LAB University of Applied Sciences

Developing A Meal Plan for Banh Mi only Fast-Food Stand through Pop Up Survey

Abstract

Author(s)	Publication type	Completion year
Chau Le	Thesis, UAS	2021
	Number of pages	
	57	

Title of the thesis
Developing A Meal Plan for Banh Mi only Fast-Food Stand through Pop Up Survey

Degree
Bachelor of Tourism and Hospitality management (UAS)

Abstract
The main objective of the thesis is to find out whether or not there is an acceptance of Finnish market with tasting of "Banh Mi" Vietnam, and find out a suitable Banh Mi meal with Finnish eating habit. Through Pop up survey, the primary data for this thesis was collected by questionnaire which was given directly to Pop up's customers. The theoretical parts of the research was collected through literature review and preceding studies. The study aims to generate a satisfactory meal plan for use in a Banh Mi only fast food stand in Finland.

Keywords
Meal Plan, Banh Mi, Fast food stand, Pop up

Contents

Appendices

Appendix 1. Survey on Banh Mi

Appendix 2. Post-pop-up survey

1 Introduction

1.1 Thesis background

1.1.1 Thesis topic

Developing A Vietnamese Banh Mi menu is the topic for this thesis. "Banh Mi" in Vietnamese means "bread" or "sandwich" and belongs to a type of baguette with crisp crust and soft crumb. The idea of the thesis was generated from the author's passion with Vietnamese cuisines as well as her career direction in future. There is a belief that Banh Mi as a Fast-food will be popular when customer has more choices besides burger, pizza and other baguettes. This belief stems from a simple question of: "Why is Subway the most popular sandwich chains in the World?", and whether Vietnamese Banh Mi can achieve that status in the fast-food industry.

The thesis mainly focuses on determining an appropriate Banh Mi meal plan for a Banh Mi-only fast-food stand in Finland, as in order to develop into a fast-food chain, the sandwich needs to start from a small scale, which can then be expanded and updated. The meal plan will be designed to adapt for Finnish taste but it still has the features of traditional Vietnamese Banh Mi, and fast-food models.

Most articles which are related to Vietnamese Cuisine focus on the business concept of Asian or Vietnamese cuisine in general. However, this topic only focus on a specific food, which is "Banh Mi" that can be sold as one kind of fast food. The justification for this choice is the ease at which it can be adapted to the Finnish market than other Vietnamese foods because "Banh Mi" is formally similar to other types of baguette which is familiar to Finnish market. Besides, the bread filling/ingredients of "Banh Mi" can be easier to adapt for the Finnish market without making much of a difference compared with the traditional recipe for Banh Mi, so the meal could be applied in kiosk booth, mobile food vans, exhibition food stands, and so forth.

The main values that this research may bring is preferences about suitable "Banh Mi" taste and how to make a "Banh Mi" meal to entrepreneurs or owner's Vietnamese restaurants. Moreover, this thesis can be searched by fast-food restaurant for adding a new product or generating a new Banh Mi menu. However, it is also equally important to note that the study only looks at Banh Mi's potential in a small-scale condition. Much change needs to be made for these meal plans to be applicable for mass consumption in large fast-food chains, as some of the items on the plan are not easy to integrate into the operations of many existing big fast-food giants.

1.1.2 Objective

The main objective of the thesis is to determine whether or not there is an appropriate Banh Mi meal plan for a fast-food stand model in Finland.

This research focus on a small-scale Pop-up restaurant to bring the trial of Banh Mi meal to professors, students, staffs and other customers with the support of LAB University of Applied Sciences (UAS). Thus, the Pop up was organized to achieve a finer meal plan version when through received evaluations from customers.

1.2 Delimitation

1.2.1 What is included

This thesis will only mention "Banh Mi" Vietnam, including: bread and bread filling; and accompanying food, including: salad or French fries and similar light Vietnamese side dishes, along with one or more drink. These are the 4 main components of a traditional Vietnamese Banh Mi meal, as the dish is not usually consumed hand-in-hand with other dishes.

The research mainly focuses on customer from Pop-up restaurant, and information from preparing Pop-up such as ingredients. This means, the research will only concentrate about the measure of satisfaction with taste of "Banh Mi" and its meal design, via the rating of the other meal components.

The theory of meal plan and related information of Vietnamese Banh Mi will be based on literature review.

The group of research is initially planned to be anyone, regardless of nationalities and age, currently residences in Finland with a valid permit. However, due to the Corona situation developing rapidly in Lappeenranta, the sample group has been further refined to match regulations on social distancing. This will be later touched upon during the data collection segment of the study.

1.2.2 What will not be included

The thesis will not take into account any other types of Vietnamese or Asian cuisine besides "Banh Mi".

This thesis also will not discuss about other types of restaurant besides fast-food styles.

The thesis will in no way discuss pricing for the products, as this will exceed the initial scope of the thesis, as well as introducing more variable to this equation, including ingredient pricing, labour costs by region, rent by region, taxation, profit margin, marketing aspects, etc.

1.3 Purpose, aims and research questions

1.3.1 Purpose and aims

The purpose of the thesis is through Pop-up restaurant to collect evaluations of customer about Vietnamese Banh Mi, modifies combos or taste to adapt with Finnish taste but belongs to prior features of "Banh Mi". This means, customer can be experience combos or a meal consisting of several courses which depend on type of pop up serving.

The aims of thesis are to create a meal of Vietnamese Banh Mi following an innovative fast-food style while keeping in line with the traditional taste and styles of Vietnamese Banh Mi adapted for Finnish consumption.

1.3.2 Research questions

The research aims to answer a main question, as illustrated below:

- Question: How to develop a meal plan for Vietnamese Banh Mi?

The lay-out of this thesis will concentrate on answering the main question of "how to develop a meal plan for Banh Mi". In order to fully answer this question, a total of 5 sub-questions have been devised, which will act as a pathway to answering the main question, as well as standing in place of a structure around which the pop-up research will be based. The 5 sub-questions can be disclosed as follows

- Sub-question 1: What do the customers think about Vietnamese Banh Mi?

- Sub-question 2: What do the customers think about the accompanying food?

- Sub-question 3: What do the customers think about the drinks?

- Sub-question 4: What is the optimal time of day for Banh Mi meals to be sold?

- Sub-question 5: How much long-term impression is left on the customers?

The first 3 sub questions aim to determine the quality of each component of choice, in order to aid in a development plan for the ideal Banh Mi meal. This is achieved by highlighting the best out of every category of meal component, namely, Banh Mi, accompanying food, and drinks

The 4th sub-question can simply be determined via the survey form handed during the pop-up day, alongside the questions regarding food components. Meanwhile, the 5th sub-question can be solved using a separate online survey form timed to be delivered a few days after the meal experience in order to test the long-term effects the meal had on the participants, and which component types were the most memorable part of the meal.

These questions will generate an official Banh Mi meal which through evaluations and necessary modifications to adapt for Finnish demands.

1.4 Structure of the thesis

The structure of thesis will be centred around the core research question highlighted in section 1.3.2. In order to achieve a full breakdown on Banh Mi meal plan, and a full answer to the aforementioned research question, a full qualitative analysis on Banh Mi theories and literature accompanied by 2 rounds of surveys conducted in conjunction with the Banh Mi pop-up will be utilized.

The thesis will, as a result, be divided into 2 sections. Sections 3 to 4 will act as a theoretical framework for the paper, while sections 5 and 6 will be the pop-up survey and data analysis. Sections 1 and 2 are the introductory segments that will highlight how the thesis is written and how the study will be conducted

The first part, theoretical framework, will be discussing the classification and history of Banh Mi, as well as Banh Mi etiquette. This section will also discuss the discrepancy between the Banh Mi meal plan designed in this study and the traditional Banh Mi etiquette in Viet Nam. The segment will also discuss the fast-food scene in the Nordic region, and Finland in particular, as well as drawing a few conclusions regarding general fast-food chains and their applications in the Banh Mi stand venture.

The second part will be 2 surveys through questionnaires with questions regarding the combination between Banh Mi and accompany food and drinks. As mentioned previously in the delimitation, no mention will be made of pricing, as this is a big enough topic to merit itself a separate study, as the remaining scope for the current research is not sufficient to do this issue justice. The information from customers' evaluations and the data collection will answer the main question of this topic.

2 Research methods

2.1 Research methodology

2.1.1 Qualitative methodology

The qualitative research methodology has long been a robust and ever-evolving field of scientific research. Qualitative is a pivotal methodology for use in data collection and analysis. It is a multi-paradigmatic research methodology, which offers multiple perspectives on any given subject matter. This is the reason why qualitative is the best option to take when researching into ontological and epistemological phenomena. The qualitative research methodology takes advantage of a number of key philosophical approaches, including post-positivism, local-positivism, grounded theory, induction, social construction, etc (Leavy 2014, 81-88).

For the context of this paper, it is also useful to simplify one's understanding of texts and literatures. Moreover, it introduces an open-ended and more malleable aspect to the research in question (Azungah 2018, 384-385).

2.1.2 Quantitative methodology

The quantitative methodology is a powerful methodology that can be used for highly numerical datasets. While the qualitative research methodology excels at analysing intangible variables, the quantitative methodology is used for a much more tangible approach to data analytics. As most of the pop-up survey will be in measurable statistical components, this approach will facilitate a clearer view of the data as well as the connections between the variables in the data pool (Blair 2016, 52).

The quantitative methodology will often utilize specialized tools such as the SPSS for data manipulation and analysis (Chen 2012, 12). However, due to the low number of responses and the lack of complexity in the data pool, Microsoft Excel and the built-in analysis tool of the Google Doc survey form will suffice for this study's data analysis.

2.1.3 Nonexperimental research

The experimental research method is used in circumstances where the independent variables of the study need to be controlled and adjusted. The alterations in the independent variables can be measured and a link an be establish should it affect or not affect the dependent variables. This methodology can be used when the variables can be determined, and the relationship between them is the goal of the study.

The nonexperimental approach, on the other hand, exists to counterbalance the cases where an experimental approach is unfeasible. It includes comparison and correlation studies, as well as surveys and questionnaire approaches to quantitative research (Blair 2016, 53-54).

The study was originally planned as an experimental research process, planned over 2 days of pop-up where the independent variables can be altered over the course of 2 pop-ups. However, as the restriction reduced the number of pop-up days to 1, this approach is no longer appliable, thus the call for a nonexperimental approach to be used in its stead.

2.1.4 Methodology used in the thesis

Both the qualitative research methodology and the quantitative research methodology will be applied to conduct the research. Nonexperimental research is also another important term that can be used in description of the pop-up event and its proceedings. Due to the pre-existing nature of the sample pool, it is most beneficial for the study to be conducted under the umbrella of a nonexperimental research.

The qualitative method will be used to describe theory of doing a meal plan for the fast-food stand, the operations of Pop-up day, and introduce about traditional Banh Mi Vietnam as well as Finnish eating habits and taste.

The quantitative method will be applied in survey portions of the study which will are to collect the customer's evaluation and recommendation in Banh Mi Pop-up restaurant. The reason for the quantitative approach for this part is because the survey will be almost completely in multiple choices, thus facilitating a more numerical-centric model of data analysis. However, some qualitative may also be called into use in cases where customers have made comments regarding the service and the food.

2.2 Research approach

2.2.1 Deductive approach

The deductive approach is a data analysis approach that aims at analysing data with a pre-determined purpose of validating, or invalidating an existing hypothesis or theory. This is quite telling on its own, as it requires a pre-existing hypothesis to act as a foundation from which the analysis process can commence.

Studies that use the deductive approach need a set theory or hypothesis from the outset. The subsequent analysis acts as a validation tool for said theory or hypothesis. The final

goal is not to discover a new theory, but to validate the theory or hypothesis established from the beginning. (Azungah 2018, 391-392)

2.2.2 Inductive approach

The inductive approach to data analysis, on the other end of the spectrum, relies on a lack of assumption and hypotheses. This means that, contrary to the deductive approach, the inductive approach operates from a blank slate, and the ultimate aim of this approach is to reach a theory or truth (O'Reilly 2009, 70). The inductive approach requires a much more open-minded analysis process. Thus, it is perfect for studies where no pre-existing hypotheses are available at the start, much like the paper in question.

2.2.3 Approach used for the thesis

The Inductive approach have been selected as the optimal approach for conducting the study in this thesis. This choice has been made due to the lack of a pre-existing theory from the start of the thesis, and that the final meal plan, which could be considered a theory, is the final goal of the research process.

This choice of research approach also facilitates a more open-ended research process, that would make it easier to determine the correct combination of food component, especially when no preconception has been made on the quality of the food components themselves.

2.3 Data collection

2.3.1 Method

The qualitative research will include the various literatures such as journal articles and books to conduct secondary data collection process. The secondary source on this thesis will be used to define Banh Mi and a fast-food meal, describe about Finnish food or Finnish eating habits and Pop-up operations, and the foundational information about how to do a meal plan. The secondary data premise on primary data research which is through the quantitative method.

The quantitative portion of the data collection process is the survey to answer the main research question. The questionnaire will be conducted in Pop-up day directly, answering 3 components question of whether the Finnish customers satisfy with their Banh Mi meals at that time, about taste and appearance of Banh Mi as well as whether or not the accompany food is suitable with the favour of Banh Mi. And finally, the survey is also aimed at answering the related issues to pricing.

Pop-up restaurant will be co-operated in a restaurant cuisine course of Lab UAS, which the course's student will be divides into 3 departments, including kitchen team, marketing team, and service team. The kitchen team will make a plan to prepare food and basing on estimation about number of customers from marketing team. There are 2 or 3 trial days before the pop-up day to improve the quality of meal. The marketing team will be based on the ideas about Banh Mi meal serving and tradition of Vietnamese food to attract customers and decorate the eating environment. And the Pop-up will be organized as a take-away service. The questionnaire will be given to customer directly after their meals.

The questionnaire is composed mainly on multiple-choice questions and spectrum-based question.

The questionnaire will have something differences which are depend on the style of serving in Pop-up day. If the pop-up restaurant will serve following fast food style, the questionnaire will towards to the meal combos which has been designed before and will be served in Pop-up.

2.4   Data analysis

2.4.1   Data analysis process

The qualitative research methodology is to mainly analyse the secondary data which will be extracted from the literature review and theoretical framework.

The quantitative research methodology is to applied in the survey will be used to analysis the information and figures which are collected from questionnaire through the Excel tool. Excel is the convenient tool to systemize the data and separate the data of survey into a number of parts which is called "statistics gathered". The results will be transformed into kind of charts and graphs for analysing horizontal and vertical aspects of issues and easier presentation. The detail of using picture and graphic data will be analysed and explained more in the thesis.

2.4.2   Evaluation criteria

The evaluation criteria for this study will be the number of votes, as well as the individual rating for each dish on the menu. The higher the rating of a dish, the better the dish is considered to be. The study will award points, according to the rating score. For example, if Banh Mi meatballs and tomato sauce gets 6 5-star ratings, then the total score it will have is 30 (5 points for each 5-star rating). The same principle applies for the other 4 on the quality rating spectrum, namely 1 point for each 1-star rating, 2 points for each 2-star rating,

3 points for each 3-star rating, and 4 points for each 4-star ratings. These scores will be added together, and act as comparison points for the dishes.

The study will also look at the number of each ratings received, as well as the post-pop-up survey results of each dish's memorability and long-term impression, which will later be applied as a separate evaluation scale.

3 Fast-food theories

3.1 A brief history of fast-food

The modern fast-food industry finds its roots in the latter half of the 20th century, seeing rapid development following the end of the second world war. However, the concept of fast-food originated much earlier than this milestone, as the first Hamburger was invented in the late 19th century and the early 20th century (Diamond 2019). Fast-food restaurant as a concept originated in the United States, with White Castle being the first specialized fast-food chain to ever be open in the world. However, the history of fast-food is not one without conflicting origin points. Although the title of the first fast-food specialized restaurant chain was often credited to White Castle, the actual origin of fast-food sales has always been contested, and dates can range from the 1912 to 1919. The most accepted starting points for the concept of fast-food as a product are 1912 and 1919, with the establishment of the New York Automat and the A&W, respectively (Hall 2011, 13-14).

late 19th century	•The Hamburger was invented •However, fast-food as a concept did not start here
1912	•The Automat in New York started selling prepared food
1919	•A&W as the first fast food restaurant was opened •This is the most widely-accepted origin point of fast-food restaurants
1921	•The first White Castle opened •This is the first fast-food chain in the World
1940	•the McDonald brothers opened a BBQ drive-in in California •This later developed into McDonalds
1952	•The first Kentucky Fried Chicken opened in Utah •The franchise later was renamed KFC in 1990
1953	•James McLamore and David Edgerton invested in Insta-Burger King •This later became Burger King in 1959
1962	•Glen Bell opened the first Taco Bell in California
1965	•Nuclear Physicist Dr. Peter Buck and Fred Deluca opened the first Pete's Subway in Connecticut •This laid the foundation for SubWay
1966	•Heikki Salmela and Kristi opened Kievari Grilli in Naantali •This later became Hesburger, the largest Finnish fast-food chain
1987	•Rabbe Grönblom opened the first Kotipizza in Vaasa

Figure 1 The History of fast-food (Illustrated from Diamond 2019, Chandler 2019, 20-24, Hall 2011, 13-24, Subway.com 2021, Global.KFC.com n.d., Hesburger.com n.d., Taco Bell n.d., KotiPizza.fi n.d.)

3.2 Classification

Fast-food, contrary to popular belief, does not comprise only of Hamburgers, Pizza or Fried Chicken. The term fast-food encompasses much more than these forms of prepared meals. The concept of fast-food has taken many paths depending on a plethora of societal and cultural factors. Below is a break-down of all fast-food types and how they are classified

3.2.1 Street food

Street food is by-far the most wide-spread type of fast-food, as an estimated 2.5 billion people eat street food on a daily basis (Hall 2011, 25). Street food can be found in almost all countries and all cultures, as not all nations have their own KFC or McDonald, but one can rest assured that every culture will have their own version of local street food (Hall 2011, 25-27).

Street food belongs to the fast-food trope, and can be defined as foods that are prepared, cooked, and packaged in public and outdoors areas meant for immediate consumption (Simpson and Weiner 2012). The public areas for producing street food can either be a kiosk, stall, or carts, depending on the financial capability of the vendors.

3.2.2 Take-out

Take-out is another popular form of fast-food, and accounts for the rise in popularity of Asian and Mexican food in their globalization phase. Take-out is defined as a meal purchased at a restaurant for the consumption in another location (Hall 2011, 24 and Wu and Cheung 2014, 146-147).

3.2.3 Casual diner

Casual diners are the types of fast-food establishments that are most commonly associated with the term fast-food. Examples for fast-food casual diners can include fast-food chains like McDonalds, Burger King, Taco Bell, and so on. Casual diners can also have a take-out model of business integrated in their daily operations. This means casual fast-food diners may include eat-in fast-food as well as take-away models of fast-food.

Among these 3 types of fast-food establishments, Banh Mi can be exploited in every model, as long as there is a market for it. This goes to show the versatility of Banh Mi in the fast-food industry.

3.3 Fast food and baguette in Finland

Figure 1 illustrates the history of the fast-food industry. The diagram was adapted from a number of official sources, and deliberately preselected key milestones for fast-food as an industry, as well as providing an origin for some of the biggest fast-food chains that currently operate in Finland, namely, McDonalds, Burger King, SubWay, Taco Bell and the up-coming KFC planned to open in Helsinki during the second quarter of 2021. These milestones in part helped shape the fast-food scene in the region of Finland, as the Finnish fast-food industry partly entails these 4 major international chains.

In terms of domestic restaurants, the largest fast-food chains in Finland include Kotipizza and Hesburger. There are also a large number of local fast-food restaurants and smaller chains that have yet to fully develop into fast-food giants, such as Sibylla, Arnolds, Rax, Scanburger, etc. (Alternative Finland 2013 and Hall 2011, 40).

The Finnish fast-food industry is also made up of a robust network of street food in the form of Summer Kiosks and all-year-round R-Kioski. Street food in Finland varies greatly, depending on the season as well as weather. They come in all shapes and forms, and can come as prepared meals, or simply desserts, such as the berries vendors during the Summer seasons, Mushroom vendors during the fall, and pastries or sweets vendors during the Christmas month.

Fast food in Finland can also be found in Supermarkets, regardless of brand and sizes, in the form of prepared meals and grilled sandwiches. (Hall 2011, 40)

A number of K-Citymarkets as well as S-group PRISMA also has specialized sections for baguettes with meat for fish stuffing, much like the style of Banh Mi. These types of fast food will be discussed in more details in section 4.

4 Vietnamese Banh Mi culinary

4.1 A brief history

Banh Mi was a relatively recent dish when it comes to Vietnamese traditional food. While many other traditional Vietnamese dishes like Beef noodle soup, sticky rice cake, coconut braised pork, etc. have their roots dating back to hallowed antiquity, Banh Mi was first introduced into the Vietnamese cuisine in 1859 by the French colonists. The first form of Banh Mi was the French Baguette, which was a popular luxury, high-class side dish that would be found in the company of other main dishes. The first Vietnamese style Banh Mi, which is a type of crunchy, airy bread unique to Viet Nam, was first conceptualized in 1895 in Sai Gon. It was around this time that the modern Banh Mi gradually crept into the Vietnamese cuisine, not as a side dish, but a main dish, meant to be enjoyed alone, or with other side dishes (Vietnamese Bureau of Sports and Tourism 2020, and Stanley 2016).

1859
- Baguette came to Viet Nam during the French invasion of the city of Gia Dinh (now Sai Gon)
- Baguette is served alongside butter, ham, or other Western accompaniment as a luxury high-class meal

1958
- The first Vietnamese-owned Baguette store (Hoa Ma) opened in District 3, Sai Gon
- The first store to stuff fillings into Baguetttes, creating Banh Mi

1970
- The first brick oven specilized for baking baguettes opened in Viet Nam
- Vietnamese baguette could now be mass produced
- The Indochinese oven's capacity for retaining steam allowed more more crunchy and airy Banh Mi

1978
- The first Banh Mi ever sold overseas at New York city, USA

24/3/2011
- The Cambridge and Oxford Dictionary acknowledged Banh Mi as a separate noun from baguette and sandwich, alongside "pho" and "ao dai". For the West, Vietnamese Baguette officially became Banh Mi

2014
- Banh Mi made it into the English lexicon as an official noun

24/3/2020
- Google's home page in over 10 countries changed to celebrate Banh Mi's admission into the Oxford Dictionary 9 years prior
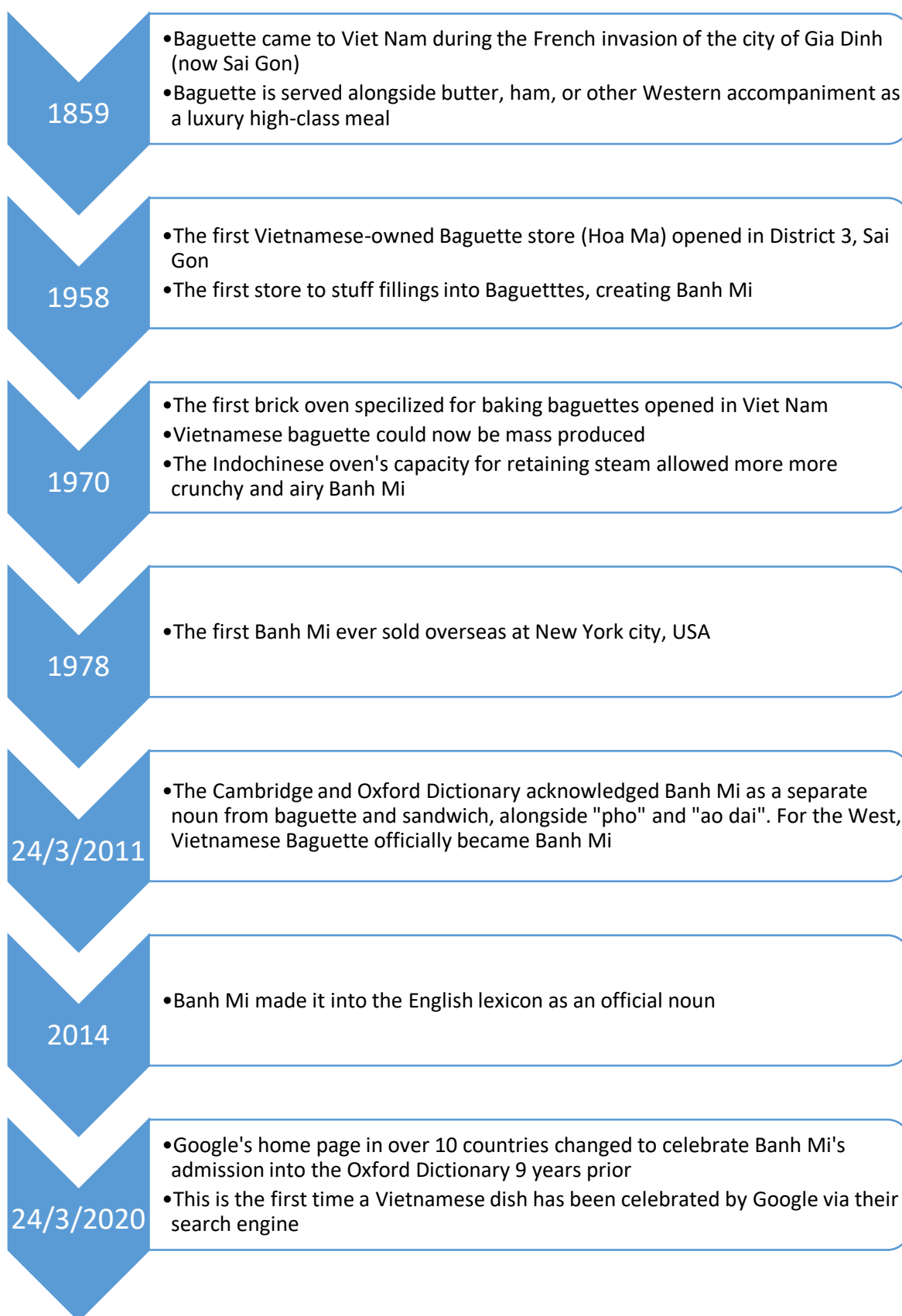- This is the first time a Vietnamese dish has been celebrated by Google via their search engine

Figure 2 Banh Mi's history (adapted and translated from Color Man food 2021, Vietnamese Bureau of Sports and Tourism 2020, Google doodles archive 2020, and Simpson and Weiner 2012)

The dough texture of Banh Mi has not changed considerably since the 1860s. However, the fillings of Banh Mi have evolved constantly during its 150 years lifespan. Vietnamese baguette was eaten alongside ham, jambon, bacon, or canned condensed milk. However, these fillings were taken on the side, rather than stuffed inside the baguette itself. The customers would then have to use cutlery to enjoy, much like a beef steak with bread. The first stuffed Banh Mi was made in 1958, when the owner of the Hoa Ma bakery realized that not all her guests had the time to sit down with cutlery to enjoy Banh Mi. The solution was the first take-away Banh Mi, where all the fillings, such as ham, pate, and meat will be stuffed inside the loaf of bread for more convenience. This design marked the birth of the Vietnamese Banh Mi as a dish. From this point on, the scope for Banh Mi fillings aggressively expanded.

Tiệm Bánh Mì HÒA MÃ, ảnh năm 1960.

Figure 3 Hoa Ma bakery in 1960, the birth place of the modern stuffed Banh Mi (Color Man food 2021)

The fillings grew from Western ham, jambon, pate to more Oriental ingredients such as Xa Xiu (a type of Braised pork belly or ear), Vietnamese meatballs, chicken, eggs, canned

sardines, Cha lua (Vietnamese steamed pork paste), sausage, etc. Vietnamese Banh Mi also differed from Baguette in a sense that the stuffing will almost always have leaf vegetables, mainly spring onion, grated carrot, onion, cilantro, and even lettuce in some cases (Nguyen 2014, 7-9). During the US-Viet Nam war, Banh Mi adopted a more, for lack of a better term, caloric turn, meaning the filling had more cheese, and mayo, which was introduced by the Americans. Thanks to the newly developed breed of brick ovens designed specifically for Vietnamese Banh Mi in 1970, the bread crust also became thicker and crunchier over time, and the inside was much more airy and softer, to the point where one can hardly feel any inside of a Banh Mi. The bakers achieved this feature due to the special airtight nature of the brick ovens, which allowed for the steam to be trapped within the baking chamber. (Vietnamese Bureau of Sports and Tourism 2020)

1978-1989 marked the first time Vietnamese Banh Mi made its big debut in one of the largest cities of America. In 1978, shortly after the liberation of Southern Viet Nam in 1975, the first Banh Mi store was opened and started selling Banh Mi on the streets of New York city. Banh Mi from this point on, started to spread like a wild fire across the Americas, as well as Europe. Ironically, Banh Mi nowadays found its way to the streets of Paris, where the food of its inspiration, baguette, originated from (Stanley 2016 and Color Man food 2020).

24th March 2011 was one of the proudest days of Vietnamese cuisine history, as the Vietnamese word "Banh Mi" was officially entered into the Oxford English Dictionary as a noun, thus distinguishing it from sandwich or baguette (Simpson and Weiner 2012). This was one of 3 Vietnamese words that found itself in the Oxford English Dictionary and the English Lexicon, with the other 2 being "Pho" and "Ao Dai". The sandwich formerly known as Vietnamese sandwich, or Vietnamese baguette in most of America and Europe finally had an English name, Banh Mi. And on 24th March 2020, Google celebrated this 9-year anniversary with a Doodle on their search engines in over 10 different countries, including Viet Nam, US, France, and South Korea, to name a few. The Doodle was made by a Vietnamese working at Google, mrs. Olivia Huynh (Google Doodle archive 2020).

Figure 4 Google's 2020 celebration of Banh Mi (Google Doodle archive 2020)

4.2 Characteristics

4.2.1 Dough feature

Vietnamese Banh Mi is a very special kind of baguette, which is unique to the Vietnamese culture. Vietnamese bread has traditionally been baked in brick ovens ever since the 1970. These oven's airtight capacity as well as enclosed design gave them the ability to trap steam during the baking process, thus allowing for a much crunchier crust on the exterior, while also maintaining a soft and airy internal texture for the inside of the loaf. The thick crunchy crust also means that the wet fillings such as meatballs, soy sauce, fish sauce, or hoisin do not make the bread soft and soggy over time.

The Vietnamese Banh Mi also contain less internal dough than most baguettes. The dough rises considerably during the baking process, which allows for a very airy texture inside. This makes Banh Mi a very good type of bread for daily consumption, which does not make the eater too full, and contain less carbohydrate than the Western baguette, whose texture is doughier and more filling. (Huong 2019, 148-151)

4.2.2 Filling types

Banh Mi, contrary to their appearance on the global food scene, can be filled with almost anything. Each region in Viet Nam will feature a different type of Banh Mi filling, usually a delicacy unique to that region. For example, spicy stick variants of Banh Mi in Hai Phong feature long slender sticks of baguette with only fatty pate as fillings, or the Bot Loc Banh Mi in Hue, where another type of dish (Bot Loc, or Tapiola Dumpling), acts as filling for Banh Mi

4.3 Etiquette

Banh Mi etiquette has changed drastically since its first diversion from the French baguette. As noted in its history, Banh Mi did not start out as a street food or for a casual dining experience. Banh Mi was a descendant of the French baguette. As a result, it shares the baguette's features of being a dish perceived for fine dining purposes ever since its conception.

4.3.1 During the early years

The first way to ever enjoy baguette and Banh Mi was via cutlery. The dish was often found alongside a French fine dining course, and acted as a luxurious accompaniment for Western high-class food.

The first and most important thing about Banh Mi is that it must always be served fresh. As this was a dish for French officers and wealthy Vietnamese landlords, the bread can never be stale or cold. Banh Mi that was no longer warm would be passed down to housemaids for their consumption or thrown away.

Banh Mi is also considered a side dish. Therefore, it will almost certainly be accompanying other high-class French dishes, rather than being the main dish itself. However, this role was later flipped on its head, as Banh Mi gradually shifted towards being a meal for the masses following the industrialization process of the Banh Mi baking facilities in the early 1970s. (Lam 2017 and Stanley 2016)

4.3.2 Etiquette as a fast food

However, Banh Mi has gone a long way from its fine dining roots. Banh Mi nowadays find itself on the streets of Viet Nam, and in some cases, in casual eateries. Banh Mi is still served in high-class restaurant. However, the main way Vietnamese enjoy Banh Mi is still through the lens of street food.

Banh Mi is typically enjoyed using nothing but the customers' bare hands, much like a SubWay sandwich or Hamburger (Stanley 2016).

4.4 The Globalization process of Banh Mi

4.4.1 International fame

Banh Mi's globalization process began in the late 1970s, shortly after the conclusion of the Viet Nam war. Banh Mi first found itself in foreign soil following the conclusion of the Viet

Nam war. During these turmoil times, thousands of Vietnamese refugees fled the country in search of wealth and an escape from the Communist party in the Americas, Europe, and the Philippines archipelago. It is also during this period that a number of Vietnamese traditional dishes made it abroad, including Bun Bo, Pho, and, most importantly for this paper's focus, Banh Mi (Lam 2017 and Stanley 2016).

4.4.2 Establishing itself in Finland

Banh Mi first came to Finland in the late 1970s and early 1980s, alongside the first Vietnamese refugees into the country (Ministry of Economic Affairs and Employment of Finland 2019). However, unlike in the US and Canada, Banh Mi has not made a considerable splash in the food scene in Finland. Banh Mi in the Nordic sector has always been outshone by other Asian dishes and cuisines like Sushi, Pho and Chinese dishes like Dumplings and Dim Sum. Banh Mi is not commonly available in Asian buffets and restaurants, even restaurants that specialize in Vietnamese food.

Banh Mi started out in Finland as a dish mainly aimed at Vietnamese living in Finland who crave the taste of their home. This effect has been observed in great detail from a large number of foreign foods. This phenomenon is, in fact, the origin of many traditional dishes that found themselves being sol don foreign soil. Asians alike who have drifted from their homes now seek the comfort of the food of their motherland without having the means or need to return. (Lemon 2019, 3-7 and Wu and Cheung 2014, 131-135)

Banh Mi nowadays finds itself served in Vietnamese restaurants in many large cities in Finland. However, there are not many Asian restaurants that feature Banh Mi as their main dish. Banh Mi in Finland has not gained its popularity as a fast-food either, as there are currently no Banh Mi-only fast-food restaurant currently operating in Finland. Banh Mi's potential as a street food has also not been fully exploit, as the majority of Banh Mi establishments are casual diners and eateries (Yelp 2021 and TripAdvisor 2021).

4.5 Potential as a fast-food

Banh Mi has a high potential to be deployed in a fast-food only menu for Finnish consumption. In order to explore this potential, one must look at the 2 aspects that facilitates the dish's capacity to be sold as a street food. They are:

4.5.1 Precedence of a similar dish in Finland

Much application has been made for Banh Mi in the area of sit-down fine dining experiences. However, only a few stores in Finland have utilized Banh Mi's potential as a fast-food item,

especially for festival food stands. The main focus of Banh Mi research is the potential for Banh Mi to be sold as a street food item.

It has been established early on that Banh Mi's most probable step in the process to become a fast-food that can compete with many other fast-food chains is to start out as a street food. This has been observed in some of the largest fast-food chains in the world, as most of their origins can be traced back to a much more humble beginning as a street food product, such as the case of SubWay, which was originally a tiny food stall in Connecticut, or Burger King and McDonalds, with their humble beginning as a small automat (SubWay.com 2021 and Hall 2011, 12-15).

Banh Mi's potential as a fast-food has been exploited by K-citymarket and SubWay to some levels of success in Finland. Particularly in the form of take-away sandwiches with various types of fillings stuffed inside a baguette. For K-citymarket, the menu can vary from tuna, salmon, shrimp and pork fillings for the sandwiches (K-CityMarket 2021).

Market Kitchen Ruiskatkarapupatonki — 3,69 /kpl

Lisää ostoskoriin +

Hinta voimassa valitussa kaupassa K-Citymarket Kupittaa. Saatavilla myymälätilanteen mukaan.

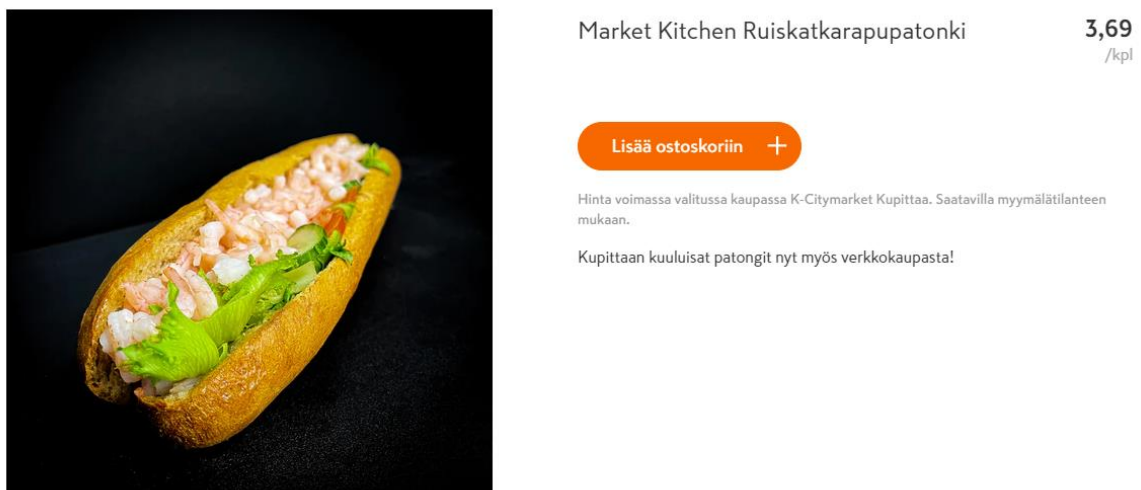Kupittaan kuuluisat patongit nyt myös verkkokaupasta!

Figure 5 K-CityMarket Kupitta Shrimp Sandwich (K-CityMarket 2021)

Figure 4 features a K-City Sandwich from the K-CityMarket Kitchen in Kupitta, Turku. From first glance, this is quite similar to the Vietnamese Banh Mi, with the only difference being the types of fillings available.

Subway, on the other hand, features a wider array of toppings and fillings to choose from, including ingredients from both the local cuisine to Asian style fillings, as well as an option to customize one's own sandwich. Their filling availability includes cheese of 4 kinds, beef, chicken, pork or fish. SubWay also provides new Asian type fusions such as the Chicken Teriyaki, or the Italian-inspired Chorizo. Subway also features a wide variety of bread types,

ranging from wheat bread, white bread, rye, multigrain and gluten-free variants (SubWay 2021).

Through these 2 examples of baguette's implementation in the fast-food industry in Finland, it is hard to deny Banh Mi's potential in a fast-food menu setting. However, one should also take into consideration the meal patterns of Finnish customers, which can be highlighted as follows.

4.5.2   The Finnish changing food culture

Finland's food culture has not always facilitated Banh Mi as a popular fast-food. In fact, the Finnish cuisine does not focus of baguette as a fast food of choice, with the exception of SubWay. However, a recent study conducted throughout 1997 and 2012 showed that the Finnish food conception is changing in a remarkable way, in favour of a more fast-food-focused climate.

The study focuses on the meal patterns of 4 Nordic populations and how they change over the years. In order to collect data for the study, 2 surveys were conducted in 4 Nordic nations, namely Denmark, Finland, Norway and Sweden in 1997 and 2012. The study took into account 3 main dimensions of an eating system, namely physical, organizational and socio-cultural aspects of eating habits. The study also looks at timing, organization and structure of the meal.

Meal formats stand in for composition of the main course (center, staple, trimmings, gravy, and dressing) and meal sequence (starter, main, dessert).

Social organization of eating stand in for place of the meal, eating partner, and organization of eating, as well as the producer of the meal.

The results of this study can be highlighted as follows.

- Finns generally eat less at home, and more at work and school in 2012 than they were in 1997 (drop of 9%)

- Meals that are taken alone, rather than with a family member rose by 12%

- Meals that are eaten in front of computers rose by 75%

- Meals that are taken in under 10 minutes rose by 14%

- Around 15% of lunches were under 10 minutes.

- The main location for meals were home and at work.

- The prevalence of family meals declined by 11% from 1997 to 2012.

- Finland has the lowest frequency for a family meal in all Nordic countries.

- Finnish most popular breakfast food is porridge.

- Eating out at least once a month is on the rise (61% of the high-income and 36% of the low-income population)

- Preference of foreign food has risen by 15%

- Bread as a breakfast meal choice is on the rise (1% increase)

- Around 70% of Finnish lunches are hot. However, this figure is on the decrease. (Gronow and Holm 2019, 3-15)

These statistics go a long way to show that Finland is gradually moving away from sit-down meals, and that Finns are taking more meals outside of their homes than previous generations. As a result, Finns are showing more acceptance and preference for foreign take-away foods, as well as a shorter time for lunch, which can be a target timeframe for Banh Mi to be sold, due to its fast preparation and consumption time.

5   Meal plan preparation

5.1   Deciding Banh Mi types

Banh Mi, ever since its conception, has had a great deal of fillings. What ingredients that will end up inside the loaf depends heavily on the regional aspects, as each Vietnamese region has a different interpretation of Banh Mi filling and even the loaf size. However, the research will only take into account the standard Sai Gon loaf size, along with 3 of the most popular Banh Mi fillings for customers, namely eggs, chicken with mayo, and meatballs with tomato sauce. These fillings have also been specifically chosen specifically due to their ingredient availability for the region of Finland, and for the specific location of the pop-up event.

5.1.1   Banh Mi meatballs with tomato sauce

This is one of the most popular types of Banh Mi fillings in Viet Nam, and the fillings can either be taken alongside or inside the Banh Mi itself. The choice of Banh Mi meatballs with tomato sauce was also made due to the filling's familiarity towards Finns and their Nordic diet. The features of meatballs and tomato sauce include soft meatballs with sweet, fatty and sour tomato sauce that will be one of the best matches for Banh Mi as a fast-food item.

5.1.2   Banh Mi chicken with mayonnaise

This is also a very popular type of Banh Mi, especially on the streets of Sai Gon. Banh Mi chicken with mayo features a fatty chicken filling glazed with Mayonnaise and served along-side a cold drink. This will be a perfect dish for Summer consumption, as it resembles the SubWay's pulled chicken sandwich.

5.1.3   Banh Mi eggs with pate

This is another classic type of Banh Mi. It features simplistic filling and a fatty and savoury type of pate to go along with the eggs. This type of Banh Mi will bear much resemblance to French baguette with eggs and pate. However, the only difference here is that the whole meal comes in one single package that can enable on-the-go consumption.

5.2   Deciding accompanying foods

Banh Mi, as mentioned in section 4.3. etiquette, is usually eaten alone by itself. However, a number of accompanying foods can be taken side-by-side with the dish. This is quite subjective, as the type of side dish can depend on the taste of the customer. However, in

an attempt to Westernize the dish of Banh Mi, 2 side dishes have been chosen to accompany Banh Mi on the menu. They are:

5.2.1 French Fries

French Fries has never been traditionally consumed alongside Banh Mi. This is a side dish that does not tend to accompany traditional Vietnamese Banh Mi. However, due to the prevalence French Fries has in the Western fast-food industry, it is beneficial to test its potential as a side dish for the traditional Vietnamese Banh Mi.

5.2.2 Summer Rolls

Summer rolls is a more traditional Asian side dish than French Fries. Summer rolls have long been a well-received dish from the South East Asian culture, along with Spring rolls and Egg rolls. The Summer rolls used for this pop-up has been made using readily available ingredients that can be found in all Asian markets as well as Finnish wholesalers in Finland. This is important, as it facilitates mass production of quality Summer rolls at a lower cost, in order to ensure long-term supplies for the venture.

5.3 Deciding drinks

Banh Mi can be considered a cold meal, as most Banh Mi types consist of cold ingredients, with the exception of fried eggs, hot meatballs, Pha Lau (a type of stew consisting of pork and beef organ), beef steak. As far as Vietnamese Banh Mi is concerned, not many people like to have Banh Mi with a hot drink, which could be a direct result of the Vietnamese climate. This mentality may not apply to the Finnish cuisine, whose climate is much colder than that of a tropical country. However, it would be a useful experiment when coupling Banh Mi with its traditional cold drinks, as it would have been served in Viet Nam for customers in Finland. However, this may also work for hot drinks like hot chocolate or coffee during the winter. Further experiments need to be conducted in order to clarify this point.

5.3.1 Coconut water

Coconut water is one of the most popular beverages in Viet Nam, and is often the go-to-choice for Banh Mi. Coconut water has been chosen for the pop-up due to its high availability in Finland, as coconut water is sold at almost all Asian ingredient wholesalers and retailers. Furthermore, this is also a new and rarely used beverage in Finnish Asian restaurants, which makes it a perfect candidate for testing on a consumer scale.

5.3.2 Coffee

Coffee is another popular item for side-by-side consumption with Banh Mi. Coffee also has a high availability in the Finnish market, and is a very popular drink among Finns. This is a good alternative to soft drinks and could be advertised as a default drink for Banh Mi due to its wide acceptance in the Finnish market.

5.3.3 Bubble milk tea

Bubble milk tea is a relatively sweet drink, which is why it may put off many customers, and may not be a healthy choice for frequent consumption. However, it has been chosen for testing as it is a drink that has been gaining some traction in Helsinki as of late, given the number of new Bubble milk tea shops open during 2020 and the first quarter of 2021. The milk tea served during the pop-up will be vanilla flavoured. However, Asian milk tea also comes in a number of variants and flavours, which could also be tested in future studies should the opportunity arise.

5.3.4 Strawberry smoothie

Strawberry Smoothie is another food item that is not often found in the company of Banh Mi. However, it has been deliberately put in the menu to stand in for the smoothie category. This is another experiment of how smoothie would fair alongside fast-food. Because the initial starting point of this business model would be as a fast-food stand operated mainly in the summer and early Autumn, the smoothie could have potential of catching on.

6   Results

6.1   Data collected

6.1.1   Pop-up survey

A total of 16 responses were retained from the pop-up survey as well as the post-pop-up questionnaire. 4 responses came from guests, 2 responses came from the 2 lecturers, while 10 were from kitchen staffs. All respondents are students from LAB UAS, 11 of which were HOMA students, 1 was Mechanical engineering student, and 2 were Nursing students. 4 of the respondents were Vietnamese and 12 were Finnish, including the 2 lecturers. The 16 responses correspond to 16 portions of Banh Mi sold, each with all components included with the exception of 6 portions where coconut water was not included. French fries are also missing from the final menu, but there were also 8 responses that featured a rating for the side dish, the details of which will be included in the sub-question 2 portion of the analysis. Below is a spreadsheet of data collected, illustrated in Microsoft Excel.

#	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1	5	2	5	1	3	3	5		3	2		3		5	5	5
2	3	3	2	4	2	2	4	1	1		3		5	5	4	5
3	2	3	3	5	2	2	4	5	3		3		5	5	5	
4	4	3	2	4	2	2	4	4	5	2	4	2	4	3		4
5	3	2	2	1	3	3	3	4	3	2	5	2	4		5	5
6	2	3	4	4	4	3	5	5	4	3	5	5	4	2		3
7	2	2	2	3	4	4	4	4	3		3			3		4
8	3	2	2	3	2	2	4	3	4	3	4	2	3	2		4
9	3	1	2	1	4	4	3	1	4		5		4	4		4
10	3	3	1	4	3	2	4	3	2	3	2	3	5	1		4
11	2	2	1	3	3	2	3	3	1		3		4	4		4
12	3	3	3	5	5	4	3	4	4		5		4	5		4
13	4	3	5	5	4	3	4	4	4		5	4	5	4		4
14	3	2	4	4	2	2	4	3	4	4	3	3	3	3		2
15	2	2	5	4	1	1	5	4	3	2	5	4	3	4		4
16	2	2	3	4	4	2	5	4	4	1	4	3	4	4		3

Table 1 Pop-up survey spreadsheet (Survey on Banh Mi)

Table 1 features a spreadsheet of results from the first survey. The rows represent the response number, while the columns represent the question number. The second column shows the results for the 1st question in the pop-up questionnaire, all the way to the 16th column, which shows the results for the last question of the pop-up questionnaire.

6.1.2 Post-pop-up survey

7 days after the pop-up ended, a separate survey was sent to all of the participants of the original pop-up. This second survey is aimed at determining the long-term impression the meal had on the customers, and which meal components were the most memorable after 7 days. The second survey received 12 anonymous responses, and the results can be summarized in table 2 and 3:

1	1	a	x		Breakfast	Eat-in	Crunchy-crusted Banh Mi
2	1	a	y		Breakfast	Take-away	Crunchy-crusted Banh Mi
3	1	a	y	Banh Mi	Lunch	Take-away	Crunchy-crusted Banh Mi
4	3	a	y	Side dish	Lunch	Eat-in	Soft-crusted Banh Mi
5	3	a	y	Side dish	Lunch	Eat-in	Soft-crusted Banh Mi
6	3	a	y	Banh Mi	Lunch	Take-away	Hard-crusted Banh Mi
7	1	a	x	Banh Mi	snack	Take-away	Crunchy-crusted Banh Mi
8	3	a	z	Banh Mi	Lunch	Eat-in	Crunchy-crusted Banh Mi
9	1	a	z	Drink	Breakfast	Take-away	Crunchy-crusted Banh Mi
10	2	b	z	Drink	Dinner	Eat-in	Crunchy-crusted Banh Mi
11	3	a	x	Side dish	Breakfast	Take-away	Crunchy-crusted Banh Mi
12	1	a	y	Banh Mi	snack	Take-away	Crunchy-crusted Banh Mi

Table 2 Post-pop-up survey section 1 spreadsheet

1	Banh Mi chicken with mayo	Summer rolls	Coconut water, Vietnamese coffee, Bubble tea
2	Banh Mi chicken with mayo	Summer rolls	Vietnamese coffee, Bubble tea
3	Banh Mi chicken with mayo	Summer rolls	Vietnamese coffee, Bubble tea
4	Banh Mi chicken with mayo	Summer rolls	Vietnamese coffee
5	Banh Mi chicken with mayo	Summer rolls	Vietnamese coffee
6	Banh Mi meatballs with tomato sauce	Summer rolls	Vietnamese coffee, Bubble tea
7	Banh Mi chicken with mayo	French Fries	Bubble tea
8	Banh Mi chicken with mayo	Summer rolls	Vietnamese coffee, Strawberry milkshake
9	Banh Mi chicken with mayo	Summer rolls	Bubble tea, Strawberry milkshake
10	Banh Mi meatballs with tomato sauce	French Fries	Strawberry milkshake
11	Banh Mi eggs with pate	Summer rolls	Vietnamese coffee
12	Banh Mi chicken with mayo	Summer rolls	Bubble tea, Strawberry milkshake

Table 3 Post-pop-up survey section 2 spreadsheet

In table 2, the dishes have been coded as: Banh Mi chicken with mayo (1), Banh Mi meatballs with tomato sauce (2), Banh Mi eggs with pate (3), Summer rolls (a), French Fries (b), Coffee (x), Bubble milk tea (y), Strawberry milkshake (z), and Coconut water (w).

6.2   Result of the data analysis

The data collected from the pop-up survey as well as the post-pop-up survey was analysed using Microsoft Excel, and Google Docs survey platform in order to generate comprehensive results in the form of data sheets and graphs for a clear view of the trends and preferences. The data analysis process follows the structure of the research question and sub-questions, and the results will reflect the answer to said questions.

The final results will be displayed in the following format, by the order of importance: Component name (x/y/z/w/p). In this format,

- x stands for the number of 4 and 5-star votes.

- y stands for the number of 1 and 2-star votes.

- z stands for the long-term impression quota (in 10/10 ratio).

- w stands for the total score accumulated.

Calculating w:

- 1 point for each star given.

- 5 points if chosen in the follow-up survey as a memorable dish.

6.2.1   What do the customers think about Vietnamese Banh Mi?

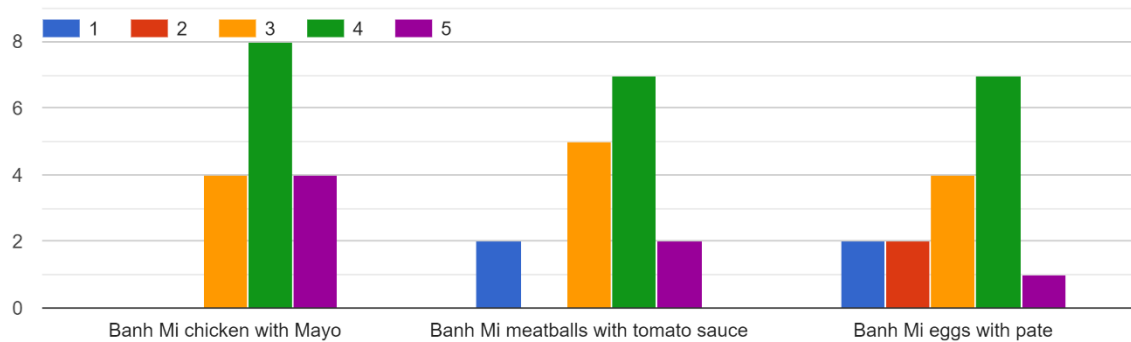What is your favorite Banh Mi?

Figure 6 Customers' opinions on the 3 Banh Mi types

The customers' opinions on the 3 types of Banh Mi served are reflected in figure 6. From the graph and spreadsheets, the current scores for the 3 Banh Mi types can be calculated as follows: Banh Mi chicken with mayo: 64 points (4 3-star votes, 8 4-star votes, 4 5-star votes), Banh Mi meatballs with tomato sauce: 48 points (2 1-star votes, 5 3-star votes,7 4-star votes, 2 5-star votes), and Banh Mi eggs with pate: 44 points (2 1-star votes, 2 2-star votes, 4 3-star votes, 7 4-star votes, 1 5-star vote)

The Banh Mi with the most positive votes (4 and 5 stars) was Banh Mi chicken with mayo at 12 positive votes, with 8 4-star votes and 4 5-star votes.

The Banh Mi with the most negative votes (1 and 2 stars) was Banh Mi eggs with pate at 4 negative votes, with 2 1-star votes and 2 2-star votes.

Sub-question 2: What do the customers think about the accompanying food?
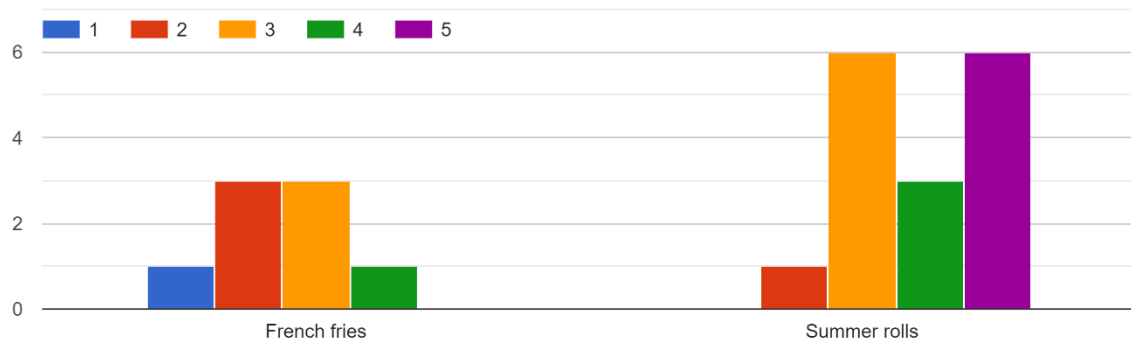
What is your favorite side dish?

Figure 7 Customers' opinions on the 2 side dishes

Figure 7 illustrates the customers' ratings on the 2 side dishes, namely French Fries and Summer rolls. However, as Summer rolls was the only dish served, it is quite difficult to account for the 8 votes on the quality of French Fries, although it did not make it to the final menu. There are currently 2 rationalizations for this set of data:

The first is that some respondents marked out the dish, rather than voted for it, but did so using an X, which was identical to their markings of approval. This could be the justification for some of these votes.

The second rationalization is that the low approval further to the disappointment end of the spectrum was a way of expressing the customers' disappointment that French Fries did not make it to the final menu. This rationalization stemmed from the fact that there was a comment regarding the missing French Fries, and that said respondent wanted the French Fries rathe than the Summer rolls.

However, unless a second intensive study is taken regarding this topic, with French Fries included, the problematic data set may not re resolved. Thus, this is why the current study will only look at Summer rolls' rating from this point onwards.

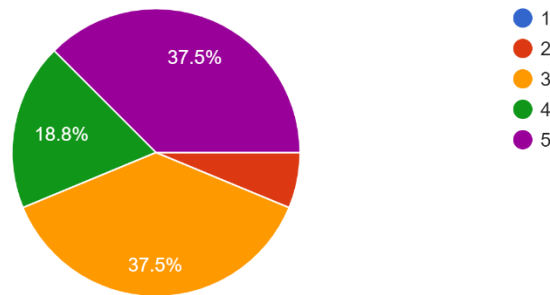What is your favorite side dish? (Summer rolls)

16 responses

Figure 8 Customers' opinions on Summer rolls

As can be seen from the graph, Summer rolls was a very well-received side dish for the Banh Mi meal plan. Although the dish received only 9 positive reviews (6 5-star and 3 4-star votes), it did not receive much negative reviews (only 1 1-star review). The final score for Summer rolls is 61 points.

6.2.2 Sub-question 3: What do the customers think about the drinks?

What is your favorite drink?
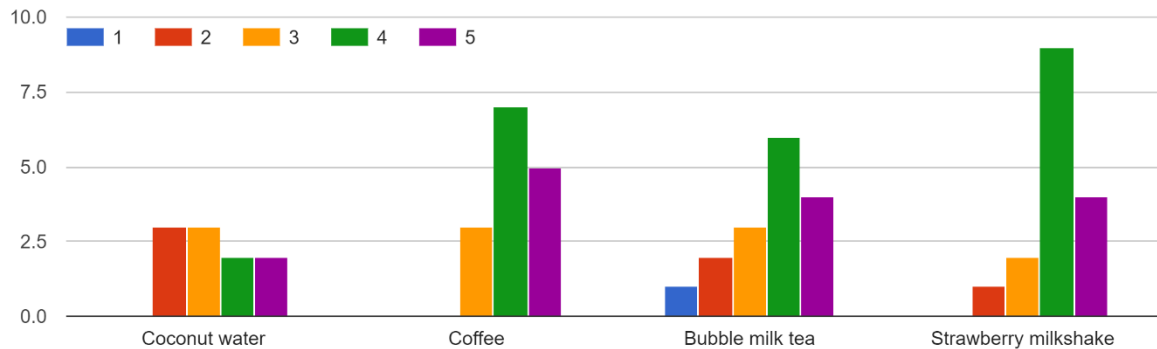
Figure 9 Customers' opinions on the 4 drinks

Figure 9 shows the customers' opinions on the 3 types of drinks. From the graph and spreadsheets, the current scores for the 4 drinks can be calculated as follows: Coconut water: 29 points (3 2-star votes, 3 3-star votes, 2 4-star votes, 2 5-star votes), Coffee: 55 points (3 3-star votes,7 4-star votes, 5 5-star votes), Bubble milk tea: 56 (1 1-star vote, 2 2-

star votes, 3 3-star votes, 6 4-star votes, 4 5-star votes), and Strawberry milkshake: 54 points (1 2-star vote, 2 3-star votes, 9 4-star votes, 4 5-star votes)

The drink with the most positive votes (4 and 5 stars) was Strawberry milkshake at 13 positive votes, with 9 4-star votes and 4 5-star votes.

The drink with the most negative votes (1 and 2 stars) was Bubble milk tea and coconut water at 3 negative votes each, with 1 1-star vote and 2 2-star votes for Bubble milk tea and 3 2-star votes for coconut water.

6.2.3   Sub-question 4: What is the optimal time of day for Banh Mi meals to be sold?

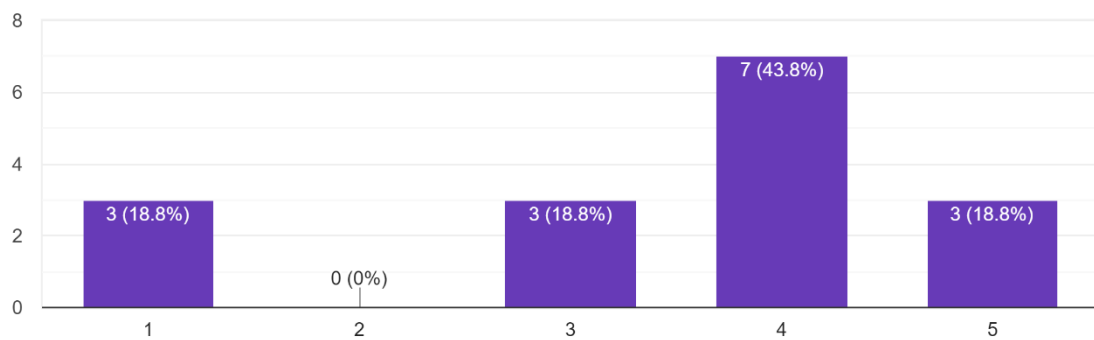Do you like sandwiches for breakfast?
16 responses

Figure 10 Customers' views on having sandwiches for breakfast

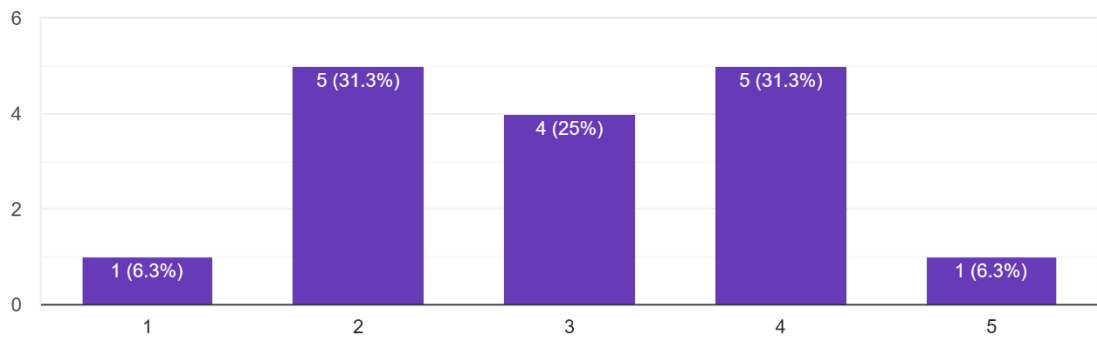Do you like sandwiches for lunch?

16 responses

Figure 11 Customers' views on having sandwiches for lunch

Do you like sandwiches for dinner?
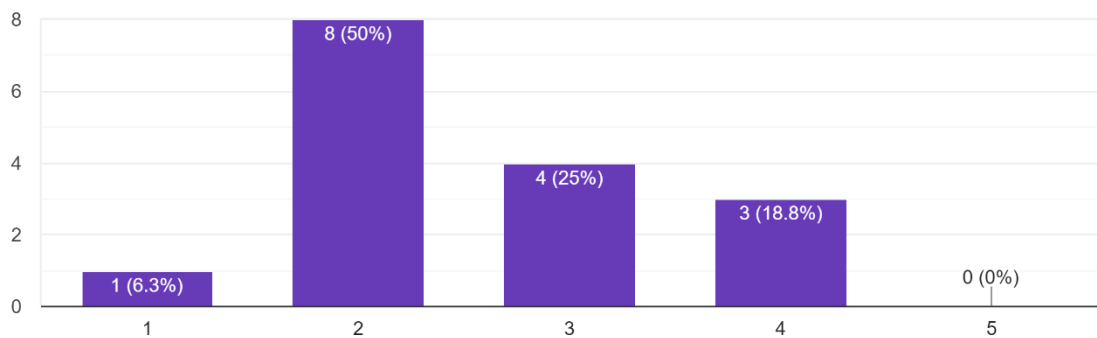
16 responses

Figure 12 Customers' views on having sandwiches for dinner

From figures 10, 11 and 12, it is apparent that most of the participants preferred to have sandwich for breakfast, with around 62.6% approval (ratings of 4 or 5). Meanwhile, the least popular time of day for a sandwich was voted to be dinner. This is quite understandable and aligns with Gronow and Holm's study regarding Finnish eating habits.

Which time of day would you prefer to have Banh Mi?
12 responses

- Breakfast
- Lunch
- Dinner
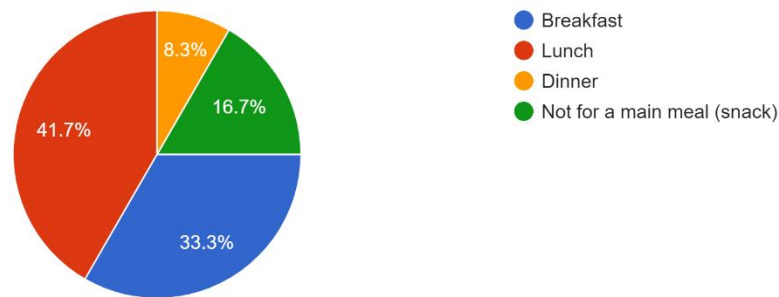- Not for a main meal (snack)

8.3%
16.7%
41.7%
33.3%

Figure 13 Customers' preference of time to have sandwich (post-pop-up)

This mentality has been later reinforced by the second round of survey, which shows relatively the same figure, barring for the switching of preferences between breakfast and lunch. Dinner still ranked the lowest for this category.

6.2.4   Sub-question 5: How much long-term impression is left on the customers?

Which Banh Mi type can you remember most?
12 responses

- Banh Mi chicken with mayo
- Banh Mi meatballs with tomato sauce
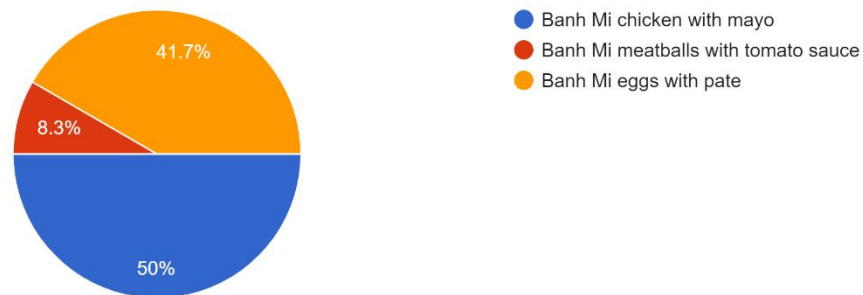- Banh Mi eggs with pate

41.7%
8.3%
50%

Figure 14 Banh Mi's memorability

From the results of the second survey, it was clear that the 2 most memorable Banh Mi were Banh Mi chicken with mayo at 50% rating and Banh Mi eggs with pate at 41.7% rating. Banh Mi meatballs with tomato sauce did not account to 10% of the number of responses. This means the 2 leading Banh Mi in this category have the highest sticking power, dwarfing that of Banh Mi meatballs with tomato sauce by 5 times.

The additional scores for each Banh Mi types can be calculated as follows: Banh Mi chicken with mayo: 30 points (6 votes), Banh Mi eggs with pate: 25 points (5 votes), and Banh Mi meatballs with tomato sauce: 5 points (1 vote).
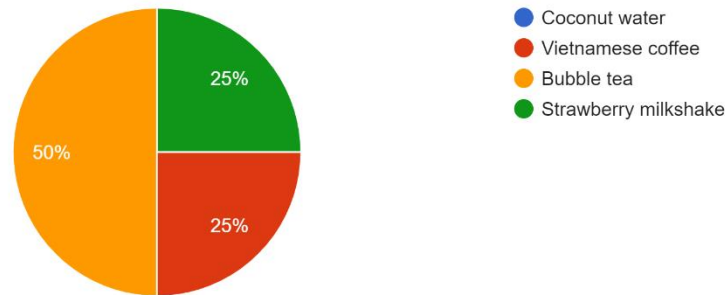

Figure 15 Drinks' memorability

From the drinks' perspective, the results are far more clear-cut than that of the Banh Mi, as the leader of the drinks commands a prominent lead of 50% compared to the runner-ups. Bubble tea enjoyed a 50% vote rate at 6 votes, while Strawberry milkshake and Coffee shared the remaining 6 votes, 3 for each. Coconut water did not stick to any of the customer's long-term impression and received 0 vote for the entire second survey.

The additional scores for each drink can be calculated as follows: Bubble tea: 30 points (6 votes), Strawberry milk shake: 15 points (3 votes), Coffee: 15 points (3 votes), and Coconut water: 0 point (0 vote).
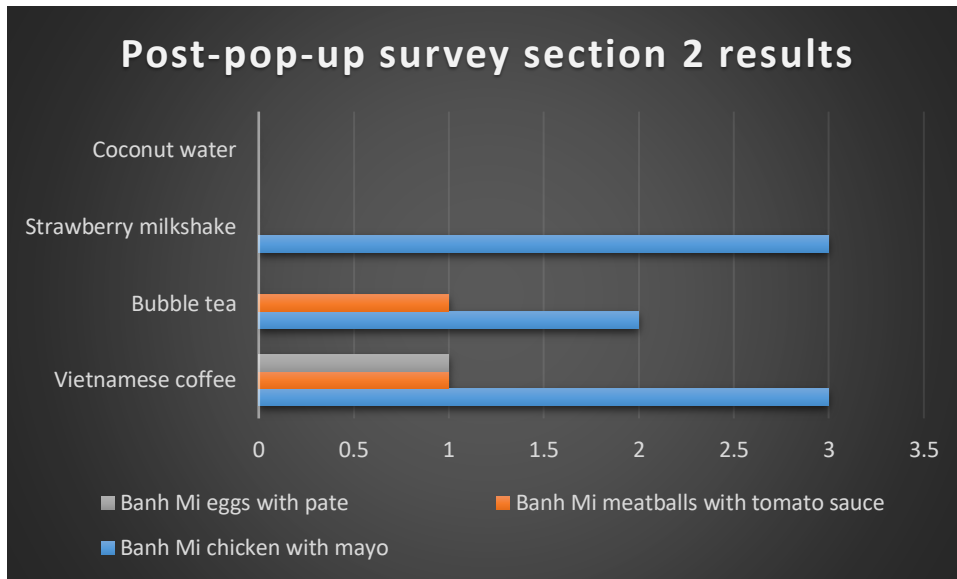
Figure 16 Result of the menu re-selection (post-pop-up)

Section 2 of the second survey shows that the most popular order by component types was Banh Mi chicken with mayo served alongside summer rolls and accompanied by either Bubble tea, strawberry milkshake or coffee.

6.2.5 General information regarding Banh Mi's properties
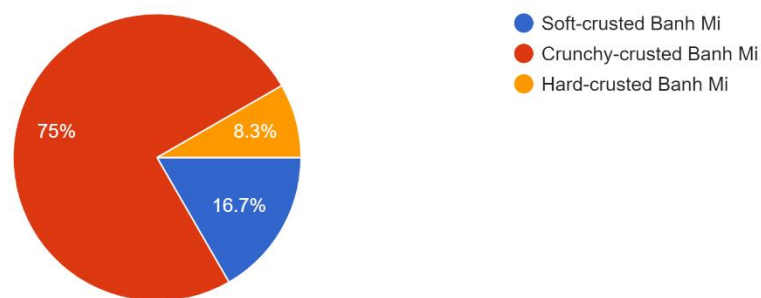

Figure 17 Customers' crust preferences

Most of the customers who ordered the meals preferred the crunchy-crusted Banh Mi (75% of the votes), as opposed to the presumed soft-crusted Banh Mi that more resembles the types of breads available here in Finland. This proves to be another step in the right direction regarding the dough features of the Banh Mi for Finnish consumption.

Would you have preferred to have Banh Mi as an eat-in or take-away meal?
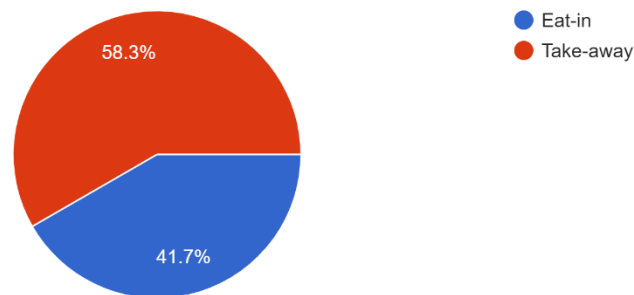
12 responses

Figure 18 Customers' eat-in or take-away preferences

Banh Mi was also prefered as a take-away option, rather than being an eat-in meal (58.3% compared with 41.7%). This is also another indicator that Banh Mi will have a high potential of becoming a take-away fast-food that can be sold in a street-food kiosk model. However, there is still a 41.7% of respondents who would like to enjoy Banh Mi on the spot as an eat-in alternative, some consideration need to be taken for this potential model of sales.

What was the most memorable aspect of your meal?

10 responses
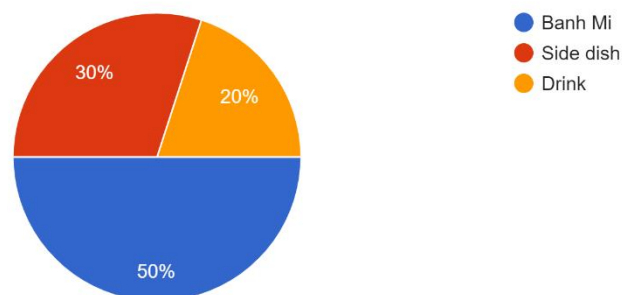
Figure 19 Customers' most memorable aspect

The customers' most memorable aspects rating also provides an important insight for the purposes of the study, and further reinforce the need for an accompanying menu that is sold alongside Banh Mi. Although most of the ratings for the most memorable aspect of the meal was for Banh Mi (50%), a considerable contingent also believe that the side dish (30%) and the drinks (20%) was the most memorable for them.

6.2.6 Summary of results

Below is the summary of the study's results. The variables x, y, z and w follow properties that have been explained in the beginning of section 6.2., with the exception of side dish, whose memorability and comparison score could not be calculated due to the missing French Fries as a comparison point.

	x	y	z	w
Banh Mi chicken with Mayo	12	0	5	94
Banh Mi meatballs with tomato sauce	9	2	0.83	53
Banh Mi eggs with pate	8	4	4.17	69

Table 4 Result of the study (Banh Mi)

	x	y
Spring rolls	9	1

Table 5 Result of the study (side dish)

	x	Y	z	w
Coconut water	4	3	0	29
Coffee	12	0	2.5	70
Bubble milk tea	10	3	5	86
Strawberry milkshake	13	1	2.5	69

Table 6 Result of the study (drinks)

7   Study implications

The study provided a much-needed insight to Banh Mi in terms of fast-food style meal plan for a street-food-model of sales. From the study, it is clear that Banh Mi chicken with mayo is the most popular Banh Mi type, both in terms of immediate taste, and long-term impression. This is followed by Banh Mi eggs with pate, and finally Banh Mi meatballs with tomato sauce, whose performance was abysmal when compared with its peers.

The most popular drink in terms of taste was strawberry milkshake, shortly followed by Bubble tea and coffee. The worst drink on record was coconut water, with low reviews and a low number of responses. Bubble milk tea, however, was able to remain in the customers' memory for much longer than the other 3 drinks, at 50% the recall rate.

For the actual meal plan, the must-add combination is Banh Mi chicken with mayo + Summer rolls + Strawberry milkshake, Coffee, or Bubble milk tea. Banh Mi meatballs with tomato sauce and coconut water needs reworking in order to be perceived in a different lens by the customers, hence why they have been left out of the final menu. Secondary recommendations would be Banh Mi eggs with pate + Summer rolls + Bubble milk tea or strawberry milkshake.

The optimal time of operation for the Banh Mi kiosk should also be considered, and preferably fall in between the timeframes of 8-12 or 11-16 daily, as the time windows of 8-10 and 14-16 are perceived as breakfast and lunch times by the Finns (Gronow and Holm 2019, 2).

Banh Mi should also be crunchy in the crust, as well as served in both take-away in the beginning, and an implemented eat-in fashion in the future.

8   Reliability, limitations and recommendations

The study, although an all-around success, given the circumstances it had been under-taken, is still limited in a number of areas, which has contributed to a reduced reliability and applicability for the research in general. They include data collection medium, Scope of the study, lack of precedented study and application, as well as limitations due to societal cir-cumstances, and can be found highlighted as follows

8.1   Data collection medium

The main data collection method for the pop-up portion of the study will be via surveys. Consequently, there will be a number of risks and limitation associating this method of data collection, thus the survey has been designed to greatly reduce some of these issues to the best of the circumstance's allowance. However, not all limitations and risks have been ac-counted for, hence the need for a full disclosure of the expected errors that will in many ways affect the reliability and accuracy of the study in question. These issues can be sum-marized in the 4 cornerstones of survey quality management, as suggested by Dillman et al (2014)

8.1.1   Coverage error

The survey and pop-up could not include the total Finnish population features, as the par-ticipant pool was predominantly students from HOMA and 4 Vietnamese students from NURS and IB. This represents a lack of complete ethnographic angle for the survey and pop-up results. This is not an avoidable problem, as due to the exceptional circumstances in which the pop-up took place, no more than 5 guests from outside the kitchen could be invited, meaning the event was not open to the public. The only way to more accurately collect data on an ethnographic scale would be to reorganize a public and more inclusive pop-up after the pandemic situation has improved in Finland.

8.1.2   Sampling error

The second issue to be had with the survey's data collection medium is that it lacks a robust sample pool. For a typical study of this kind, at least 50 participants should be included in the sample group. The higher the number of participants, the more value the final data will have in terms of generalization for the pop-up's customer group. However, due to the re-strictions, only a total of 16 customers participated, including 4 guests and 12 kitchen staffs, who were all students of LAB UAS. Future studies into this topic should expand this sample pool in order to ensure better generalization value for the end results.

8.1.3 Nonresponse error

This was not particularly an issue on the participant's side, as the 16 participants all answered their questionnaires completely. However, there were a number of participants who did not receive the coconut water as a drink, meaning 2 out of the 16 responses did not provide a rating for the coconut water due to not having tasted it. This will, to a certain extent, affect the research accuracy. The same can also be said for French Fries, as the side dish could not be served due to technical issues. This meant Spring Rolls were the only side dish served during the pop-up date.

8.1.4 Measurement error

As the questions are rather subjective in nature, due to the fact that the survey was designed to test for taste and preferences, it will always be subjected to measurement errors from inaccurate answers by the participants. This issue was further reflected by the fact that 8 participants gave a rating for French Fries, which had been taken off the menu shortly before the pop-up began due to technical issues. This posed a very challenging problem, as these statistics could not be explained definitively. This issue has no current solutions other than to expand the sample pool in order to establish a clear trend. With the sample size of only 16 responses, it is very hard to make out a definitive trend among the taste and preference of the respondents, which may lead to wrongful generalization of the meals in question.

8.2 Scope of the study

The scope of the study does not allow for more in-depth research, particularly in pricing of the meal packages and meal components. However, this choice to omit pricing has been done deliberately in order to narrow down the scope of the study into manageable areas. Should these issues be discussed alongside the problem of Banh Mi taste and meal plan development, it will open up a new can of worms, which will dilute the thesis in terms of depth and topic size. Further studies should aim to expand to the problem of pricing Banh Mi meal plan in order to put these meal plans into a business perspective.

8.3 Lack of precedented study and application

The topic of Banh Mi and its application into a fast-food meal plan has not been discussed prior to the advent of this study, thus meaning the study lacks past practical experiences and empirical data, as well as the lack of examples to learn from when conducting this type of pop-up survey using Banh Mi as a main component in the meal plan.

8.4   Limitations due to societal circumstances

As mentioned numerous times in previous segments, the pop-up and subsequent survey was conducted during exceptional circumstances, as restrictions on group gathering had recently been laid on the city of Lappeenranta. The pop-up was planned months prior to these restrictions, and had to be scaled back to meet the new restriction's order on group gatherings in compliance with EKSOTE's recommendations. This has adversely affected the sample size and parts of the study. As a result, the reliability and applicability of the research has been limited to some extents.

8.5   Recommendations

As mentioned in section 5.3. Deciding drinks, the pop-up also utilized only cold beverages for the drinks. This was done mainly due to the fact that the event was hosted during the warmer season. However, a separate study should also be done on the quality and reception of these meals during the Finnish winter, and the necessity of a separate drink menu during the winter months.

As French Fries did not make it to the final menu, it would be beneficial for future studies to look into the aspect of French Fries and its compatibility with Banh Mi. The research showed 8 French Fries ratings despite the dish not being available. These are troublesome statistics, as it could not be explained unless a secondary study be conducted to test the compatibility of French Fries in the meal plan.

The sample size in the study is also quite limited, as mentioned in section 8.1.1. Coverage error, which means future studies into this topic should strive to expand the sample pool for a more accurate view of the total research population.

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List of figures

List of tables

Appendix 1. Survey on Banh Mi

Page 1

Survey on Banh Mi day 1

What are your eating habits?

Please answer these general questions about your eating habits

How often do you eat out?

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

Never   All the time

How often do you eat fast food?

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

Never   All the time

How often do you eat Asian food every time you eat out?

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

Never   All the time

Do you like sandwiches for breakfast?

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

Not at all   Very much

Do you like sandwiches for lunch?

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

Not at all   Very much

Do you like sandwiches for dinner?

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

Not at all   Very much

Survey on Banh Mi day 1

What is your opinion on the meal?

Please rate the dishes from your meal

What is your favorite Banh Mi?

Dish	Disappointing				Exceptional
Banh Mi chicken with Mayo					
Banh Mi meatballs with tomato sauce					
Banh Mi eggs with pate					

What is your favorite side dish?

Dish	Disappointing				Exceptional
French fries					
Summer rolls					

What is your favorite drink?

Drink	Disappointing				Exceptional
Coconut water					
Coffee					
Bubble milk tea					
Strawberry milkshake					

_____

_____

Please share any additional comments or suggestions (optional).

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

What would you consider the perfect combination for your meal?

Banh Mi

Banh Mi chicken with Mayo	☐ Yes | ☐ No
Banh Mi meatballs with tomato sauce	☐ Yes | ☐ No
Banh Mi eggs with pate	☐ Yes | ☐ No

Side dish

French Fries	☐ Yes | ☐ No
Summer Rolls	☐ Yes | ☐ No

Dessert

Coconut water	☐ Yes | ☐ No
Vietnamese coffee	☐ Yes | ☐ No
Bubble tea	☐ Yes | ☐ No
Strawberry milkshake	☐ Yes | ☐ No

Appendix 2. Post-pop-up survey (Online survey)

Section 1: Post-Pop-Up survey on long-term impressions

Question 1: Which Banh Mi type can you remember most?

Option 1: Banh Mi chicken with mayo

Option 2: Banh Mi meatballs with tomato sauce

Option 3: Banh Mi eggs with pate

Question 2: Which accompanying food can you remember most?

Option 1: French Fries

Option 2: Summer rolls

Question 3: Which dessert can you remember most?

Option 1: Coconut water

Option 2: Vietnamese coffee

Option 3: Bubble tea

Option 3: Strawberry milkshake

Question 4: What was the most memorable aspect of your meal?

Option 1: Banh Mi

Option 2: Side dish

Option 3: Drink

Option 4: Other (specify)

Question 5: Which time of day would you prefer to have Banh Mi?

Option 1: Breakfast

Option 2: Lunch

Option 3: Dinner

Option 4: Not for a main meal (snack)

Question 6: Would you have preferred to have Banh Mi as an eat-in or take-away meal?

Option 1: Eat-in

Option 2: Take-away

Option 3: Other (specify)

Question 7: What type of crust would you have preferred?

Option 1: Soft-crusted Banh Mi

Option 2: Crunchy-crusted Banh Mi

Option 3: Hard-crusted Banh Mi

Section 2: If you can order a meal, what would you put in your meal? (please choose max. 1 item from each category: Banh Mi, accompanying food, drink)

Question 1: Banh Mi (select 1)

Option 1: Banh Mi chicken with mayo

Option 2: Banh Mi meatballs with tomato sauce

Option 3: Banh Mi eggs with pate

Question 2: Accompanying food (select 1)

Option 1: French Fries

Option 2: Summer rolls

Question 3: Drink (you may choose more than 1 drink)

Option 1: Coconut water

Option 2: Vietnamese coffee

Option 3: Bubble tea

Option 3: Strawberry milkshake