60
Leffe Blond	€4,00
Leffe Dubbel	€4,75
Westmalle Trippel	€4,00
Vedett	€4,00
Corona	€3,75
Radler	€3,75
Radler 0.0%	€3,00
Heineken 0.0%	€3,00

Wines

Chardonnay	€4,00
Sauvignon Blanc	€4,25
Rose	€4,25
Merlot	€4,25
Sangiovese	€4,50

Snacks

Beef Burger	€4,75
Veggieburger	€5,00
Fries	€2,50
Sweet potato fries	€2,50
Springrolls	€4,00
Breadplatter	€5,00
Cheeseplatter	€5,00

Sweets

American Cookie	€2,00
Bananabread	€2,25
Cheesecake	€3,70

RETRO CINEMA

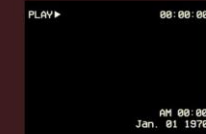
cafe

[ABOUT US](#)[EVENTS](#)[MENU](#)[CONTACT](#)

ABOUT US

Retro Cinema Cafe in Utrecht

In the Retro Cinema Cafe memories will be brought back. We will give you a relaxing evening in our cozy café/cinema. You can watch your favorite childhood movie in a vintage setting. It is also possible to have a drink or a burger in our café. Come enjoy a nice night at the Retro Cinema Cafe!



EVENTS

Themenights, Films & Other events

Among other events, we have theme nights every week. Monday we will watch the best horror movies. On Tuesday it will be Disney night. On Thursday it is Studentnight, what means: 10% on all snacks. Click here to see all our events...

MENU

Drinks & Food

Here you can download our menu. We have a lot of vegetarian options! For information about allergies you can always contact our staff.

[CONTACT](#)

The Old Herald

ONE OF THE WORLD'S GREAT NEWSPAPERS

NEWS WORLDWIDE SINCE 1885

SUNDAY MORNING

20 AUG. 1925

CC

XXXVII

DAILY 0.12 \$

Vivamus pretium dapibus!



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CONSECTETUR DICTUM QUAM



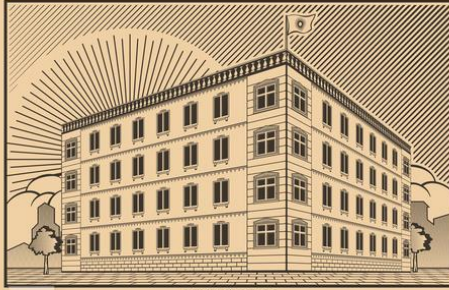
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MAECENAS A SUSCIPIT EROS!



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PHASELLUS ALIQUAM VENENATIS



LOREM BUILDING

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CRAS AUGUE TELLUS

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CINEMA

FINEST OF THE FINE!

Since 1960

CHEAP TICKETS





24/7

ACTION • COMEDY • DRAMA • HORROR

RETRO Cinema

MOVIE NIGHTS



FREE POPCORN

THIS SUMMER 15TH OF JUNY

GET YOUR TICKETS

PROMOTION



POSITIONING

THE POSITIONING OF THE RETRO CINEMA CAFE IS TO CREATE A UNIQUE AND VINTAGE VIBE WHICH AT THE SAME TIME IS TRENDY AND UPCOMING FOR YOUNGER PEOPLE.



MESSAGE

THE CAFE WANTS TO REINVENT THE OLD TIMES BY ADDING SOME MODERN TOUCHES. THE INTERIOR DESIGN AND THE ATMOSPHERE, COMBINED WITH OLD-SCHOOL CLASSICS, WILL BRING BACK MEMORIES AND ALLOW TODAY'S YOUTH TO PARTAKE IN THE NIGHT-LIFE, THE WAY IT WAS BACK THEN, GIVING THEM A CHANCE TO ESCAPE THEIR HECTIC LIFESTYLES.



PERMITS

GENERAL LICENSE

- BUSINESS LICENSE
- PREMISES LICENSE
- BUILDING REGULATIONS

CINEMA LICENSES

- NON-THEATRICAL LICENSE
- SOUNDTRACK LICENSE
- GENERAL MUSIC LICENSE

CAFE LICENSES

- RESTAURANT LICENSE
- RESALE LICENSE
- LIQUOR REGULATIONS
- HEALTH PERMITS

SAFETY PERMITS

- FIRE SAFETY RISK ASSESSMENT
- HEALTH AND SAFETY AT WORK



STAFF

ONE PROFESSIONAL IN KITCHEN
AND BAR WHO WILL LEAD A
TEAM OF STUDENTS

6 PEOPLE ON AVERAGE NIGHT



RISKS & INSURANCES

STRATEGIC RISKS
COMPLIANCE RISKS
FINANCIAL RISKS
OPERATIONAL RISKS
MARKET / ENVIRONMENTAL
RISKS

COMPANY LIABILITY
CONSEQUENTIAL LOSS
PROFESSIONAL INDEMNITY
LOSS-OF-INCOME
MACHINERY AND EQUIPMENT
CREDIT
BUILDING
LEGAL ASSISTANCE
SICK LEAVE



FINANCES



Fixed Assets	Quantities	Unit rate	Total	Owner's Equity	Total
Fridges	3	€ 1,300	€ 3,900	Savings	€ 400,000
Kitchen equipment			€ 5,000		
Bar equipment			€ 5,000		
Cinema screen			€ 2,200		
Tables	5	€ 200	€ 1,000		
Chairs	10	€ 100	€ 1,000		
Bean bag chairs	10	€ 80	€ 800		
Couches	4	€ 800	€ 3,200		
Machines (cashing, ticketing)	3	€ 200	€ 600		
Coffee Machine	1	€ 1,100	€ 1,100		
Arcade Machines	2	€ 2,000	€ 4,000		
	Total Spendings		€ 27,800		
Current Assets					
Stocks			€ 3,000		
Cash			€ 369,200		
Total assets			€ 400,000	Total Owner's Equity	€ 400,000

<u>Incomes</u>		<u>Expenses</u>	
Entrance fee	€9.400	Rent	€5.000
Bar revenue	€37.600	Salaries	€17.757
		Promotion	€1.175
		Food & drinks	€7.500
		Taxes (25%)	€11.750
		<u>Licences</u>	€123,75
		Insurances	€240
Total:	€47.000	Total:	€43.545,75
	Profit:	€3.454,25	

INVESTORS

WHAT ARE WE ASKING?

SUPPORT BY OFFERING

- YOUR CONNECTIONS
- YOUR VOICE
- YOUR REACH

WHY SAY YES?

- THE CAFE IS A VERY INNOVATIVE IDEA
- GREAT PASSION BEHIND PROJECT
- PROFITABLE BUSINESS



CINEMA

**Excited to Welcome you at the Retro Cinema Café
in May 2020**