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Business Plan: Maui Bowling and Amusement Center (MBAC)

Presented by: KyMoKi Entertainment Inc. (KEI)

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**Executive Summary:**

Business Name: Maui Bowling and Amusement Center (MBAC)

Location: Queen Ka‘ahumanu Shopping Center (Old Sears / potential expansion to Macy’s)

Total Investment Required: \$5 million

- \$3 million for renovations, equipment, and construction
- \$2 million for operational expenses and marketing

Ownership: MBAC will be owned and operated as a DBA of KyMoKi Entertainment Inc.

Projected Opening: 2027

Status: Queen Ka‘ahumanu Center (QKC) has expressed strong interest and given a tentative green light to move forward.

## **Overview:**

Maui Bowling and Amusement Center (MBAC) will be a full-scale, indoor family entertainment venue offering bowling, live music, arcade games, a trampoline room, food and beverage services, and event space. Situated in the heart of Kahului at QKC, MBAC is designed to serve both locals and tourists looking for safe, fun, all-weather entertainment.

KyMoKi Entertainment Inc. is now actively seeking angel investors, equity partners, and/or non-voting revenue-sharing collaborators to bring this exciting vision to life.

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## **Mission Statement:**

To create Maui's premier indoor family entertainment center where Kama'āina and visitors alike can come together to play, celebrate, and connect. Through fun, food, music, and shared experiences, MBAC will foster lasting memories and strengthen our island community.

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## **Business Model:**

MBAC will generate income through:

- Bowling fees and shoe rentals
  - Arcade gameplay
  - Food and beverage sales
  - Private event and banquet/party bookings
  - Concerts, DJ nights, and themed events
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## **Market Analysis**

### **Industry Overview:**

While Maui is world-famous for outdoor recreation, it lacks indoor, family-oriented entertainment—especially in the evenings or during inclement weather. MBAC fills this critical gap by offering a vibrant, all-in-one experience. With limited competition and strong community need, the opportunity is ripe and ready for improvement and MBAC will provide it.

### **Target Audiences:**

- Primary: Maui families, teens, and young adults
- Secondary: Tourists seeking family fun beyond beaches
- Tertiary: Local businesses booking corporate events and celebrations

### **Location Strength:**

Queen Ka‘ahumanu Center is a well-trafficked central hub, with ample parking and mall synergy. The closure of Sears and part of Macy’s presents a timely opportunity to revitalize the space with MBAC as a destination anchor.

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### **Products & Services:**

1. Bowling Lanes: 20 standard lanes + 10 Keiki-sized lanes
  2. Entertainment Stage: DJs, concerts, live events
  3. Arcade Room: Cutting-edge games for all ages
  4. Trampoline Room: A growing trend in indoor family fun (Maybe held for poss expansion to Macy’s)
  5. Food & Beverage Counter + Bar: Full-service kitchen, café, and adult bar
  6. Private Event & Banquet Hall: For parties, corporate events, and community gatherings
  7. Special Programming: Theme nights, tournaments, family festivals
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### **Competitive Analysis:**

Direct Competitors: None on Maui offering the full scope of MBAC’s services.

Indirect Competitors: Movie theaters, small arcades, beach-side activities

### **Competitive Edge:**

- One-stop-shop for family fun
  - Weather-proof, safe, indoor setting
  - Prime central location with high visibility
  - Community-driven programming and events
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### **Marketing Strategy:**

Brand Identity: Fun, inclusive, local, modern—“Where all of Maui comes to play!”

### **Marketing Channels:**

- Social Media: Engaging content across Facebook, Instagram, TikTok
  - Local Media: Radio, newspapers, magazines
  - Tourism Outreach: Hotel concierge programs, tour operators, travel blogs
  - Community Involvement: School partnerships, non-profit fundraisers, local sponsorships
  - Mall Integration: Co-promotions with QKC retailers and anchor tenants
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### **Organization & Management**

CEO / Visionary: Angela Montilliano, Founder of KyMoKi Entertainment Inc.

### **Management Team (to be hired):**

- General Manager: Angela Montilliano
- Operations Manager
- Event & Marketing Coordinator
- Kitchen and Bar Manager
- Arcade & Maintenance Supervisor
- HR and Finance Staff

**Staffing Needs:**

Frontline employees, event hosts, security, janitors and maintenance, cooks, bartenders, and arcade attendants, Alley mechanics

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**Financial Plan****Startup Costs:**

- Renovations & Construction: \$2,000,000
- Bowling Equipment & Trampoline Build-Out: \$500,000
- Arcade Machines: \$150,000
- Kitchen, Bar & Licensing: \$150,000
- Marketing & Launch Budget: \$200,000
- 3-Month Operating Capital: \$2,000,000

Total Initial Investment: \$5,000,000

**Revenue Streams:**

- Bowling & Rentals
- Arcade Gameplay
- Food & Beverage
- Event Bookings
- Concerts & Themed Nights

### **5-Year Financial Projection**

<b>Year</b>	<b>Revenue</b>	<b>Expenses</b>	<b>Net Profit</b>
1	\$1,200,000	\$1,000,000	\$200,000
2	\$1,500,000	\$1,100,000	\$400,000
3	\$1,800,000	\$1,150,000	\$650,000
4	\$2,000,000	\$1,200,000	\$800,000
5	\$2,300,000	\$1,300,000	\$1,000,000

Return on Investment: Repayment of \$3M infrastructure investment by end of Year 3. Full operational profitability and investor ROI expected by Year 5.

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### **Opportunity for Investors & Partners**

KyMoKi Entertainment Inc. is currently seeking:

- Angel Investors for early-stage capital
  - Equity Partners willing to share in growth
  - Non-Voting Revenue-Sharing Collaborators who want low-risk, high-return investment
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### **Conclusion**

Maui Bowling and Amusement Center is more than a business—it's a community vision. Backed by Queen Ka'ahumanu Center's interest and created by KyMoKi Entertainment Inc., MBAC is poised to become Maui's ultimate indoor destination for fun, food, and family.

**With your support, we can build something extraordinary together.**