

Development of Anticafe Concept in Finland

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<p>Abstract</p> <p>The anticafe is a type of social establishment. The main feature of an anticafe is that payment is determined by how much time is spent in a café. The price includes free refreshments, and entertainment throughout the customer's stay in the café. Therefore, an anticafe is a public space where everything is for free, except time. The customers have a high level of freedom in comparison to the usual café and restaurant, and are attracted to the ability to relax and enjoy entertainment and events while they are in the café.</p> <p>The thesis work represents the development process project of concept of anticafe in Finland. To prove validity and reliability of the theoretical information, two ways of research method were used – quantitative and qualitative. Data gained from interviews and survey was divided by different steps of development process of new service. The theoretical framework presented the demand on a new concept of social establishment in Finland.</p> <p>The practical research utilized quantitative methods, which were later analyzed with Webropol tools, as well as qualitative methods, namely structured interviews, which were evaluated in each step of development process. Every described step of development process is reinforced by evidences, which were collected after analyzing primary data from interviews.</p> <p>The study discovered that the anticafe concept development in Finland was rather perspective. Moreover, the demand on the new idea in catering sphere would be very high. The investigation may serve as a basis of business plans of Anticafe in Finland in suggested cities.</p>			
Keywords Anticafe, concept, development process, Finnish potential customers			

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1 INTRODUCTION

Developing a new product is one of the most important areas of marketing. At the same time, the economic literature published in the circuit design of new products does not contain the most complete elements of modern marketing tools. This reduces their practical and methodological significance. The theme of this thesis work is "Development of a new product", and the purpose of this research is to describe the bases of developing a new product. It will be case study based on the application of modern marketing approaches.

The relevance of the problem this research is based on is evident by the frequent study of issues raised, research performed, and questions that have been widely discussed. Basically, the material presented in textbooks, is general in nature, and in numerous monographs on the subject discussed in narrower question of the problem. However, it does take in account the current conditions in the study, of the problems indicated by the theme. The high importance and lack of practice of the problem, "Development of a new product," is undeniably shown in the novelty of this study. Further attention to this issue is necessary to develop a more reasonable resolution to the problems of particular subjects in this study. The relevance of this work is due to great interest in developing the process of a case concept. Additionally, this work is relevant in its possibility to describe all steps of the product development process up to the final stage of market entry. In this thesis work, the work market to be entered will be the Finnish market. Consideration of the issues related to this subject is of both theoretical and practical significance. The results can be used to develop case concepts in real situations in Finland.

1.1 Anticafe case concept background

The anticafe is a type of social establishment. The main feature of an anticafe is that payment is determined by how much time is spent in a café. The price includes free refreshments, and entertainment throughout the customer's stay in the cafe. Therefore, an anticafe is a public space where everything is for free, except time. The customers have a high level of

freedom in comparison to the usual café and restaurant, and are attracted to the ability to relax and enjoy entertainment and events while they are in the cafe. Generally, an anticafe is a big hall, or several small rooms with cozy home interior, where guests can move freely, make drinks and snacks by themselves. There is often a place like a kitchen where customers can make tea and coffee and take cookies. Depending on the country where the anticafe is located, time spent in the anticafe is charged by the minute or by the hour. Clients can rest, communicate with each other, attend events, and can even usually bring in their own food and drinks. Alcohol and smoking are prohibited. Many anticafes have a gaming atmosphere and provide board games and videogames, while others have more of a working atmosphere.

The concept of anticafe belongs to a Russian entrepreneur, Ivan Mitin. In 2010, he opened his first place called, “House on the tree” (Dom na dereve in Russian), where every customer could get tea, coffee and refreshments and leave any amount of money that they like. The idea of this project was to share the cost of maintaining the project between all people interested in the project. Visitors were able to leave any amount of money that they wanted. In other words, it could be said that every customer became, “micro-renter” of this place. That place became highly popular among interested people, so Ivan Mitin considered opening a new place. However, because maintenance costs such as rent were expensive, he suggested setting up a formal price for customers at 3 cents per minute. The first establishment of this type appeared at the end of the year 2011 –free space “clock face”. The term, “anticafe,” was invented by a Russian businessman, Mikhail Mulin. There are many variations of this name, such as: “free space,” “time-café,” “time-cafeteria,” “time-club,” and “time shop” (Novabiz.ru 2013-2015).

In the center of Paris, not far from Notre-Dame de Paris and the Louvre, there’s a place called Saint-Michel, and here there is a café with similar rules. Customers here are not paying for food; they are paying for time spent in this anticafe. This establishment is offering free tea, coffee, hot chocolate, fresh drinks, cookies and other confections to the customer. In the evening clients can bring their own food, such as sandwiches, salads and light alcohol beverages (Holding Anticafe 2016).

If it is impossible to work at home, or a work atmosphere is needed, an anticafe would be the ideal place to go. A free space (another name for anticafe) offers a productive atmosphere to the customer all day long in the good company of other customers. Not only that, people can use projector, printer, and scanner if it is needed in a project. In addition to just a working environment, visitors can spend time with their friends and play board games in anticafes. A small library is also offered.

There are two floors, one is for work space, and the other one is for relaxing or recreation. Owners of anticafes are also organizing a variety of events in the evenings, almost 3-4 events per week. Every Thursday, at 7 pm, customers can get free advice from a professional accountant, who can be useful, for the first steps of setting up a business. Every Wednesday, some social games are organized. Two times a month it is possible to attend small concerts. Customers can come alone, or with friends, and they will absolutely be able to find something to do.

The anticafe was created for people who like spend a lot of time and do their work in cafeterias and public places, but don't want to go to expensive restaurants. These establishments combine a small café experience (coffee, tea, water, cookies and etc.) and an office environment (The Internet, office equipment, etc.). Often when a customer finishes drinking his coffee in a traditional cafe, the waiter offers the bill right away, without any possibility to be in the café for more time. From the viewpoint of anticafe: the more time a customer spends inside – the better customer he is for the anticafe. People visit for a variety of reasons – going on a date, working negotiations, reunion, etc. There are often concerts, board game or salsa evenings.

Anticafe is a common name for these kinds of establishments all over the world. In Russia, people usually call them, “free space” (svobodnoe prostranstvo in Russian). There are no cafes like this in Finland. It is important to inform people that this kind of café exists: 9 out of 10 people have never heard about this concept. People enjoy visiting their friends, but sometimes it is impossible, due to limited space or limited friends. Moreover, friends like to spend time outside. Owners of Anticafe sometimes call it, “a common living room.” People always come for 1-2

hours, but sometimes they may spend a whole evening in the café if there is an event organized (Holding Anticafe 2016).

1.2 Main aims for thesis development project

Finland is a small country in comparison with Russia. However, enormous amounts of different social establishments are there, which provide their services for the Finnish population. Interest in some startups has driven the author to set up something new in Finland. Perhaps not as opening something up on a global scale, but rather by analyzing the perspectives of opening up a company with a new concept just in Finland. That is why the concept of an anticafe has been chosen. Russian culture and language help the author to understand the whole concept from inside, and having lived in Finland for more than four years, the author decided to describe the new service development process with a case concept.

Development project of this thesis is mostly focused on the question: will the anticafe concept go through all the steps of the new product development process to the final stage of entering the Finnish market? If yes, in what cities will there be the greatest demand. Moreover, do Finnish people think that this idea of the anticafe could be a trend? The thesis project is planning to be divided into different steps of process, including research in almost every step.

In the thesis research based on concept development of a new service, it is convenient to mainly use qualitative method, because it is needed to find out if people are interested in visiting such cafes and using such services. The knowledge of whether people are satisfied or not can show if the concept is really feasible. People's answers will be gathered, analyzed and evaluated below in a quantitative part of development process results, in addition to the qualitative outcomes that will be presented.

The main goal of this thesis work is to follow the whole development process of a new product, with case concept of the anticafe, while answering the following main questions:

- Will it be popular amongst Finnish people? Qualitative and quantitative data will be presented as part of the development process.
- Is it objectively to develop this concept to Finland? Results will be presented in the conclusion part.

The answers will be from research of the new product development process. Following all steps of this process, it could be possible to answer main questions for this thesis research. Results of research will give the accurate answers for both of these questions after the conducted analyses.

2 NECESSITY OF RESEARCH FOR CONCEPT DEVELOPMENT

2.1 What is spare time for human being?

First of all, what will customers do in such a public space as anticafe? The significant amount of customers will be there in their free time. Thus the meaning of free time for people and what they like to do in their free time should be analyzed.

Free time is any time a person has that is not spent working, in which they may choose freely what they want to do. This means that the daily life of a person includes the time necessary for labor, and outside working hours, which in turn are divided into passive resting time (sleep, lying on the couch and so on), satisfying natural needs (food, administration of natural necessities, and others) and free time.

Free time can be used by a person to express themselves freely, whether by participating in questionable activities such as drinking alcohol or using drugs, or by using it for sports, reading literature, visiting museums, hiking, etc. The first case tends to be time spent by a man hopelessly lost and involves dangerous and self-degrading activities, in the second case it will be a time of intellectual, physical and spiritual development - time truly free.

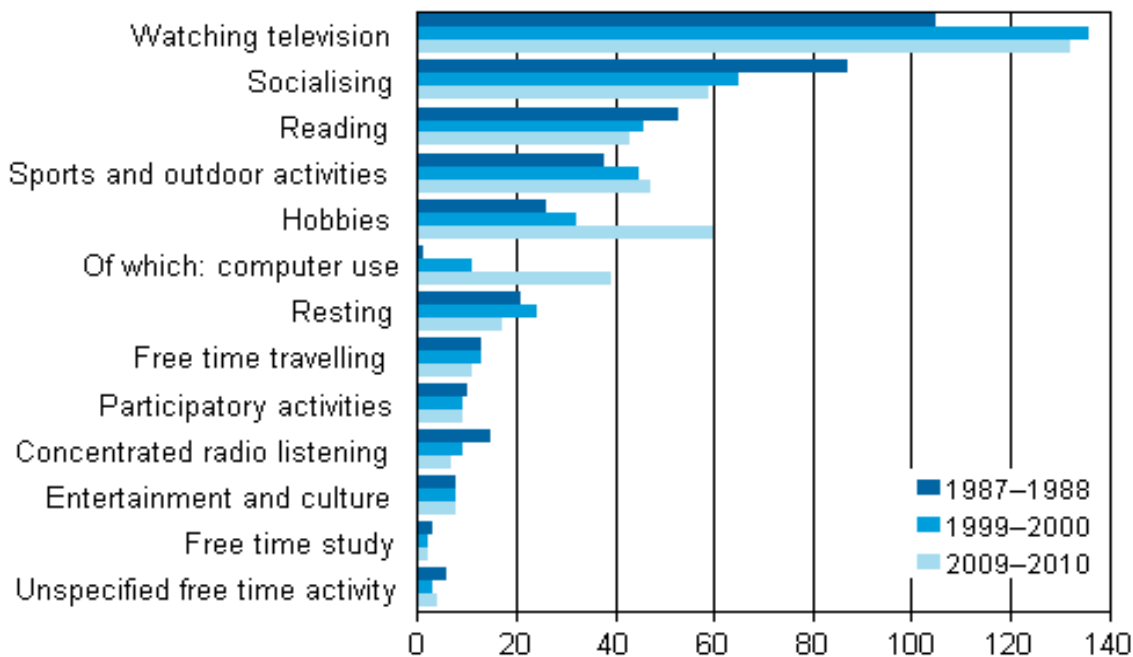
Leisure at all is a kind of reflection of the values of a society reflecting the features of its political system, the economic condition, and what is valuable to the people living in it. The importance of free time in everyday life cannot be overestimated. The importance of free time in everyday life cannot be overestimated. Aristotle said that this happiness is leisure, and a century later, Schopenhauer called leisure crown of human existence, makes a person full owner of his "I". For modern man, living in the high speed world of stress, rapid and large-scale social changes, the ability to be distracted from their duties and immerse himself in your own world, to do what he wants, and not what it should be, it becomes important. Work and leisure are the two essential and completely equal components of a healthy and happy life. These two areas are closely cooperating during the whole development of human society. Income received in the labor sphere, aims to enhance the capacity of organization of active leisure. On the other hand, the main role of free time manifested in the restoration and

reproduction of the labor force, providing the potential of cultural and physical development of the individual, as well as in a number of cases in the implementation of the compensatory functions with respect to the scope of employment.

For analyzing the statistics in this thesis, the secondary databases will be used, because this statistics have already gathered.

2.2 Free time in Finland

Let's figure out what do people do in their free time in Finland. Hopefully they are doing everything what do other people do in other European countries. Below is a graph (Graph 1), which shows the major activities of Finnish people in their spare time over different time periods. First one is from 1987 to 1988. The second is from 1999 to 2000. And the third one is from 2009 to 2010.



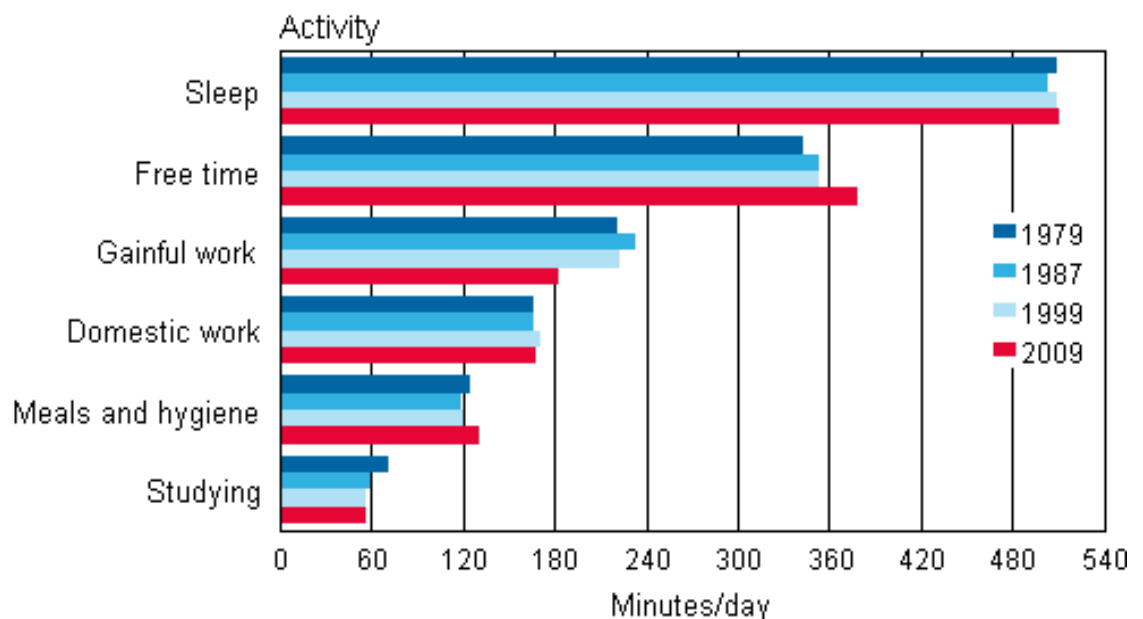
GRAPH 1. Distribution of free time in 1987-1988, 1999-2000 and 2009-2010, population aged 10 or over, minutes per day (Time Use Survey 2009, statistics Finland).

The graph is showing that watching television has the highest rank in such distribution of free time and remains almost at the same point over time.

What activities in spare time could be acceptable for an anticafe from this list? These activities are watching television, reading, hobbies, computer use, resting, entertainment and culture, free time study. As the graph shows the amount of time people spend on these activities increased or almost remained the same. For concept of anticafe it is a big advantage, because if the interest towards these activities increased, this place can provide all of these features to the customers. This is the main aim of any business – to have customers' satisfaction. Customers' satisfaction plays a huge role in the development process of a new product.

2.3 Free time trends in Finland

Another factor why new concept of café was decided to bring to Finland is people's free time has increased. Thus they would have more time for visiting some public place for their past time. Below there is the graph (Graph 2), which shows such trends.



GRAPH 2. Time use of population aged 10 to 64 in the autumn 1979-2009. (Time Use Survey 2009, statistics Finland).

In an anticafe the customer can do everything he wants starting from studying to playing some board games, even have meal there. The graph shows that time spent for such activities has increased, so people would visit

same places or even invent some other places for it. That is why concept of anticafe should be researched in such country as Finland.

All in all both statistics show that amount of free time has increased and major activities on which Finnish people spend their free time almost all can be found in service of anticafe. Is it needed to be researched more deeply - the purpose of this thesis investigation and development process of anticafe.

3 THEORETICAL ASPECTS OF NEW PRODUCT DEVELOPMENT

The concept of a “new product” (in thesis case – “new service”) is based on the time criterion: to include any new re-manufactured products. The criterion of novelty in this case is not qualitative features of the product, but the time of its development and production.

The meaning of a “new product” is based on the requirement of differences of a new product from its analogues and prototypes. Such criteria suggest using the principle of generation and / or products to meet needs previously unknown. The new product is called progressive change, which distinguishes them from the prior art. These changes may affect the raw materials, design, technology, external design and other factors.

Also new product is based on the following premise: it is necessary to proceed not from the sole criterion, but from a certain set of them characterizing one or another aspect of novelty goods. It is possible to select, for example, four levels of novelty goods:

- Change the registration in compliance with the existing consumer properties;
- Partial changes in consumer properties by improving the basic technical characteristics, but without fundamental changes in production technology;
- Fundamental change in consumer properties, which introduces significant changes in the way to meet the relevant requirements;
- The appearance of the goods, which has no analogues

In this thesis project the situation of appearance of a new service and following all steps of development, which has no analogues, will be described.

3.1 Steps of new product development process

The development of new products and modernization of existing products should be carried out with the idea of meeting the needs of the consumer. In the West, the focus is on the development of new products. Even after a detailed analysis of the new developments, from 50% to 67% of new goods to the West would not pass the test for viability. It says: "If a similar

percentage of output at the plant was in a marriage, you would have gone bankrupt". (Arie Karniel, Yoram Reich. 2011)

New products (concept) are created as the result of an idea or perceived "gap" in the current world. The world does not have this kind of product to satisfy customer's need. The consumers need it or want it but it is not available, so, marketers and companies create new product (service) to reach the customer's satisfaction. In order for a new product (service) idea to succeed it must be or have:

- Desirable attributes for their target market
- Be unique

If the new product is not either of these things it is doomed to fail. Once the idea comes to create this product the next stage is to do some research. This research will focus on answering:

- Can it be produced?
- Can it be sold?

If the feasibility research finds that the idea is worth pursuing and is doable the product development process begins. So the feasibility study finds if it is worth the product. This studying involves 8 stages that every product (service) needs to go through in order to be placed at the market, in order to be sold to consumers. (Arie Karniel, Yoram Reich. 2011).

Stages of product development

1. Idea Generation
2. Idea Screening
3. Concept Development
4. Market Strategy
5. Feasibility Analysis
6. Product (service) Design
7. Test Marketing
8. Market Entry (Arie Karniel, Yoram Reich. 2011).

3.1.1 Idea generation

Generating ideas is a systematic search for ideas about new products. The search for new ideas is carried out mainly on the basis of internal company sources (in the department of new technologies, R & D service, marketing and sales department and so on). Studying consumers' opinions, competitors, suppliers and distributors, consulting organizations, the exhibitions and the various publications, are all methods of generating ideas. There are many excellent sources of ideas to create new products. The most logical starting point in the search for such ideas are the consumers. Their needs and requirements can be monitored via customer surveys, group discussions, entering letters and complaints. Another source of ideas is the scientists, because they can find or invent new materials or properties, which will lead to the creation of original or improved versions of existing products. In addition, it is necessary for a company to monitor the products of competitors, identifying among them the most attractive for the buyers. Another good source of ideas are the sales staff and dealer, who are in daily contact with customers. Generating ideas can be done also on a stage of Idea Screening, which is the next step of new product development process. (Arie karniel, Yoram Reich. 2011).

3.1.2 Idea Screening

Screening or selection of ideas is an analysis of all of the ideas on a new product for the purpose of screening unpromising ideas at the earliest stage of development. As a result, selected ideas are practical and feasible products that the organization can offer the market. Put simply, not all new ideas are good ones. Therefore marketers need to test consumer reaction before they continue. Often the consumer reactions are positive and yet the product still fails. So, it is not the definite answer to produce it, but it is something that is needed to consider before further developing the product. That is why consumer reaction to the product should be evaluated. In simple terms, the goal is to throw the idea around and see what people think. (Arie karniel, Yoram Reich. 2011).

Consumer surveying is the main way to analyze if the idea is going to be appreciated by consumers. At this stage quantitative method will be the most effective. It is necessary to know the reaction of many people to understand if the idea good enough to be followed to the next step of product development process. Quantitative research involves conducting various surveys, based on the use of structured questions of closed type, which corresponds to a large number of respondents. The main objective of quantitative research is to obtain a numerical evaluation of market conditions or the respondents' reaction to an event. Such studies are used when accurate, statistically reliable numerical data is needed. (Buglear, 2011).

Simply put, the term 'quantitative' should refer to the type of data generated in the research process. Quantitative research produces data in the form of numbers while qualitative research tends to produce data that are stated in prose or textual forms. In order to produce different types of data, qualitative and quantitative research tend to employ different methods. Typically, the random sample survey produces quantifiable data that can be statistically analyzed with the main aim of measuring, aggregating, modeling and predicting behavior and relations. (Garbarino and Holland, 2009). In other words, according to Garbarino and Holland for analyzing behavior and relations to new idea, information can be gathered by random sample survey for target population, in this case it is Finnish population.

3.1.3 Concept development

Development of the concept and its inspection is where the idea of a new product is transformed into a product concept that is tested on a group of target consumers for the purpose of determining the degree of its attractiveness. The concept can be presented to consumers in the form of verbal or illustrations.

Again not the all new ideas are good ones. After gaining the positive reaction from consumers it is necessary to create a prototype or a sample of the product or service. The stage allows consumers to look at the real product and how it works. The target market would see it also and provide the feedback for improvements. The good example of this stage of

product development is automobiles. Every single car goes to the stage and consumers can see concept cars on auto shows. These concept cars are the ideas and they are really clean models that consumers can check and give feedback about what they like or do not like about the cars. (Paul Trott. 2012).

3.1.4 Market strategy

Development of marketing strategy is defining the marketing strategy of entering the market with a new product. The following issues are discussed here. First of all, to describe the size, structure and nature of the target market, positioning is carried out a new product. Next are evaluating sales volumes, market share, price, and profit to select sales channels. Of course, in most cases, such forward-looking estimates are very approximate. However, the use of even approximate estimates is better than their complete absence.

For information about the new product and its market, polls are carried out about the new product (consumers, employees, trade organizations, individual experts). The possible fate of the market of a new product can also be obtained by analyzing the sales volume (for example, by studying the life cycle curves) of these products, where analysis is performed on the situation of similar products from the competition.

At this stage, the 4 P's will be defined if company wants to sell its product (product, place, promotion, and price). The target markets as well as the secondary target are identified, so that the company is sure to reach these consumers. (Arie Karniel, Yoram Reich. 2011).

At the stages of concept development and market entry some important facts about new product should be gathered, such as all part of marketing mix (product, place, promotion, and price) and target audience. All these features can be found from secondary data as well as using qualitative methods of research. In this case surveys with certain chosen people will be conducted.

3.1.5 Feasibility analysis

At the same time that marketing strategy is being developed, feasibility analysis should be done. Feasibility analysis is defined as the estimate for the new product sales, costs and profits for their compliance with the objectives of the organization. In other words, it is an assessment of the attractiveness of this new product.

So, analysis at this stage should answer some questions, such as:

- Materials/ labor required?
- Price of promotion?
- Distribution channels?
- Cost of promotion?

This analysis should be based on question – “Can this product or service be made and sold and is it possible to make money doing it?”

3.1.6 Product (Service) Design

Product design is the transformation of new product concepts into a material product, with the goal being that the idea can be brought to a working sample. Product (service) development - a broader concept than R & D, is the transformation of new product concepts into a tangible product that has finished its presentation, for example, it includes the development and marketing of the product.

Again at the same time while doing feasible analysis, product design is created continuously by adding consumer's feedback and feasibility analysis answers for stated questions there. All of this information is vital in determining what the final product (service) will look like. The design will depend on what it does as well as what the target market wants. For gathering feedback from potential target customers, qualitative method will be used. How is it possible to understand what they really need and get feedback on the current concept? Everything could be figured out from personal talk with targeted potential customers. (Ulrich, Karl T. 2012). These targeted customers will be group leaders from three chosen Finnish cities. Why only leaders have been chosen? Leader is a person, who holds a superior position within its field and is able to exercise a high degree of control or influence over others and knows about average position of entire group. (WebFinance, Inc. 2016).

3.1.7 Test marketing

Test marketing is defined as product testing and marketing programs in real market conditions. The purpose of test marketing - even before the full implementation of the product to evaluate the product itself and its marketing program (price, advertising, brand, packaging, service, etc...) and to learn how it all consumers and intermediaries will react. Test marketing results can be used in forecasting sales and profit.

On this stage it is needed to test the acceptance of the product. Do consumers like it? Usually the product is offered to a random sample of the target market. Customer feedback is used to improve the venture and determine whether the product should be brought to the market. Simulation of test marketing is conducted when a product is tested in conditions simulating real conditions, for example, the purchase of selected consumer organizations with limited money goods allocated to them, among which is a new product in-store or shop-laboratory of the organization. At the same time consumers are placing advertising samples and other product promotion methods to various products, including the product tested. (Arie Karniel, Yoram Reich. 2011).

In test marketing of products of industrial purpose product samples are sent for a limited time to test potential customers. In addition, the product can be tested in exhibitions and demonstrations organized by trade, distributors and dealers.

3.1.8 Market Entry

If the test marketing is successful it now moves in to market entry. Market entry is a full-scale production and sales of a new product in the selected market. At this stage of development of a new product the manufacturer must choose the right time to market, the sequence and scope of activities in different markets, the most efficient methods of distribution and promotion of the product, as well as develop a detailed operational plan for marketing activities. This stage is where the product or service officially enters the market and is sold to everyone. The product life cycle

begins and its life will be determined by the consumer market, competition and further product advances. (Ulrich, Karl T. 2012)

If the development product process follows all of these simple steps, chances are improved that it will be successful, make a profit, and be able to compete with existing competitors. This process obviously must be continuously revisited and improved with updates on the new product.

It should be kept in mind that this is somewhat arbitrary description of the process, which can be represented as a larger or smaller number of steps, and that is not necessarily specified as eight consecutive stages.

The testing stages of product development may be completed in a different order which includes testing the concept, laboratory testing, and release of an experimental batch of test marketing. However, the latter stages of business analysis cannot be completed as long as the final product design is not approved, which cannot be done until testing is completed and an accurate assessment of the necessary investments is done. Nevertheless, these seven stages do indicate a more or less chronological sequence of actions carried out in the development of a new product. (Arie Karniel, Yoram Reich. 2011).

4 ANTICAFE DEVELOPMENT PROCESS

4.1 Idea generation

Generation of the idea is a very important part of development process. As mentioned previously, the service presented is without any analogues, so the idea presented is a concept itself, the anticafe. Anticafe - the type of the social establishments, where the main feature is minute payment for time spent in a café; this price includes free refreshments, entertainments and arrangements. Anticafe is public space, where everything is for free, except time, and customers have high level of freedom, in comparison with usual café and restaurant. The major type of activity is past-time, entertainment and event attendance. As a rule, anticafe represents as big hall or several small rooms with cozy home interior, where guests move freely, make drinks and snacks by themselves, often there is place like kitchen, where customers can make tea and coffee and take cookies. Clients have a rest, communicate with each other, attend events, usually it is allowed to bring own food and drinks.

For the following development project, the concept of anticafe has been chosen as a case concept for the thesis project. There is no need to generate any other ideas, except listing the advantages of this concept in comparison with original café.

So here are main differences from original café:

- Only time spent inside is payable
- Free drink and food/snacks
- Free using of Wi-Fi, printer, working space
- Board games, video games
- Event management

4.2 Idea screening

Screening or selection of ideas is an analysis of all of the ideas for a new product with the purpose of screening unpromising ideas at the earliest stage of development. As a result, selected ideas should be a practical and feasible product that the organization can offer the market. The very simple fact is that not all new ideas are good ones; therefore marketers need to test consumer reaction and evaluate the quality of the ideas before they continue.

Now it is time to present some values from quantitative research of customer's reaction to new concept of the anticafé in Finland. The survey was chosen as the best method to do so. Questionnaires were mostly distributed to consumers as well as sent to respondents directly and placed in social network. To understand the reaction for a new service on the market simple questions were asked to respondents, and the survey did not include any personal data of the respondents. Webropol service was used to create this questionnaire, maintain the statistics and generate charts. All answers from original paper survey were gathered and were recorded in Webropol service system. The majority of the answers were paper answers from students of Haaga-Helia University of Applied Science in Helsinki, Finland. After that results were analyzed and documented in Webropol system by author.

Survey included 8 simple questions to figure out whether people are interested in this new kind of social establishment in their country and gauge their willingness in visiting it.

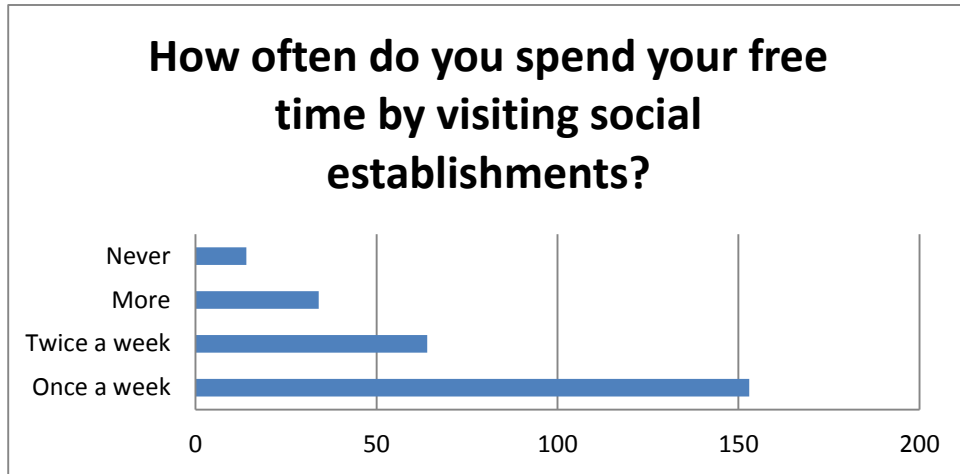
The main aim of understanding the reaction of the customers is to figure out whether the company gets positive or negative feedback from consumers. (Paul Trott, 2012). Thus the survey answers should represent positive or negative customer reactions, based on these questions were made. (See Appendix 1)

Respondents' reaction towards new concept of café was evaluated by answers from 4 questions out of all questions in survey (See Appendix 2):

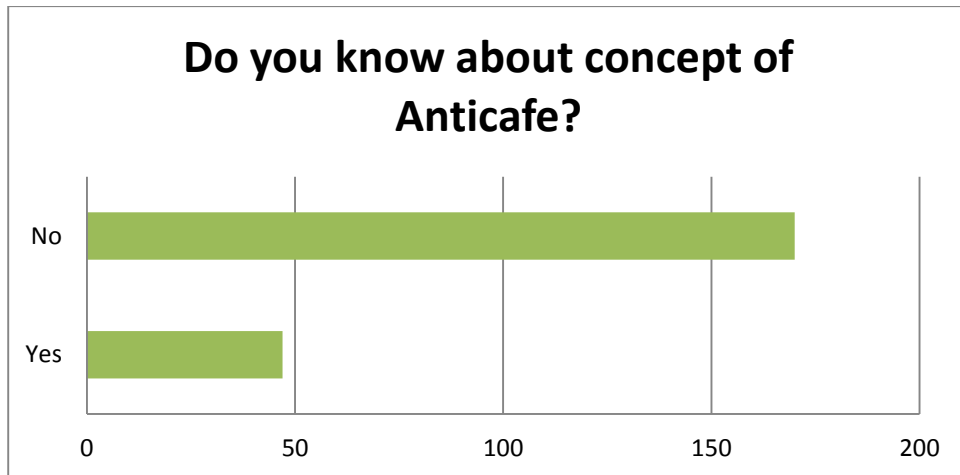
1. How often do you spend your free time by visiting social establishments?
2. Do you know about concept of anticafe?
3. Would you like to visit anticafe after its appearing?
4. Would it be popular in Finland?

Analyzing the results

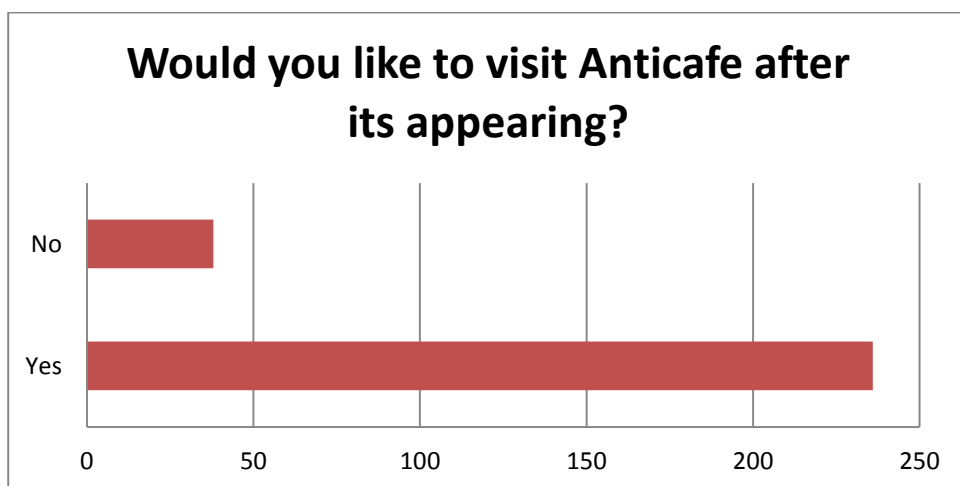
There are 4 charts for 4 questions respectively. Charts should be analyzed to answer the main question: "Is idea of anticafe worth taking the next step of product (service) development process or not?"



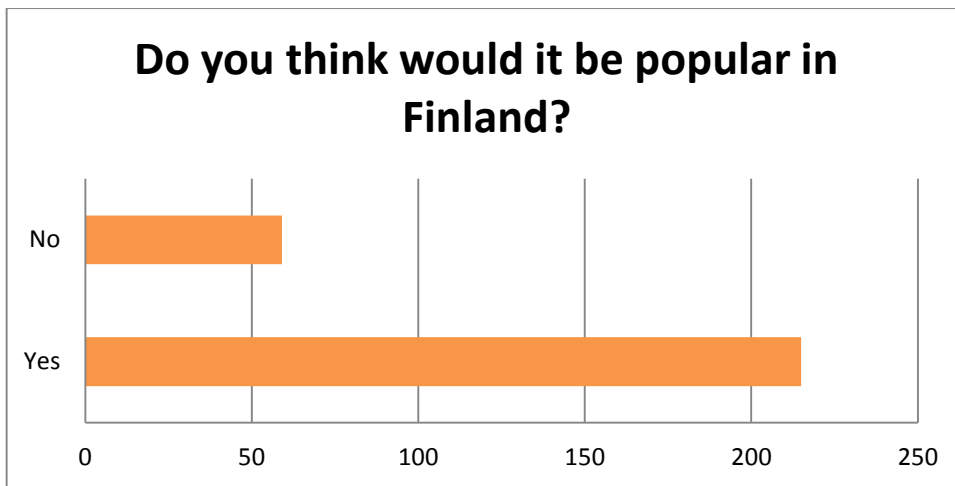
GRAPH 3. Answers to the question number 1 (n=273)



GRAPH 4. Answers to the question number 2 (n=273)



GRAPH 5. Answer to the question number 3 (n=273)



GRAPH 6. Answers to the question number 4 (n=273)

The GRAPH 3 shows that almost all respondents spend some of their time visiting social establishments, such as restaurants, cafés, and bars. It can be said that almost all respondents know what catering is and constantly visit social places. However, while most of them visit cafes restaurants or bars once a week; there are about 35 people, who visit such places very often – more than twice a week. From GRAPH 4 it could be said that most of the respondents are interested in going to social establishments in their free time.

The second question was “Do you know about concept of anticafe?” and the answers are shown on the GRAPH 4. The significant amount of respondents have chosen the answer NO. This shows that people do not know anything about concept, which does not exist yet in Finland. The logical conclusion is that people have never visited cafés with the same concept than an anticafe has. Thus there will be no competition from similar cafes with the same concept, only original cafeterias and restaurants would be present as competitors. There are few people who know about such concept, these people could have heard about it in Russia or in France.

After the second question quite simple information about anticafe was offered to responders. Thus they could catch the main idea and understand whether it would be interesting for them or not. Short introduction to anticafe concept was provided between the second and the third question, so respondents could answer the following questions without any problems and misunderstandings.

As it is evident from the GRAPH 5 the significant amount of responders would like to visit anticafe after its opening. As a result people would like to try something new in visiting social establishments. However, about a fifth of respondents would not visit it at all. Nevertheless, the graph provides strong evidence that the major part of respondents are satisfied with and interested in the concept of Anticafe.

The GRAPH 6 presents data showing that again the majority of respondents answered yes for the question: "would it be popular in Finland?" They only expressed their own opinion about this concept. The column, which relates to the answer yes, is significantly bigger, that means that people strongly believe that anticafe would be popular among the Finnish population. Moreover, in question number four there was an option to say why it would not be popular, although it was optional to respond. Some of their comments regarding this question were:

- Finnish people do not get excited easily about new concepts
- It is unusual for Finland
- It could be popular only in big cities
- Finns are so slow, why would they spend a lot of time playing

These comments show that a big problem of non-popularity would lay under the Finnish culture and stereotypes. However, the stereotypes are not the big problem for starting business, business should adapt to them – the one way to be profitable.

As a result, the concept of anticafe went through the step of idea screening successfully. Respondents' high quality comments were gathered and have been taken into consideration. The majority of the responders believe that the concept would be popular and they would like to visit it after its appearance in Finland. Although there are some pessimistic people or even people who do not appreciate visiting social establishments, a significant amount of people believes that anticafe should be brought to the Finland area. Successful second step of product development process leads to the third step – concept development.

4.3 Concept development and market strategy

After successfully completing the step of idea screening, the next steps were concept development and market strategy. These two steps should be done at the same time and main purpose for them is to find target market and consult it with 4 P's.

First of all, the 4 P's should be described. 4 P's is based on the "Marketing mix", which is a general phrase used to describe the different kinds of choices organizations have to make in the whole process of bringing a product or service to market. The 4Ps is one way – probably the best-known way – of defining the marketing mix, and was first expressed in 1960 by E J McCarthy. The 4Ps are:

- Product (Service)
- Place
- Price
- Promotion

Product and service part of marketing mix have already been described in the introduction to the anticafe section.

First of all target group should be found to somehow define the marketing mix for the anticafe concept. Since the anticafe has already existed concept in some countries, it has its own target groups there. Logically thinking same target groups will be in Finland, thus thesis project applies for a qualitative research method at this step. Research interviews with top managers would be a good idea to figure out not only the target group, but also some part of marketing mix. It is the easiest way to understand how business is going in other countries and then take their success as a way to transfer the main idea into the new market.

4.3.1 Product, price, promotion and target market

Every anticafe in Europe has their own business development advisor, so such person would be the best responder. Below there are some vital questions, which can be asked from different anticafes to define what is similar between them, and what are the differences. Case companies are:

- Anticafe in Paris, France ([webpage] available from: <http://www.anticafe.eu>)
- Anticafe "Communacator" in Yekaterinburg, Russia ([webpage] available from: <http://vk.com/commclub>)

The biggest difference is that cafes are based in different countries. However they have the same service and same aims. For better understanding of their businesses, interviews with managers from both anticafes were organized.

Firstly, some background of anticafe in France. There are three Anticafes in Paris (Beaubourg, Louvre and Olympiades) and one in Roma under same ownership; however it is planning to open a few more next year. As in usual anticafe everything inside (drinks, surf, food, games, space) are free to use and included in price. The price is from 3 to 5 euros per hour. Price depends on amount of time customer spent inside; price for hour is decreasing with increased amount of time spent inside.

Customers usually go there to get inspired, to study, to eat and drink, to print documents, to have meeting with their team, and everything more what people can do either alone or in a company.

For these interviews questionnaire were created based on the theoretical part of how to know customer's needs and identify the target group. Also some more questions were added just for collecting full information about the concept as a whole.

Questionnaire for responder from anticafe in Europe:

1. What is the target group? Have you done any questionnaire to define it before opening?
2. How has the payment method been chosen?
3. What groups of customers do you have?
4. What is needed to implement new country?

Nicolas's answers:

1. Our target group is large, unlike coworking spaces. We are open to cowokers, students, entrepreneurs, curious, families, like a coffee shop. One common point is that our clientele is diverse (use of space, social group etc), young, international.

2. The price for an hour was calculated according average food cost + space/logistics cost + salaries and it is 4 euros per hour.
3. Groups of customers: there are not mostly students - they represent around 1/4 of our public, another big group of customers are freelancers, who want to work in very quiet and friendly atmosphere.
4. To implement in a new country: localization + local team + adaptation to the new country's need (food offer, design, global experience etc.)

Secondly, some words about background of anticafe "Communicator" in Yekaterinburg, Russia - usual anticafe in Russia. Everything is included in final price, which customer pays only for time spent inside. Food, drinks, games, activities, master classes, events are for free, only time needs to be paid for. People visit Anticafe due to variety of reasons – making a date, working negotiations, reunion and etc. Often there are some concerts, board game or salsa evenings.

Questionnaire for responder from Russian anticafe (translated from Russian language):

1. What is the target group? Have you done any questionnaire to define it before opening?
2. How has the payment method been chosen?
3. How did you promote your anticafe?

Alexander Veber and his answers:

1. We have not done any questionnaires. We knew that this kind of place had been in demand in our city, because our city needed such place as a new format of entertainment, which mostly attracts young people. They are students and pupils who do not have sufficient income to spend time in the usual cafes, cinemas and other establishments with quite expensive payment services. Moreover we have asked some friends from youth union about their opinion, they have reacted very positively.
2. As it was not the newest concept in our country, it was easy to calculate future anticafe average income in a big city in Russia for

the first time after the opening, 1 hour - 120 rubles (2.5 euros). Visitors per hour (based on "deaf" hours) - 10 people. Average time anticafe - from 10 to 12 hours a day. With a relatively constant number of visitors per day anticafe receives about 13 200 rubles (200 euros). t. It does not include activities carried out in anticafe and collect a much larger number of visitors than 10 people.

3. There is a group in VK (Russian social network), on Facebook, check into local Internet posters, put up posters in the friendly city institutions, invited journalists, handing out discount cards.

All in all, the choice of location of anticafe is pretty simple, and it is formed based on easy rule – “opening anticafe in city, where I am currently living”. Target groups are requiring special attention. Both interviewers said that big group of their customers is students. So, it can be assumed that students are target customers. Therefore students should represent a large part of population in chosen city of opening. Freelancers represent the second largest target group. More than half of the global community of freelancers lives in North America. About 30% - live in Europe, more than 10% - in Asia. Almost 40% of freelancers are residents of cities, where population is more that 1 million, about 30% live in cities with a population of 100 thousand to 1 million. Residents of small towns (with a population of less than 10 thousand people) are less than 10% of freelancers. (RD2 Ltd. 2016) Thus, the bigger amount of freelancers for a location in Finland is Helsinki.

Another point that should be mentioned from information gathered from the interviews is the payment method. Although interviewers were from different countries, the payment method is almost the same; it depends on costs of products and costs of marketing and other costs, which can influence on the payment method. It varies from 2.5 euros in Russia to 4 euros in France, which is not a large difference, so the price for service in Finland should not have a big difference from those prices.

A local team is necessary for implementing the anticafe concept in a new country, which can help to avoid mistakes resulting from cultural misunderstandings dealing with the local language and local culture.

4.3.2 Place

After these research interviews almost all information is received. Target group, price, and promotion strategies are obtained. The biggest target group is students and the second one is freelancers, people working outside the offices of companies via Internet. Price is calculated according to variable and fixed costs. And promotion should be mainly via internet, because at this time people have access everywhere and anytime they want.

One part of marketing mix still was not obtained – place. The place where anticafe should be situated plays a very important role in profitability and popularity of business as a whole. Another interview should be conducted in order to provide research into this matter. This interview would be conducted with Ivan Mitin, who is the first person to open a free space with the concept of voluntary payment, and later developed the profitable “money for minute” concept in his anticafes in Russia, the “House on the tree” and “Cloack face”. Ivan Mitin is a creator of concept of anticafe; he was the first, who drove such concept from simple idea to market entry. Recently Ivan Mitin has opened the first anticafe in capital of Great Britain, London. A few questions were asked about grand opening new establishment in new country for idea of anticafe.

The main idea of research interview with Ivan Mitin was to get the answer for question: How has the city been chosen? The answer was full of important information. The main conclusion, which should be made from the interview with Ivan Mitin is that anticafe would not be profitable in cities with population less than 100 thousand people, and that in cities with population from 100 thousand to 250 thousand of people profitability is possible but still a bit complicated. The location plays a very important role in life of anticafe; it should not be on the very crowded street, but at the same time it would be perfect idea to be placed very close to such busy streets. Also some features of the potential city of opening - anticafe should be in an easily accessible area, near public transport; and also requires parking available in the vicinity of the building. It is possible to equip the anticafe in the basement of a building.

After research interview with owner of the anticafe idea, some cities in Finland could be suggested as potential cities of setting up the business:

- Helsinki - capital and largest city in Finland, the administrative center of the province of Uusimaa. Located in the south of the country, on the shore of the Baltic sea. Population - 630,225 people.
- Tampere - a town in the province of Pirkanmaa in the south of Finland, the second largest urban center after Helsinki. The population is 213 315 people. Moreover, Tampere is known as students' city, about 35000 students are studying there.
- Kuopio - a port city in Finland, on Lake Kallavesi. The administrative center of the province of North Savo. The eighth-largest city in Finland, the population is 111300 people. Savonia University of applied science is based in Kuopio, where this thesis work has been. (worldatlas.com 2016)

4.3.3 Results of steps concept development and market strategy

As a result of these two steps (concept development and market strategy) idea of anticafe got very important outcomes. First of all two big target groups have been determined. They are students and freelancer workers. Moreover all parts of marketing mix have also been investigated.

1. Product (service) – service of anticafe itself
2. Price – based on variable and fixed costs (around 2,5 euros to 4 euros per hour)
3. Promotion – internet promotion in social networks
4. Place – 3 Finnish cities to set up

In summary, the anticafe would be a social establishment with the original service of anticafe, with price around 4 euros per hour, based in one of three Finnish cities based on overall and target group populations and promoted mostly in social networks, with the target groups being students and freelancers.

After two more steps were done successfully, the concept of anticafe is ready for the next step of feasibility analysis

4.4 Feasibility analysis

Feasibility analysis - estimate for the new product sales, costs and profits for their compliance with the objectives of the organization. In other words, it is assessing the attractiveness of this new product.

At this stage the company should focus on costs and profit values. Is it possible to predict the costs that the company would meet on the stage of market entry? Would the business be profitable? To answer such questions again qualitative research method will be used contained in this stage in a table with different figures. In this case of thesis research almost all values will be the real values and some figures were kindly provided by one café in Helsinki, which have almost the same concept, but as an unofficial establishment that doesn't pay any taxes. Words "almost the same concept" mean that typically it is café with payment for time spent inside, but service provided is totally different. It is providing only the place, but for everything else customer should pay extra money. It also is a place for some specific events for certain group of people. It is governmental company and this café is not paying any taxes. (Moreins. 2015). Below there is a simple table to understand what kind of costs and profits anticafe could have. Average bill, margin, costs for attracting customers and fixed costs were taken from existing café in Helsinki with similar marketing mix and target audience. (FreeTime OY. 2016)

Variable expenses for one sale		Examples
Average bill (euro)	8,5	<i>average price for one bill per person</i>
Margin	70%	<i>The %, which you get</i>
Income per one customer	5,95	<i>Average bill * Margin</i>
Deductions from variable expenses		
costs for attracting customers	0,4	<i>for instance, divide marketing, promotion money by amount of sales</i>
Tax	23%	
Sum of Deductions	0,492	
Earning per one sale	5,46	<i>income - deductions</i>
Fixed costs	1530	<i>sum of all fixed costs</i>
Break-even point	276	<i>Fixed cost / earning per one sale</i>
Minimal turnover in a month	2343,2	<i>break-even point * average bill</i>

TABLE 1. Filled table of the costs

After analyzing this table, it can be seen that value of minimal turnover in a month is not as significant as in original cafes. Average turnover of new coffeehouses range from \$150,000 to \$500,000, according to Matt Milletto, a consultant interviewed for a March 2009 "Seattle Times" article. (Ralph Heibutzki 2016). This amount is calculated for the whole year, so simply divide it by 12 in order to calculate the monthly turnover. The result is a

minimum of \$12500, which is much greater than the expected minimal turnover of an anticafe. As the anticafe should be small comfortable place for everybody, it is not requiring big expenses. The biggest part of costs is rent. Also small place will not give a huge turnover.

Results of this table indicate that from economic point of view anticafe is not going to yield as high turnovers as original café, but at the same time expenses will not be massive as well. Therefore, the business would still be profitable and functional.

The main conclusion from this table is that anticafe is not requiring huge investments in maintaining its business. If entrepreneur is planning to set up new business as anticafe, maintenance of this business would not cost massive amounts of money, although profits would not be comparable with other cafes. The step of feasibility analysis was successfully completed and significant important information was obtained. First of all, it answers the main question of this step – “Can this product or service be made and sold and is it possible to make money doing it?” The answer is yes, it is possible to create some profit. Moreover, the approximate profit amount could be predicted. Secondly, it can be said that the cost of attracting customers is not so significant, and it is predicted that the location would be visited by 700 people monthly. The main result is that the concept of anticafe again went through another step of new product development process positively.

4.5 Product (Service) Design

At this stage of new product development process the finalized version of service should be developed, that which would be offered to potential/real customers. Additional qualitative analysis should be made for getting more feedback from potential target customers. The best way to do it is personal research interview with selected group leaders. Below there are main questions, which respondents were answering during the whole research interview with analyzed results from these questions.

First of all, the whole idea of a concept and business model has been told to every group leader and small talk was organized before every interview. Then major questions were asked and all answers were gathered,

analyzed and then compared. While analyzing the answers, similarities and differences can be found.

There are three respondents from targeted Finnish cities – Helsinki, Tampere and Kuopio. They are mostly connected with students as a target group (See appendix 3).

4.5.1 Questions and analysis

What do you like the most in concept of anticafe?

First of all interviewees said that they like this kind of idea and the concept itself. That is the big advantage for new concept to be accepted by potential customers, as interviews were among group leaders, who share the beliefs and ideals of their peers, which means that large amounts of the target groups would also like the concept.

What is your point of view about what kind of changes would improve service in anticafe?

Again some similarities could be found in answers of these people. All of them said that anticafe should have something that gives value, for example good coffee, as we know Finnish people love coffee very much. Moreover, the idea of quality food has been a common suggestion while answering this question. Nowadays people want to consume everything healthy and with high-quality, such as raw chocolate or super foods.

Other aspect, which can be served by anticafe, is quality talks or speeches provided by quality and educated people to audience, for example having some workshops or presentation in any sphere.

Do you know any competitors of anticafe in Finland?

For sure every café or pub or even cozy place can have competition for anticafe, because anticafe provide everything together. However, this concept is new for Finnish people and the whole of Finland, so none of the interviewees were familiar with it, and they all answered “No” to this question.

What do you like most in service of anticafe’s competitors?

If in this case all cafes have been taken as competitors, most of the answers comprise the fear of price and time spending, because it is more

logical to buy one cup of coffee in normal café and spend time as much as customer wants. However, in the anticafe, the customers have unlimited soft drinks and snacks, while spending his own time, everything depending on customer needs and wants. Not only drinks and food is served by anticafe, but also good atmosphere and many other things.

Let's assume that anticafe has appeared, with what percentage of probability you would use service of anticafe, than the service of competitor's (100%, 60%-99%, 40%-59%, 1%-39%, 0%).

While answering this question people told only the probability of visiting the new place for them. Because they did not have any practical experience of visiting they are feeling a bit uncertainty, that is why the answers of possibility of attendance so low. For sure some promotional companies of anticafe can increase this probability, but on the first step, the step of acquaintance with anticafe, potential customers are not feeling so confident. Adding something, which can provide high-quality value for customers, guarantees the enlargement of possible visiting.

If you don't think that you would not visit anticafe, tell why.

Again the problems of serving quality service or product and pricing are faced by anticafe. If it is going to be guaranteed that quality food or drinks, for example coffee, would be served, then potential customers would convert to real ones. In every existing anticafe price per hour is calculated mainly with two variable values: time and price for products, so the price itself is a kind of proportion between these two variables.

What can increase your interest towards new establishment (anticafe)?

Again potential customers can add something new by themselves in concept of anticafe, what they are willing to see there or to do or even to taste. Again they have told that only quality service and products are important for their decision of visiting new establishment, such as anticafe. Most of them are waiting to have good atmosphere inside, so it can be such a place, where everybody would feel himself/herself very comfortable.

How would be your first feeling after visiting such place as anticafe?

It is hard to say about first feeling without getting this first experience of visiting. For this question, only hypothetical answers were anticipated in using their imaginations on how they would feel in an anticafe, however no one wanted to imagine their first feelings of visiting this type of new place.

After analyzing all answers of the research, the main results can be made. People interviewed were only potential customers of the new establishment, and they have never heard about such business idea before. Therefore for some questions, the answers were pretty simple or even were not gotten at all. Hopefully, interviewers understood the main idea of anticafe and could imagine it in their minds and after that describe preferences for such an establishment. The biggest worries they have are about atmosphere inside the anticafe and price. As it was described above anticafe should be place for everybody, who wants to play, work or have a talk in a pleasant, quiet and calm atmosphere. There should not be any challenges to achieve such a simple goal. Before opening anticafe, the failures of all other establishments in setting up such an atmosphere should be obtained and analyzed, to avoid any problems to attract new customers. As there are some anticafes in Europe and enormous number in Russia, it can be told that there are no any problems with pricing, because they are still working and profitable at some point. Everything what is needed for anticafe is customer satisfaction. Customer satisfaction can lead to promoting service further

The concept idea and all main points were offered to group leaders and feedback was obtained, representing the feedback of real potential customers from the target group. This step of new product development process could be considered another successful step on the way to test marketing, because many positive feedbacks were gathered, while worries were collected and analyzed

4.6 Test marketing

Test marketing is the most important step in new product development process, because at this stage the company offers real samples of its product to certain customers to get feedback and satisfaction from them. What should be offered to the customer at this stage? What kind of presentation of business concept should be created for customers?

This thesis project is only research development project with theoretical values and figures. While at the stage of testing marketing some tangible and intangible products and services should be offered to potential

customers. At this step thesis project could only suggest what could be given to the consumer from company, which could be used in the future as a real testing market strategy.

After analyzing every previous step of its process it could be described some major point of new business:

1. Target groups – students and freelancers
2. Place – one out of three described cities in Finland (Helsinki, Tampere, Kuopio)
3. Promotion – using groups in social networks
4. Place – between 2,5 euros and 4 euros
5. Profit – predicted profit is not significant as well as costs for maintaining this business
6. Adaptation – local team should be hired to adapt the business to new market

4.7 Market entry

All steps were successful done in new product development process of anticafe idea. Thus, it means that market entry is the next and the final step of this process. Market entry is the most important stage, because market entry is a full-scale production and sales of a new product in the selected market. At this stage of development of a new product the manufacturer must choose the right time to market, the sequence and scope of activities in different markets, the most efficient methods of distribution and promotion of the product, and develop a detailed operational plan for marketing activities.

This stage would be not described in this thesis research, because research only provides the important information in order to approach the final step. Market entry requires financial investments and hiring people, in order to start the new business not on paper, but in real life.

5 CONCLUSION

This thesis provides comparatively sufficient arguments in favor of setting up the new establishment with the concept of antikafe in Finland, because the idea of antikafe followed all steps of new product development process, and reached the final steps of market entry and test marketing successfully. The idea was generated, then the idea was scanned, after that the marketing mix was consulted with targeted group audience. Afterwards feedback from potential customers was able to be obtained. Some feedback was gotten from selected group leaders within Finland. So, almost the whole process of new product development was followed the steps where investments and tangible assets are needed were reached.

Researches were made within the new country for concept of antikafe. And the results show that new country as Finland could be perspective place for such a social establishment as antikafe. The antikafe idea attracted a huge interest from potential Finnish customers. During research interviews with them it was offered to suggest their own expectation from the new place. Everything went well, but customers were a bit worried about several issues, including the pricing issue and the availability of a comfortable atmosphere inside. Obviously this concept is not new for Europe countries, because there are several antikafes in France and Italy. Therefore the example of those places can be taken and lessons learned from them. The experience of existing antikafes shows that, when antikafe is appearing in new city it lives through "boom of popularity", as every new place with individual concept. However, amount of customer is decreasing due to customers' adaptation after sometime. To avoid this kind of situation, antikafe should maintain the interest among potential customers, for example by creating events or master classes.

The qualitative method of project research was chosen as the main method, because every new product or service on market should be adapted to potential customers. At the same time they - potential customers - are willing to get the value from new concept by paying money for it in the nearest future.

If this project has any investments, whatever grant or personal investments, the step of test marketing would be analyzed also. However at that step investing money in new product is required and it is not

possible to continue development process using only theoretical background and sources.

The whole thesis project can be used in the future by entrepreneur or company, who is excited with such concept as anticafe. The author could be hired as project manager, due to having the background in this topic. The process of development new product is very hard choice for entrepreneur. If he wants to be effective with his new business, major steps of development process should be followed. This thesis research shows how to start only with idea of social place and come to a step of market entry with all important information and results. In the case of willingness of setting up anticafe in Finland, this thesis project could be taken as an example and guarantees that anticafe will be popular and profitable at some point.

All goals and aims, which have been stated for thesis project, were achieved and the future research of test marketing and market entry could be analyzed in Master's thesis project, when the author will be able to set up the company in Finland or working for any firm with such concept of anticafe, because he was so excited about creating the project for new service development, while getting plenty of new knowledge in this sphere.

Finland is the perspective place for an anticafe. Presenting a new concept for a new area is always a hard process, but success can be reached if the way of presenting unique concept will be based not only on theory, but also on customers' expectations. This thesis project could be concluded with an excellent quote by Ivan Mitin, "Anticafe for me is hobby, but for you it could be gigantic and prosperous business chain of anticafes in Finland".

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SURVEY COVER LETTER

Hello!

My name is Yan Popov. I am a student of International Business program at Savonia University of Applied Sciences in Kuopio, Finland. I would like to present my questionnaire, which I have created for my thesis development project. This project is decrying the development process of anticafe in Finland.

I will be very pleased if you answer the anonymous questionnaire as it will be very helpful for my research of the second step of development process of anticafe in Finland (Screening the Idea). The survey takes around 2 minutes. All results will be confidential and will be used only in thesis project.

If you are not willing to fill paper survey you can do it on-line, please use this link:
<https://www.webpolsurveys.com/S/F422A2D6553D5216.par>

Thank you for your participation.

Best wishes,

Yan Popov

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QUESTIONNAIRE DISTRIBUTED ON-LINE AS WELL AS ON PAPER FOR QUANTITATIVE RESEARCH

Background information

1. Have you been living in Finland for more than 5 years?
 Yes
 No
2. Your age
 Less than 18
 18-30
 More than 30
3. How often do you spend your free time by visiting social establishments?
 Twice a week
 Once a week
 More
 Never
4. Do you know what does concept of Anticafe mean?
 Yes
 No
5. Have you been to Anticafe?
 If yes, specify, where
 No
6. What did you like most?
7. Anticafe - type of the social establishments, main feature is minute payment for time spent in a café; this price includes free refreshments, entertainments and arrangements. The major type of activity is pastime, entertainment and event attendance. Would you like to visit this kind of cafe?
 Yes
 No, why not?
8. Do you think would it be popular in Finland?
 Yes

No, why not?

App

QUESTIONNAIRE FOR PRODUCT (SERVICE) DESIGN STEP OF THESIS PROJECT

Answers are separated by questions and recorded as follow:

- Vilijami Kinnunen
- Mikko Kempella
- Gwendolyn Ann

1. What do you like the most in concept of anticafe?
I like most the new, quite different business idea
I like that idea that it is like a shared cozy living room that you share with others whom want to invest in their moments to spend some quality time.
I like that the concept places more value on time rather than goods
2. What is your point of view about what kind of changes would improve service in anticafe?
I think the practical experience will show that. There must be something that adds value. For example, very good coffee...
I think there can also of course be a lot of different ideas. For example, there could also be some free time offered for some quality people. What i mean is that there could perhaps be a system where people could exchange their skills (like graphic designing, video editing, business consulting, etc) and receive free time to spend in the cafe shop. In other words, the coffee shop would in a way invest in to making sure they get quality professionals and people to come to spend time in their coffee shop. In exchange for this free time these people could then be available to help out if someone wants advice in some area of their expertise. This could be somehow tied to an internal website where people could see whom is there for an advice.
I don't know about the prices of anticafe, but I would be worried that paying for time would encourage people to rush and not relax, since the more time spent would result in them paying more
3. Do you know any competitors of anticafe in Finland?
No with that kind of business idea, but of course all cafes and pubs are competitors.
No, not really.
No, I don't know of any Finnish competitors. I have never heard of anything like anticafe before
4. What do you like most in service of anticafe's competitors?
Comparing to normal cafe, I see a risk that it is more attractive to buy 2e cafe with knowing you can stay in the cafe as long as you want.
I don't know really any competition.
I like that I can order something small, like a coffee, but then spend as much time as I want while at a cafe. It's a good opportunity to chat with friends, read a book, etc.
5. What do you think about what changes could improve service of competitors?
No answer

No answer
High prices on basic things like coffee and tea discourage me from going to coffee shops, so I think that cafes in general should offer lower prices
6. Let's assume that anticafe has appeared, with what percentage of probability you would use service of anticafe, than the service of competitor's (100%, 60%-99%, 40%-59%, 1%-39%, 0%)
1-39%
1-39%
40-59%.
7. If you don't think that you would not visit anticafe, tell why.
It will be a matter of pricing. There are places where you can hang out for free and maybe buy some food from market. In a cafe you can spend 2e and e.g. work all day if you wish.
The main reason would be if the quality of the coffee's / tea's / smoothies are not of high quality. If these lacks of good quality, and it is like in any other place I really don't have much interest personally.
I would be willing to visit it
8. What can increase your interest towards new establishment (anticafe)?
For example, very good coffee, good atmosphere.
Like I said above, there are many other ideas.
My interest would increase if I saw that the anticafe offered things like a book or board game selection, poetry/live music, social events, etc
9. How important for you is convenience while choosing among identical services?
Sure it is important
Convenient place is very important for me. Without good atmosphere there will be not any great experience.
Convenience is extremely important to me, as I am usually on a tight schedule and I don't have a car
10. How would be your first feeling after visiting such place as anticafe?
It is pretty impossible to say.
Not sure. It would all depend on the place of course. I think like i said, the key for this type of place would be to network and make sure that right from the beginning you make the place happening place by investing into the people to make it so that interesting people make it their "home" away from home.
I can't really say without visiting one. I would guess I would enjoy not having a limit on how much coffee I could drink smile emoticon.
11. If anticafe has already been opened, would you recommend it to other people?
It totally depends on the experience I got, if it would be positive, of course.
Well, it depends completely how the concept is executed.
Everything depends on first experience.

App

