

# Mostarya's Maid Café

## 1. Introduction

Welcome to Mostarya's Maid Café! Our maids will delightfully and professionally serve the cutest compilation of meals, sweets, and drinks to your hearts content.

## 2. Expected List of Features

- Menu
  - Signature sweets
    - Macarons
    - Roll Cake
    - Takoyaki
  - Drinks
    - Tea
    - Frappes
    - Cappuccino
  - Signature meals
    - Omelet
    - Cutlets
    - Curry
- Reservations
  - Book one of our private rooms for your special occasion, select your theme preference, and leave the work to us!
    - Royalty
      - Classical style maids
    - Casual
      - French style maids
    - Kawaii
      - Hime-Lolita inspired maids

- Looking to join our team? Check out our Careers listings for openings!
  - Maid
  - Barista
  - Chef
  - Connoisseur – Café Manager
  - Yeif Meister – Regional Manager
- Not sure what to expect? Please visit our About page for more information.
  - Atmosphere
  - Conduct
    - Zero tolerance policy

### 3. Market Survey

In Japan, maid cafes are more commonplace with its French cuisine and café culture origins (1). America has yet to take up this iconic Asian craze with a professional protocol on a wide scale. Most of the time, anime conventions and festivals are the limited occasions where can be experienced from “Pop-up” shops (4).

Bright colors and fun or cute aesthetics are typically used on websites as the maid café is geared towards lolita and decorative influences (4,6,7,8). Having a clean and elegant style will promote the professional coffeeshop atmosphere with hints of cuteness scattered throughout the website to maintain the industry’s staple uniqueness (5).

Japanese websites can tend to crowd the pages with information and large, yet cute, pictures (8). Mostarya’s Maid Café will be simpler and more concise in its visuals.

It’s imperative to have policies set in place for maid cafes to protect the employees and enhance the experience for guests (1,2,3). A simple list of rules and expectations will clearly set the stage for newcomers.

#### 4. References

##### Resources:

1. Maid Cafe Code of Conduct – [http://inventorspot.com/articles/maid\\_cafe\\_code\\_conduct\\_chastises\\_creepy\\_clients\\_18430](http://inventorspot.com/articles/maid_cafe_code_conduct_chastises_creepy_clients_18430)
2. Kanpai! - <https://www.kanpai-japan.com/tokyo/maid-cafe>
3. The Dark Side of Japan's Maid Cafe Industry - <https://youtu.be/2Q05aa-HTT8>

##### Similar Websites:

4. Deadly Sweet Maid Cafe - <https://www.deadlysweetmaidcafe.com/>
5. Arcane Café - <https://arcanecafe.com/>
6. Lovely Heart Maid Café - <http://www.lovelyheartmaidcafe.com/about-us>
7. Anime CTX: Amai Maid Café - <http://www.animectx.com/maid-cafe/>
8. Maidreamin - <https://maidreamin.com/multilp/>