



Restaurant Market Analysis of Helsinki: Establishing an Indian Kashmiri Restaurant

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The objective of this thesis is to analyse the Helsinki restaurant market, establish the feasibility of opening an Indian Kashmiri restaurant in Helsinki and the main challenges encountered in the pursuit of becoming a restaurant entrepreneur. This research shall help define the process, guide and determine the course of setting up the concept of a full-service casual dining Indian Kashmiri restaurant in the Helsinki Metropolitan Area.

The theoretical background of the research focuses on exploring Kashmiri cuisines from India, the steps required to open a restaurant in Finland and a market analysis of the restaurant industry in Helsinki and Finland. These are considered the founding stones for the introduction of each of the research questions- In order to investigate the research problems, semi-structured interviews as well as structured interviews were recorded and analysed.

During the thesis execution an ideal location for the restaurant was also hunted. The next steps require working on the customer acquisition and marketing strategy to be able to attract the customers and achieve the footfall required to be able to recover the salaries of the team and the fixed and variable costs and expenses incurring at the restaurant.

It can be concluded that the author can open a restaurant and may even run it successfully, provided he has the right ambience, strategies, and people in place along with funds. An Indian Kashmiri restaurant seems to be a lucrative business idea in Helsinki, Finland.

Keywords: Kashmiri Restaurant, Establishing a Restaurant, Market Analysis

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## 1 Introduction

This research is conducted to find out if the people of Helsinki would like the Kashmiri cuisines and if opening an Indian Kashmiri restaurant in the Helsinki metropolitan region can turn out to be a profitable business. Having Indian Kashmiri origin and family who ran a successful restaurant business in Kashmir in the late 90s and working myself in the same industry for over 4 years in Helsinki helped me think about the opportunities that may be available for an Indian Kashmiri restaurant business in the Helsinki Metropolitan Area.

The goal of this study is to analyse the Helsinki Restaurant Market, find the feasibility of opening an Indian Kashmiri restaurant in Helsinki and the main challenges encountered in the pursuit of becoming a Restaurant Entrepreneur. This research shall help define the process, guide and determine the course of setting up the concept of a full service casual dining Indian Kashmiri restaurant in the Helsinki Metropolitan Area.

Through the Helsinki restaurant market study and analysis combined with semi-structured and structured interviews with the industry professionals as well as prospective customers and resources gathered, this research shall guide and determine the course of setting up a 70 seater full service casual dining traditional Indian Kashmiri restaurant in the Helsinki Metropolitan Area. With deeply rooted Indian culture and history, the menu will offer Kashmiri cuisines along with side dishes, the core concept of the restaurant would be Kashmiri Wazwan a multi-course meal which is considered an art and pride in Kashmiri culture and the atmosphere will revolve around elegance. The drinks menu would consist of Italian and Chilean selected wines with the offering of Kashmiri signature Kahwa and Noon Tea.

This research would accumulate and study the data and market information combined with in-depth interviews with the industry professionals and a questionnaire to make valid and informed decisions in the quest of opening a successful Indian Kashmiri restaurant in Helsinki. This thesis is being written to help me open my own Restaurant and Business.

The theory required to achieve the desired results would be first exploration of Kashmiri cuisines, what steps required in opening a restaurant in Finland and market analysis of the restaurant industry in Finland.

This study would also use two research approaches, combining two types of methods in order to develop a balance between the need to explore concepts and the need to measure specific market trends: Helsinki region market analysis and interviews.

## 2 Exploring Kashmiri Cuisines

According to (Mathur 2014, 39.) “Kashmir has a rich culture and history that greatly influence its cuisine today”. Kashmir enjoys the benefit of having India and Pakistan on one or the other side. Despite confronting political limits individuals throughout the years have had the option to improve thoughts of cooking from their neighbours too, with its impact even on the neighbours and its effect and perception of food even on individuals who enjoy Kashmiri delicacies and food, it is nothing unexpected that Kashmiri cooking brings for sure an incredible assortment to the table for its kin and the people who visit the region. Kashmiri food is luxuriously seasoned with flavours like cardamom, cloves, cinnamon, saffron, and so on. With these sorts of flavours, Kashmiri dinners might have a basic reach or one that comprises of 36 dishes/parts. This alludes to the well-known Wazwan dinner that is ready for large capacities like weddings. The flavours are unique and ready with extraordinary tolerance and care. A few flavours are solely utilized for these arrangements and are accessible just in Kashmir. (Mathur 2014, 39.)

As per the course book Regional Cuisines of India-1, “Kashmiri cooking that advanced in the Valley a few centuries prior has held its very own unmistakable character”. Their food is a mix or a social blend of Indian, Iranian and Afghani cooking. There were two incredible schools of culinary craftsmanship in Kashmir, in particular those of Kashmiri Pandits and Kashmiri Muslims. The essential contrast between the two schools was the bountiful utilization of heeng (asafoetida) and curd among the Hindus and the altruistic utilization of onions and garlics among the Muslims. (Regional Cuisines of India 2022.)

The Kashmiri muslim local area meal, 'waazwan', named for the 'waaza' or proficient cooks, who set it up, starts with the presence of an improbable parade. A group of around twenty or thirty gourmet specialists and colleagues shapes the group to cook waazwan. Their plans are kept secret, locked away in their heads. The wazwan is driven as a celebration in its own and it resembles a dream of each Muslim to have a Wazwan coordinated. Utilization of sheep has a very high respect in wazwan which involves 36 courses, fifteen to thirty dishes of Wazwan are assortments of meat. A significant number of the indulgences are cooked through the whole night under the master management of a Vasta Waza (head culinary specialist), helped by an escort of wazas (cooks) under him. Kashmir's most conventional supper, Wazwan isn't just a custom yet in addition a service. Customarily, no spoons, forks or blades are utilized for eating food. Eaten with fingers, getting welcome to a Wazwan is an uncommon extravagance that one can partake in nowadays. (Regional Cuisines of India 2022.)

There are seven things that should be served in such events Seven and these mandatory dishes of Wazwan are “Tabakhmaaz or Qabargaah”, grilled sheep ribs ready with milk, spread and ground flavors, “Rista”, a fiery sauce readiness of meat balls where the elements of the sauce incorporates fennel, saffron and paprika and takes its tone from the dyer's alkanet, “Damiwal

Korma”, a plucking of sheep cooked with flavors, onion puree and yogurt furthermore embellished with coriander leaves, ”Rogan Josh”, one of the mark dishes of Kashmiri foods, a sheep sauce, elements of which incorporates asafoetida , Kashmiri chillies, yogurt, ginger and inlet leaves among others, ”Gushtaba”, a readiness of fiery yogurt sauce containing meatballs, ”Marchhwangan Korma”, an arrangement of chicken thigh or leg pieces that is cooked with a hot onion sauce, ”Aab Gosh”, piece of sheep arranged with thickened milk, cardamom and fennel-based zest combination, other important and famous cuisine from Kashmir such as Narangi Shorba, Aab Gosht, Ambal, Kulath ki Khatti Dal, Modur Pulao, Shufta, Chhang, Roganjosh, Ladyar-tsaman, Kofta Dilpasand, Guchhi Biryani, Kesar Firni which have been prepared and enjoyed for decades in Kashmir. Kashmiri food is gentle in taste and wealthy in flavor with the high utilization of hot flavors like cumin, cardamom, fennel, ginger, cinnamon, cloves, saffron and ratanjoth. Mustard oil is utilized as the cooking medium. Asafoetida, also called heeng, is utilized as a treating in the majority of the arrangements. The fundamental flavors utilized for enhancing the greater part of the dishes are saunth or dried ginger and saunf powder. (Regional Cuisines of India 2022.)

The Kashmiris frequently cook their food by warming it on different sides, from both top and base for that unmistakable taste. The charcoal fire was their answer in the prior days however broiler fills in as a decent substitute nowadays. The food is portrayed by thick flavors utilizing liberal amounts of yogurt, flavors and dried organic products, and is generally cooked in ghee (explained spread) or mustard oil. Saffron, the most costly flavor on the planet, is developed locally. It is utilized widely to enhance the pulaos (rice dish) and desserts prepared by the expert cooks, who are known as 'Wazas'. These individuals guarantee to be the relatives of the expert culinary specialists who moved from Samarkand and portions of Central Asia toward the start of the fifteenth century. Kashmiri food is described by its immense range of dishes cooked throughout an extensive stretch of time in colorful flavors. The seasons and accessibility of new produce directs the fixings, some of which are dried and utilized in the cold weather months. (Regional Cuisines of India 2022.)

The valley of Kashmir is additionally known for the development of potatoes, turnips, carrots, spinach, tomatoes, cabbage, cauliflowers, radish, onions, lotus-stalk, brinjal, gourd and harsh gourd and so forth while apples, pears, cherries, plums, grapes, pomegranates, mulberry, peaches, apricots, pecans and almonds are found in the valley as fruits and dry fruits as the snowbound region of the valley make it truly challenging to develop the food. They seldom butcher animals and depend for their meat(Nomadic Muslim and Hindu herders). Pandits eat goat and that excessively a youthful one. The meat is for the most part looked over the legs, neck, bosom, ribs and shoulders and cut into huge pieces. No vegan or non-veggie lover dish, aside from certain kababs, is cooked without curd. Hamburger, pork, chicken are restricted for them. (Regional Cuisines of India 2022.)

Rice is the most widely recognized staple food of individuals of Kashmir. One of their beloved dish is Hak or Karam hang. Every one of their suppers goes with parcel of vegetables. Kashmiri Pulao is extremely renowned worldwide and is a typical dish among them. The vast majority of the Kashmiris decline themselves from inebriating drinks yet perhaps the most enjoyed conventional beverage of the Kashmiri is the green tea with flavors and almond known as Kehwah. This is consumed at ordinary stretches particularly in winter. A portion of the normal elements of the Kashmiri cooking are flavors, curd and toppings. (Regional Cuisines of India 2022.)

The Kashmiris have a preference for sweet delicacy known as Phirni which is made of sooji, milk and sugar. Among Kashmiri refreshments, Kehwah and Noon Chai or Sheer Chai (Chai meaning tea) is huge. The savant networks of Kashmir never use onion and garlic in their cooking and the Muslims avoid asafetida. Sheep starts to lead the pack on the table and it shows up in some structure at each feast. A great deal of meat dishes are ready to keep warm when temperatures plunge. It is generally marinated in curd or saffron milk for quite a long time, here and there in any event, for two days. The planning is very like Wazwan meats however tastes different. (Regional Cuisines of India 2022.)

The exemplary Naine Rogan Josh (famous dish) has more slender consistency and it has the quintessence and kind of Kashmiri red chillies and asafetida. The other dish is Nokur Yakhni; chicken cooked in yogurt, presented with a warm, freshly cooked Khameeri roti (sweet bread). The curries are extremely light and utilize yogurt to shape the base and add profundity to the dish. Rohu and Trout are the primary assortments of fish viewed as here. Rohu is served barbecued or sautéed and trout is typically curried. Among Kashmiris there is predictable familiarity with the certainty of winter. Every vegetable will be straightforward and kept. Likewise they will keep hogaad (a fish) dried for use in winter. (Regional Cuisines of India 2022)

Most curries pair well with unadorned rice which is a staple however the assortment from Kashmir is more dull. It highlights in a shocking scope of pulaos motivated by the Mughlai or Awadhi Dum Biryani. The Naine Monge Khescher (mutton biryani) is however scrumptious as it is outwardly great. Lamb and entire green lentils are cooked in mustard oil and completed on dum with Basmati rice. In the Kashmir valley, where nature flaunts her abundance, there is a noteworthy thing about the newness of vegetables like turnips, radish, lotus stems and haak leaves that couldn't measure up to those from the fields. Fresh cuts of bitter covered and singed green apple called Choonth Pakori plunged in akhrot pudine ki chutney. Kashmiri variant of Dum Aloo, called Dum Aluv is the claim to fame, where little jabbed potatoes are cooked in flimsy red sauce. (Regional Cuisines of India 2022.)

Kashmiri food is as wealthy in flavor for all intents and purposes in custom. Fennel seed powder, cardamom, star anise, dry ginger powder, kewra - every one of the warm and ameliorating flavors meet up as a sort of a fragrance. Saffron or Zafraan is utilized in practically all dishes



for its tone and flavor. Practically all dinner closes with a sweet note of Kesari Kheer and Shufta, a pastry that has turned into an uncommon special case. It is a grouping of nuts stewed in saffron honey and is generally ready to commend party. Modhur Pulav is the name given to improved Kashmiri rice cooked utilizing cinnamon, a little saffron, milk, ghee, sugar, cashew nuts, almonds, and green cardamom among other elements. (Regional Cuisines of India 2022.)

A Kashmiri breakfast could never be finished without breads, that too the dough puncher's breads. The pastry kitchen in Kashmir is known as Kandur (articulated as kaan-duur). They produce Bagirkhani (Baqaurkhan), sheermal, Kulchaa, girda or lavasa or just czot (articulated as 'chot') is a flatbread like the roti we might get in fields in India however is arranged utilizing maida (refined flour). These are ordinary bread Tilwor or Chochwor as it is usually known in the valley is like bagel bread. Katlam is the unequaled most loved bread. It is like what we call 'Khari' bread rolls. So Katlam has that complex character and every one of the layers are crunchy as your teeth continue gnawing the layers. Krippe or Krip is flaky little bread like Sheermal. (Regional Cuisines of India 2022.)

Roth is a cumbersome bread loaded down with dry leafy foods with a sweet hint. Gyevchot which in a real sense interprets as the ghee roti is clearly made utilizing ghee (explained spread). It has a cushy, delicate surface with surface heated to brilliant tint. Sheermal is sweet bread arranged utilizing refined flour, milk, saffron as well as dates and has its own flavor, it resembles a heavenly bread roll, fresh, brittle and tasty. Whereas Czochworu is the desi doughnut which is a little, delicate round bread of around three inches breadth and six inches circuit, with a delicate upper half sprinkled with sesame seeds or poppy seeds. (Regional Cuisines of India 2022.)

### 3 Steps required in opening a Restaurant in Helsinki

This section serves the purpose of defining the steps existential in the process of opening a restaurant. The author explains each concept and defines the same in preparation for further analysis.

#### 3.1 Restaurant Concept

A restaurant concept portrays the overall idea or theme that defines the restaurant. The ideas may be planned and conceived by the restaurant owners or even based on a chef's personal experiences or interests, as he may also define the concept with his own unique style. Heritage, local ingredients, traditions, or family are all common sources of inspiration for a restaurant concepts. The concept may include various important elements like Design, Food Style, Menu and Dining Room Decor.

Designs of any establishment can take-on various forms, restaurant designs for example range from fast-food type of design to an elegant fine-dining at the rotating roof-tops. Interiors of the restaurants also range from the casual style to particular theme-based interiors. With the trends on competing interiors, categories begin to emerge on the importance of restaurant designs. On the other hand, distinctive designs may potentially emerge from the combinations of culture, social and personal factors. There are countless elements to take into consideration in dealing with design. (Simpson 2003.)

There appears to be not enough elements to even come close in achieving the best results, the choices of colours stimulate individual senses, as colours have the power to recall memories in individual minds, it is important to create positive association as from the marketing perspective, colour holds the vital role in relaying messages to people. The approximate largeness or smallness of designs also dictates the space and comfort. The size can also create other elements as large or small depending on the available space in-between, room temperature should also be considered for personal comfort (Thenni 2013.)

Shapes have the potential in communicating different messages and meanings to society. Rectangular, can be easily opened, and made of organic materials transmit different messages and meaning in comparison to round, and made-of non-organic materials. Any changes in shapes may likely alter individual perceptions about the overall messages and meaning (Bradley 2010.)

Scent is crucial in extending the intended messages. Unmatched scents to the product or services offered may lead to negative perception. Other surrounding elements, including the overall design, music, layout, and decoration have the tendency to alter emotions and hopefully increase willingness to stay longer in the premises. This boosts the shopping experience (Ertzberger 2009.)

Materials and texture used for the floors, walls, tables, chairs, and counter-tops should also be considered to be aligned to the general concepts of the designs, sound is essential to boost emotions and relaxation, In much the same way it is about lighting to create a pleasant and desirable environment (Malekshahi 2013.)

Intricate work and details can fascinate people if done well, and may be used in luring customers to stay long and keep coming back them to the restaurant to experience it again, Interior decoration is not just necessary to only offer the functions, but also to display taste and class (Yu 2009.)

Restaurant menu should also be considered as a part of the overall restaurant design, a good menu is advantageous to lure people in making selections as this enhances the dining experience. Menu appearance should incorporate components of colour, typeface, layout,

paper, illustration and graphic design (Baiomy et al. 2013)

Menu is one of the most important elements in the restaurant business, and is the backbone of food and beverage operations. Specifically, menu is an offering instruction that clearly informs what will be produced, as well as what ingredients and tools are needed to produce the mentioned items along with the qualifications employees should have to prepare the same. Menu is also considered as a communicating and selling tool for any restaurant or café. Menu not only communicates the food and beverages that it is offering to its customers, but it also describes and portrays the image and brand of the restaurant and business. Menu also plays a critical role in helping customers make their food choices and can be utilized to highlight and sell the items that it wants to sell first or more (Ozdemir & Caliskan 2014.)

Having defined the conceptual idea of the restaurant, It is vital that a coherent business plan be developed in order to prove the feasibility of the undertaking. The business plan will allow the entrepreneur to calculate the initial investment, personnel, location and apply for the required permits. A business plan must include the concept and ideas that will be put into practice and a detailed balance sheet that shows the estimated costs and sales of the business in a given period (Zacharakis 2011.)

The balance sheet should provide the estimated investment and sales revenue for a three-year period, It must include the initial capital, loans, fixed and immaterial assets, taxation costs and equity. The balance sheet is meant to determine the profitability of the business by comparing costs to profit. This is an essential tool for an entrepreneur to be able to keep track of goals and set long and short-term objectives (Zacharakis 2011.)

### 3.2 Establishing a Restaurant (Company)

Finland has a common law framework, as an EU part state Finland is likewise dependent upon EU laws. The type of business can by and large be picked uninhibitedly. Charge treatment, openness to individual risk, authoritative opportunity, conveyance of benefits just as regulatory and corporate administration matters are normally considered when settling on an appropriate vehicle to lead business. The main types of business in Finland are Limited organization (osakeyhtiö), Co-employable society (osuuskunta), General association (avoin yhtiö), Limited organization (kommandiittiyhtiö), Branch office (sivuliike). what's more there are three kinds of restricted organizations Private restricted organizations, Public restricted organizations, European organizations (societas europaea) (Oksman et al. 2021.)

Private restricted organizations are by a reasonable edge the most widely recognized authoritative document to direct business in Finland. Private and public restricted organizations

are managed by the Companies Act (2006/624) (as amended) There are various explanations behind picking a restricted organization structure, one of which is that the investors are ensured by the standard of restricted responsibility. A restricted organization is additionally an entirely adaptable vehicle and can be altered generally through the articles of affiliation (Oksman et al. 2021.)

As set out in the Co-operatives Act (2013/421), a co-operative is a different legitimate element from its individuals and is set up through enrolment. The individuals are not actually obligated for the obligations of the co-usable. The motivation behind a co-employable is to take part in business to help the funds or business of its individuals by permitting them to utilize the administrations given by the co-operative. Co-operative social orders have generally been significant in the Finnish horticulture and retail areas (particularly in the customer products area) yet a co-employable society tends to not be the type of business that would suit an unfamiliar business building up a presence in Finland (Oksman et al. 2021.)

Restricted and general associations are administered by the Partnership Act (1988/389). One benefit of an association structure is that it is a course through element for charge purposes (that is, pay moves through to the accomplices and isn't charged at the organization level). This is one reason why restricted organizations are the most well-known structure for Finnish shut end reserves (private value and investment reserves). There are two sorts of associations in Finland; General organizations and Limited associations (Oksman et al. 2021.)

The two kinds of association are represented by the Partnership Act. All accomplices of an overall organization are together and severally obligated for the obligations of the association. Be that as it may, restricted organizations can have two sorts of accomplices: Limited accomplices and General accomplices. In a restricted organization, a restricted accomplice is liable to restricted responsibility and is just obligated for the sum that the accomplice put into the restricted association. An overall accomplice, then again, is by and by responsible for every one of the obligations of the restricted association (Oksman et al. 2021.)

There are no base capital venture arrangements in the Partnership Act. Because of the arrangements concerning individual risk (except for restricted accomplices) and on the off chance that not in any case settled on, accomplices can openly pull out contributed capital or disseminate resources from the organization. Beforehand, associations were shaped by an understanding between the gatherings (organization arrangement), however in late 2015 the Partnership Act was corrected so organizations are currently framed by enlistment. An association should be enlisted with the Finnish Trade Register inside 90 days from the mark of the organization arrangement, in any case the fuse is considered accessible (Oksman et al. 2021.)

### 3.3 Finding a location

The premises for a cafe or restaurant are usually rented. The rental contract needs to be made in writing and for a sufficient period of time. Typically, a contract is fixed-term for 5-10 years in the beginning, after which it will continue as a non-fixed-term agreement using the period and terms of notice agreed on. The contract should be made for a sufficiently long period so that the repairs, renovations, equipment purchases and marketing investments made in the premises can be repaid during the contract period. However, a contract period that is too long may become a burden (NewCo Helsinki 2018.)

The premises also need to have sufficient seating capacity, as well as sufficient working and storage space, to accommodate the intended operations. A fixed-term contract binds the tenant for the entire duration of the contract. According to the law, a tenant can transfer the contract to the buyer when selling the business. However, it is common that rental contracts include a provision that states the landlord's consent is required for transfer, meaning that the landlord may review the new tenant prior to the transfer. Use of the premises as cafe or restaurant premises must be agreed on in the rental contract. The contract also needs to include the rent sum, the liabilities for use and maintenance, and the terms of when and how the rent may be raised (NewCo Helsinki 2018.)

When purchasing premises, you should investigate all matters related to the purpose of use, restrictions, charges, etc. of the premises. The landlord, seller or agent of the premises must inform the tenant of major plumbing or facade renovations or similar operations that may have a negative impact on the cafe or restaurant business. When planning alterations, it is recommended that you hire a principal designer and contact the building control services to see if the alterations to the premises can be made (NewCo Helsinki 2018.)

Helsinki is divided into areas by district; the permit secretaries of each area can help you proceed with your renovations. There are a few things to consider when choosing a premise such as City plan, Protected building, Accessibility, Fire safety, Exits and Entrances, Staff facilities, Cleaning and waste management, Toilet facilities, Smoking (not compulsory), Vestibule and cloakroom, Air conditioning, Sanitary engineering and equipment, Lighting, Soundproofing, noise, Public premises, Restaurant room, Kitchen Deliveries of food and supplies, Dry and cold, storage rooms, Terrace and outdoor catering areas, Advertising equipment and awnings (NewCo Helsinki 2018)

### 3.4 Acquiring Licenses

According to the Food Act, a cafe or restaurant must have sufficient and correct information on the food it produces, processes or distributes. The company must have a written plan for in-house control, according to which the company will monitor the quality and safety of its food

and the suitability of the operating environment. The results of inspections and the actions taken to fix defects must be written down in the in-house control documents. The cafe and restaurant industry entails many requirements related to health, safety and environmental impact (NewCo Helsinki 2018.)

The product range, processing and preparation of foods and the seating capacity affect the requirements related to hygiene facilities, ventilation, the number of water points, exit routes and safety equipment. The Environmental Services of the City of Helsinki must be notified of a new cafe or restaurant four weeks prior to starting the operations, as specified in the Food Act. During the processing of your notification, the authorities will request further information, if necessary. You will receive a written statement confirming the processing. A risk-based inspection of the cafe or restaurant will be made within 1-3 months of starting the operations. The notification can be submitted online. An establishment also requires a few licences to operate legally such as; Alcohol Passport, Music Licence, Serving Licence (NewCo Helsinki 2018.)

### 3.5 Employees

Good employees are professional and knows how to provide a pleasant service for the customers. Depending on their tasks, employees may need a hygiene passport or alcohol passport, as mentioned above. Security personnel may need to be approved by the police. The safety and first-aid skills of employees are important in the event of accidents or dangerous situations. Occupational safety in the restaurant industry involves protection against noise and tobacco smoke, in particular. Finnish working life has many guidelines that the worker and manager should keep. The regulation and agreements helps in deciding wages, working hours, occasions, pay and other terms for leaves. In Finland a worker has the option to be Compensated as per the Agreement and Laws established, be protected by Finnish labour laws, be a part of the Union, and a safe environment at work (Info Finland 2021.)

The essential guideline of individual work relations in Finland customarily has been systematized in a resolution called the Employment Contracts Act. The principal Act bearing this name was passed 1922 and was supplanted by the 1970 Act, which thusly has as of late been revoked by the 2000 Statute (Act 55/2000, in power as from 1 July 2001). The Employment Contracts Act accommodates the meaning of the business contract, the approaches to finishing up and finishing the agreement, just as the guidelines on work security and various fundamental freedoms and obligations of the gatherings with respect to for example equivalent treatment, move of endeavors, family leaves, Salary, and the assurance of least terms of work through commonly relevant aggregate arrangements or aggregate arrangements which are to be seen by bosses employing out their laborers. Parts of the singular work relationship are controlled in isolated resolutions like the Labor Safety Act (1958), the Annual Holidays Act (1973). The Hours of Work Act (1996), The Study Leave Act (1979), and the Act on Equality among Men and Women

(1986) (International Labour Organization 2001.)

The employees have the commitment to fulfil their duties cautiously, take care of work as per the allotted working hours, adhere to the guidelines of the administration, refrain from causing any obstacle in Work or with Employers, not share trade secrets or valuable information, and act in accordance to the interest of business and employers (Info Finland 2021.)

#### 4 Market Analysis of the Restaurant Industry in Helsinki area and Finland

Relevant and industrial specific data has been collected from different websites available on the internet in order to find information about the previous, current and anticipated situation and scope of the restaurant business particularly in the Helsinki City and Metropolitan Area as well as the entire Finland.

The elements and subjects which has been covered in this research are growth and development of the overall restaurants in Helsinki and Finland, rise in restaurant locations, staff and turnover in the past few years, industry revenue of the restaurant market and mobile food service activities in Finland from 2012 and what is being expected by 2025 along with the inputs and outputs of the Finnish Food System in order to find out if the restaurant market and business in Helsinki is moving in a positive direction and to make an informed decision if opening another restaurant in Helsinki would be a good idea.

#### Establishments in the catering industry in Helsinki

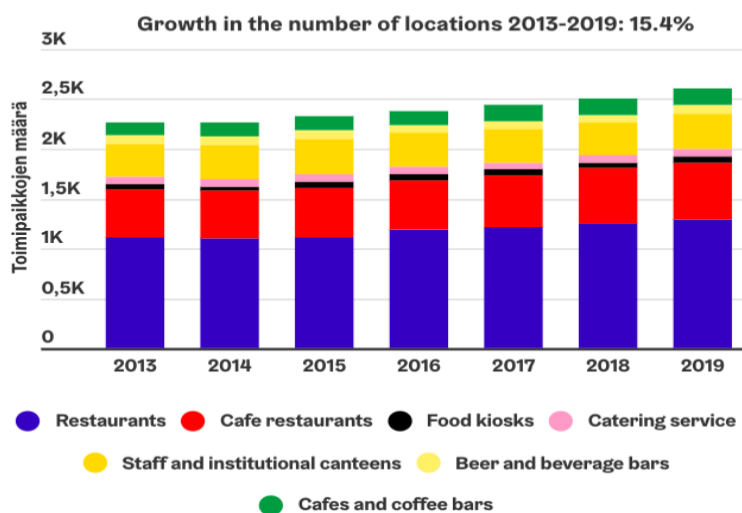


Figure 1: Growth of Restaurants in Helsinki (Statistics Finland 2019.)

The report on growth of restaurants in Helsinki (Figure 1) shows that the quantity of outlets

in the food administration industry, particularly eateries, has kept on filling consistently in Helsinki since the mid 1990s, the quantity of outlets in Helsinki expanded by 15.4% from 2013 to 2019. Helsinki had a sum of 2612 outlets in 2019, the quantity of bistro cafés has likewise expanded insignificantly. Notwithstanding the quantity of outlets, turnover among outlets has likewise expanded quicker in Helsinki. The yearly turnover of the food administration industry in Helsinki was EUR 1.6 billion (Statistics Finland 2019.)

### Establishments in the catering industry in Finland

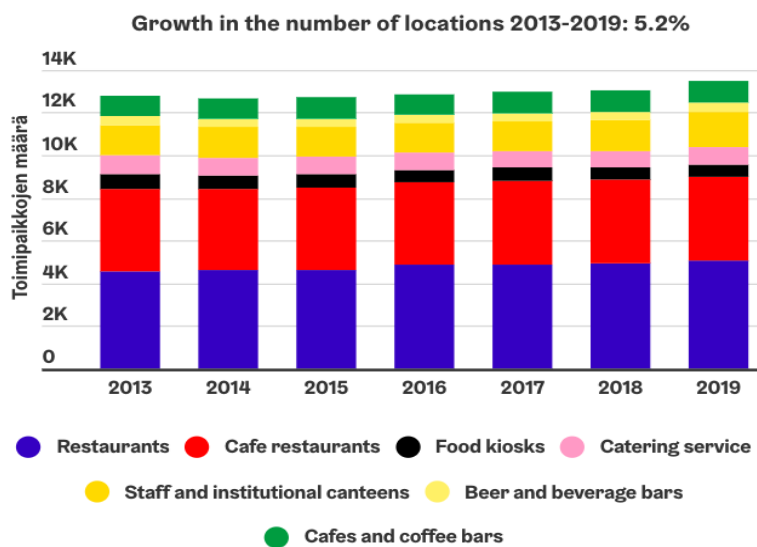
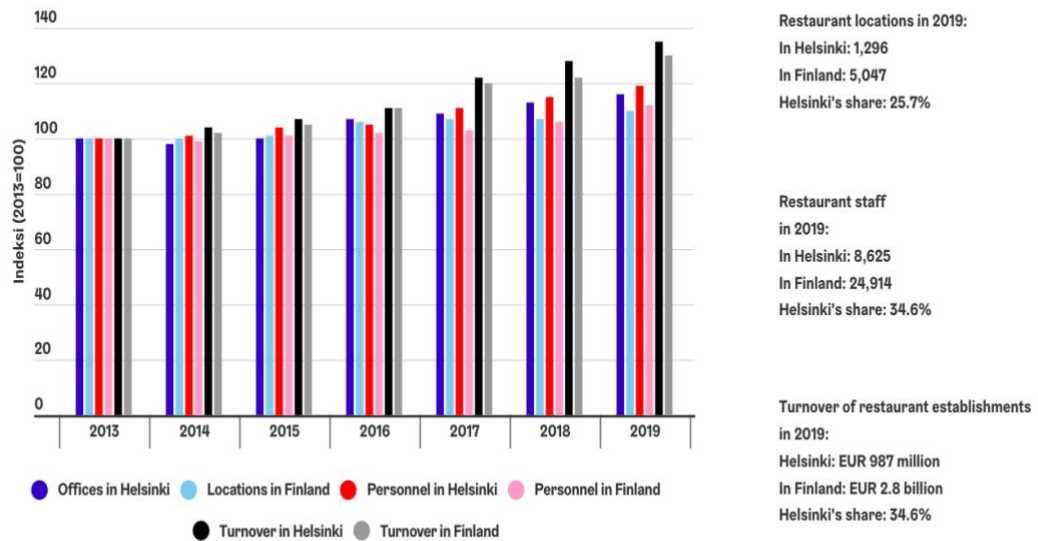


Figure 2: Growth of the restaurant in Finland (Statistics Finland 2019.)

The Report on growth of the restaurants in Finland (Figure 2) shows that the quantity of outlets in the food administration industry, particularly eateries, has kept on filling consistently in Finland, the quantity of outlets in entire Finland expanded by 5.2% from 2013 to 2019. Finland had a sum of 13,466 outlets in 2019 giving rise to the quantity of bistro cafés and the quantity of outlets as well as turnover among outlets has also expanded in Finland. (Statistics Finland 2019.)



**Development of the number of restaurant locations, personnel and turnover in Helsinki and Finland (index, year 2013 = 100)**



Source: Statistics Finland, site statistics

Figure 3: Growth in the Restaurants, Staff and Turnover in Helsinki and Finland (Statistics Finland 2019.)

Report on the growth in the restaurants, staff and turnover in both Helsinki and Finland (Figure 3) shows the development and advancement in the quantity of areas, facility, turnover and portion of Helsinki in correlation with the whole Finland from the year 2013 to the year 2019. Helsinki's portion in the Restaurant's area in 2019 was 25.7%, share in eatery staff was 34.6% and the offer in the turnover of the café foundation across Finland was likewise 34.6%. The pattern has been consistent in the last 6 years and shows minimal development in the two areas and work force in Helsinki with the exception of a marginal decrease in the year 2014, the chart likewise shows an equilibrium for the year 2014 and 2015, the turnover bar demonstrates that the market gets in 2017 and proceeds with its streak till 2019 as there is a vertical pattern beginning from 2016. (Statistics Finland 2019.)

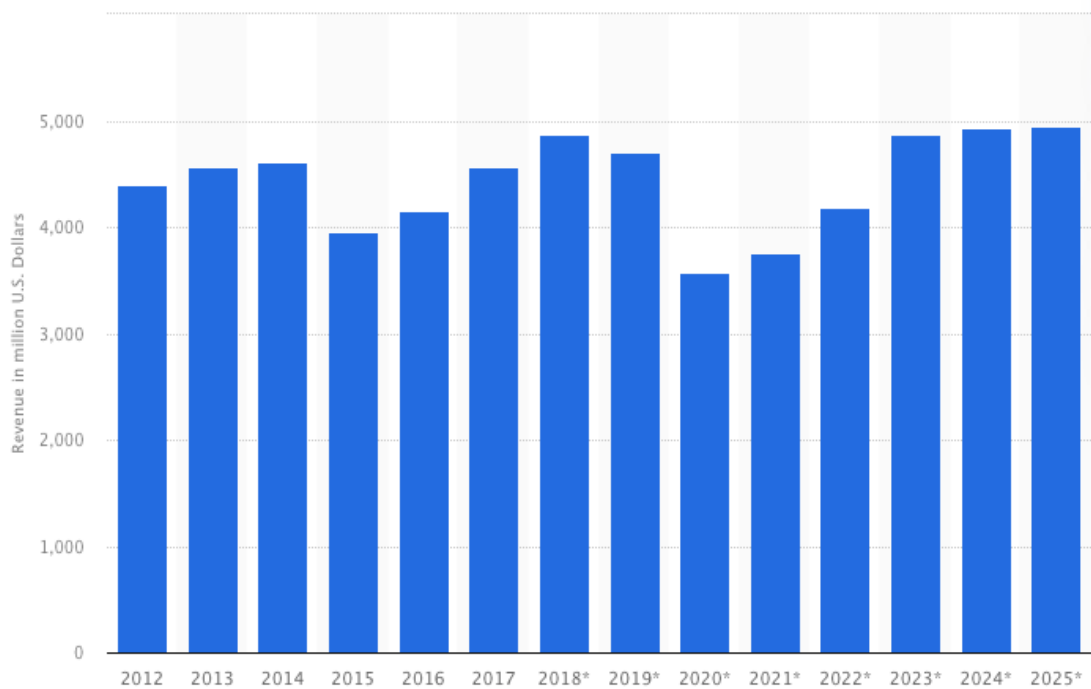


Figure 4: Industry revenue of restaurant market and mobile food service activities in Finland from 2012 to 2025 (Statista 2021.)

The Measurements in light of the current shoppers pattern in Finland with a conjecture to 2025 (Figure 4) It is extended that the income of the eatery market and portable food administration exercises in Finland will add up to around 4,951.80 million U.S. Dollars by 2025. In 2019, the whole Finnish food area (counting agribusiness, retail, the food and fixing industry, and food administrations) created in excess of 15 billion € of added esteem, being 7% increase in the value of the Finnish economy. From this, 3 billion € comes from the retail area, 2.9 billion from the food administrations area, 2.8 billion from industry and 1.2 billion from farming. Additionally numerous different areas in Finland are engaged with food creation by giving materials and administrations. (Statista 2021.)

Interest for moderate items in the food area produces a worth added of EUR 5 billion for these different areas. The impacts of the food area reach out to any remaining areas, including the assembling business, transport, exchange, energy creation, and waste and water the executives. The workforce associated with the Finnish food area is 320 000, which is 12% of the utilized labour force in Finland. The extent of agri-food results of Finnish products is 2.4% and imports 7.9%. In 2020, Finnish agribusiness and food item trades arrived at a record-breaking 1.7 billion euros. The homegrown substance of the food area is about 80% which is moderately high. (Statista 2021.)



**Figure 2.** Inputs and outputs of the Finnish food system.

Figure 5: Inputs and outputs of the Finnish food system (VTT Technical Research Center for Finland 2021.)

Report on Inputs and outputs of the Finnish food system (Figure 5) shows that there were 46800 Agri and plant ranches in Finland in 2019. Of these, 29% were primarily arranged towards creature creation. Rural land covered 2273899 hectares, of which close to half was utilized for grain creation and 33% was field for rummage creation. The 4 billion kg grain creation included 1.7 billion kg grain, 1.2 billion kg oats, 900 million kg wheat and 180 million kg rye. Potatoes were developed on 22000 hectares and faba beans on 17700 hectares. By and large 2305 million liters of milk, 76 million kg of eggs and 400 million kg of meat were created on animal homesteads. (VTT Technical Research Center for Finland 2021.)

Milk creation is diminishing by over 1% yearly, yet meat creation (particularly poultry meat) is expanding by 3%) Natural creation is unobtrusive however expanding: in 2019 3% of milk, 1% of meat, and 3.6% of cereals (a big part of which, oat) were delivered by natural ranches. Close to half of horticultural result (absolute 4.6 billion €) comes from domesticated animals creation, where the dairy area is the greatest, likewise giving up to 85% of meat consumed in Finland. Cultivation (berries and vegetables, both in nurseries and fields) establishes around 20% of the agrarian pay. The Finnish oats area is independent, and Finland's grain stocks are high in contrast with different nations. Finland has the most elevated product potential in oats. Exceptional oat items have opened doors for the product market. (VTT Technical Research Center for Finland 2021.)

This multitude of measurements shows that Helsinki is progressively acquiring notoriety as a culinary objective because of the adaptable and recently adjusted innovative work strategies

by the Finnish Government, Finland's dynamic organizations and energetic experts, effective eatery organizations that upgrades the city's notoriety and draws in travellers inspired by the city's café contributions to investigate Helsinki and Finland further away from home. Helsinki is putting resources into food the travel industry and supporting organizations in the business by fostering the city's working climate. According to the eatery business' perspective, this implies, for instance, great authorizing and drafting practices and availability of cafés. At the point when the city functions admirably and deliberately, organizations likewise have the chance to create and communicate with innovation. (City of Helsinki 2021.)

In summary, the study and data analysis done here, the overall restaurant industry and restaurant market is moving in a positive and upward direction across Helsinki and Finland as the number of restaurant locations and businesses operating in the space are increasing, along with the staff and revenue generated by the restaurants as well as Café's and mobile food service activities.

## 5 Research and Development Methods and Practical Implementation

This chapter provides a rational explanation of the research conducted. The author will discuss about the methods used for this research, how the data was collected, data collection techniques and how the data was interpreted and analysed. In this research the author used Semi-structured interview format to gather information from the industry experts and workers, direct one-to-one interviews were taken to capture valuable inputs.

The purpose of semi-structured interviews is to understand the opinions, views, beliefs, motivation and experiences of the participants participating in the research. Interviews may provide comprehensive and in-depth exploration of the subject being studied in comparison of the other quantitative research methods like surveys or questionnaires. And thus, interview method is used in researches where information from interviewees are required. Interviews could also be designed as per the objective of the research and information required. Structured interviews, semi-structured interviews and unstructured interviews are the three types of interviews. (Wilson 2013, 24.)

### 5.1 Semi Structured Interviews

Semi-structured interviews are used to collect focused, qualitative data. This method consists of a combination of open-ended questions and focus of a structured interview which allows researchers to prepare questions in advance and results in two-way communication while providing the researcher or the author an opportunity to learn from the information obtained from semi-structured interviews and at the same time gives freedom to add some follow-up questions during the interview. (Wilson 2013, 26.)

Not all research can benefit from the use of qualitative interviews. Research that depends on an exploratory element, a personal viewpoint that can only be collected through personal contact, where there is a vast amount of complex data to be collected, and sufficient time to conduct the interviewing process. Qualitative interviews are used for studies that aim to explore a subject. These types of studies help the interviewer see the relationship between variables where it is necessary to understand the decisions that are made related to the specific subject. (Saunders 2009, 324.)

Four in-depth interviews were conducted face-to-face at the Airport Scandic Hotel with restaurant industry professionals, interviewees were carefully chosen according to their experience in the industry and relevance in the field, they all were either restaurant owners, partners, chefs and managers. The questions varied from respondents background to professional experience and learnings from the industry. It was necessary to obtain relevant information from individuals as it is important to know what kind of experience, character and work ethic is required to succeed in the industry from those who had experience and knowledge of the restaurant industry which would help the researcher in developing important insight in order to open and running his own restaurant in Helsinki, Finland.

<u>Interview Questions</u>			
In your experience, what are the most Important things that you need to learn and do to survive in this Industry?	What were the biggest challenges in your career in the Restaurant Business that you have faced?	What do you think are the most crucial factors in the success of a Restaurant Business?	How do you stay unique and original when you already have so many players in this business?
What can possibly go wrong in this Business, that you need to be very careful about?	What do we need to consistently focus on as an Entrepreneur in the Restaurant Business?	What actions would you suggest to win over your competitors in this Industry?	How do you ensure the right hiring and retention of the kitchen and other staff?
How can you effectively use the location of your Restaurant as well as data to your benefit?	What are the right combination of tools and platforms for marketing in this business?	What are the Best Strategies would you recommend in your field in the Restaurant Industry?	What other advice would you want to give to a guy like me who does not have much initial capital but wants to open a restaurant all by himself?

Figure 6: Interview Questions

The participants were interviewed and asked several questions (Figure 6) about what works best and what to be avoided and the choices to be made in terms of market analysis tools, interior design, menu configuration, tracking down an area and ideating and curating a concept along with setting targets for their business, following the day-to-day operations and dealing

with problems as they arise. Marketing strategies were also discussed keeping in view today's technology driven markets, space and tools, the questions were intended to reveal what marketing strategies the participants used and what they think should work the best looking at the shift in trend towards digital. An important part of the interview was open ended discussion concerning market shift and market trends, competition, saturation, pricing, demand and restaurant lifespans. The author also briefly discussed the importance of hiring the right staff and the difficulties in hiring, retaining and training employees. Permission of the participant were taken to record the interviews which were later transcribed by the researcher.

## 5.2 Structured Interviews

Structured interviews are another method used in the marketing research for gathering information and producing quick data for tabulation where the questions are prepared in advance unlike unstructured interviews and are asked exactly as they are written without any explanation to the interviewee and may be used particularly in surveys, the questions here can be open or close ended and can have options like 'yes' 'no' or 'may be' and the interview can take place either in person or via telephone or even by using internet and platforms like skype, google meet, Microsoft teams.

The researcher found it critical to record views of the prospective consumers about how open they are to the idea of having an Indian Kashmiri Restaurant in Helsinki, and if they would like to explore the menu and delicacies from the historic and rich Kashmiri culture with the help of a questionnaire which was carefully designed keeping the objective of the research in mind and was used at the Helsinki City Centre where the response of 10 respondents were captured randomly.

The questionnaire (Appendix-2) had several general questions which were aimed to identify and capture the interests and desire of the prospective consumers, the researcher picked up a convenient public place in central Helsinki and got hold of random people which could be prospective customer to find the pulse if opening an Indian Kashmiri Restaurant would be a good idea and if people would be open to such a concept and menu in addition to the options which were already available in Helsinki, Finland.

## 6 Results of the Methods

Both the methods used in the research, the semi-structured interviews and structured interviews have given out various important information which was carefully used to churn out the results and reach the conclusion.

## 6.1 Results of the Semi-structured interviews

The four interviews conducted with the restaurant industry professionals were asked twelve similar questions related to their experience, learnings and suggestions, the responses received were full of guidance, knowledge and optimism which has come out to be helpful and motivational for the researcher and entrepreneur, below are a few recommendations and suggestions by the respondents along with the questions asked:

In your experience, what are the most important things that you need to learn and do to survive in this industry?

The most important thing to know is that the restaurant business is a full time job and needs time and attention both, one should be prepared to even cancel the holidays to survive in this industry and keep the business running. Also one has to learn and know all the aspects of the business himself, be it the kitchen or even waiting the table as there would always be some or the other staff not turning up or taking a leave and one should have the alternatives ready before hand.

What are the biggest challenges in your career in the restaurant business that you have faced?  
There are many challenges one may face in this Industry from hiring and keeping the right staff to acquiring and retaining customers to pricing and the biggest of them all is marketing your restaurant and offerings.

What do you think are the most crucial factors in the success of a restaurant business?

One of the most crucial factors in the success of a restaurant is its location, the team, ambience and offerings of the restaurant, and even beyond that it's the consistency and passion to serve the customers and keep them coming for even more.

How do you stay unique and original when you already have so many players in this business?

One of the many ways that you can stay unique and original in this business is by sticking to the true culture and bring its richness and experience everywhere in the restaurant and on the table.

What can possibly go wrong in this business, that you need to be very careful about?

Not monitoring the restaurant closely and not exercising control over the restaurant operation and expenses incurred can really take you out of this business, so automation is good but the former is critical.

What do we need to consistently focus on as an entrepreneur in the restaurant business?

As an entrepreneur you have to consistently focus on customers, external as well as internal both and have a sharp eye for what may sell better and what not, another important thing is the books.

What actions would you suggest to win over your competition in this industry?

There is a lot of competition in the restaurant industry, which is growing even more intense everyday but staying original and creative would take you to the victory over the competition, 'Being Classic' can be the key.

How do you ensure the right hiring and retention of the kitchen and other staff?

Ensuring right hiring and retention of the staff is one of the most difficult task, but if one stays patient and not quit making the right team you will end up having some of the really bright and loyal team mates for at-least a while, and then just replicate the process.

How can you effectively use the location of your restaurant as well as the data to your benefit?

As a Marketer it is really important to know your location and its potential for the business, the neighbourhood is always your first opportunity and one should plan their marketing strategy keeping that in mind and then spread out and across, because if one is able to capture the customers from the neighbourhood that's one quarter of the battle won.

What are the right combination of tools and platforms for marketing in this business?

It's time to go digital these days but it is equally important to have a combination of traditional and modern platforms for marketing, according to my experience you should have a ratio of 70:30, 70 should go to digital and social media marketing and 30 to traditional and conservational marketing just like good old days, as there are still many people who are not active on digital medium.

What are the best strategies you would recommend in your field in the restaurant industry?

The first and foremost strategy to be made is customer acquisition as there are no business without customers, if one is able to capture enough customers it would enough to sustain then later one can focus on the marketing strategy, considering that one has already managed funds for operating and running the restaurant at-least for an year.

What other advice would you want to give to a guy like me who does not have much initial capital but wants to open a restaurant all by himself?

If there isn't much capital and one still want to take the leap forward and open their own restaurant and more importantly they are really passionate for it, I will suggest that then one must find a set of partners, it can be a combination where one can fund the business, second knows how to market and make strategies and the third is good with operations and knows how to run a restaurant effectively.



## 6.2 Results of the Questionnaire

Apart from the semi-structured interviews which were taken as a part of the research, there were also ten other questionnaires which were randomly given out to random people to fill out and capture their interest and the data to enable the researcher in reaching the conclusion regarding the openness and interest of the prospective customers towards a new Indian Kashmiri restaurant, its ambience and theme and the menu and food offering in the Helsinki Metropolitan Region, as the event unfolded slowly the researcher was able to collect an interesting set of output. Out of the ten respondents of the questionnaire, four participants were curious about the restaurant as they seemed to inquire more about the origin of the restaurant and the culture of Kashmir. As the researcher provided information on the richness and history of the delicacies and food of Kashmir which has thousands of years of history and culture behind and the rarity and inexistence of such a restaurant here in the entire Finland, he found the level of interest and excitement of the prospective customers overwhelming and thus it is safe to say that the four respondents out of ten were really open and interested in exploring such a restaurant and were even ready to spread the word and bring along friends if and when the restaurant opens.

The other four respondents were of the mixed opinion as they had never heard about Kashmir or such a restaurant except only once in a news on television which did not talk much positive about the region, and thus expressed their opinions that they were not sure about the idea of such a restaurant until unless proved wrong in case they visit it later and find the food and ambience to be otherwise and thus concluded that they may or may not be open to a new Indian Kashmiri restaurant.

The last two participants gave their opinion as not interested, partly as the researcher observed that they were in a rush and appeared to be tourist and briefly visiting Helsinki as they were carrying luggage and waiting for the taxi, but the answers were clear, and the result was not interested.

A few other answers received from the respondents in the questionnaires were: Most of the respondents liked either Chinese, Indian, or Japanese food, their favourite Indian dishes were Butter Chicken, Rajma Rice and Halwa, some of them were even open to know more about India and Kashmiri culture and wanted to visit Dal Lake of Kashmir and stay in the Boat House. And that a few respondents had also turn in to a vegetarian lately and were open to spend from 50 to 100 Euros to explore a nice meal at a fine dining restaurant.

Having taken into consideration all the information and data collected from the respondents and taken in account the average score of all the ten questionnaires, the researcher can safely conclude that the overall result was positive.

## 7 Action Plan

As the result of the research suggests that opening an Indian Kashmiri restaurant in the Helsinki Metropolitan region would be a welcoming idea, the author has created an action plan to follow the steps required in order to open the restaurant as discussed in the study.

The author shall collaborate with the other two partners, align the funds, and divide the responsibilities required to operate and run the restaurant smoothly, simultaneously an ideal place for the restaurant would also be hunted at the preferred locations which has already been thought through.

The partners then would hire an interior designer to give the rented restaurant place a chosen theme and ambience so that it can achieve a desirable atmosphere for customers to come and spend time at. While one of the partners would start procuring the machineries, furniture, utensils and props for the restaurant, the other partner would start hiring the team required for the functioning of the restaurant.

As the restaurant would start to take the desired state, the third partner would begin to work on the customer acquisition and marketing strategy to be able to attract the customers and achieve the footfall required to be able to recover the salaries of the team and the fixed and variable costs and expenses incurred at the restaurant.

As guided by one of the respondents in the interview, the financial and tax part is also of utmost importance as the operations of the restaurant, a chartered accountant would also be hired who can look after the bookkeeping and other financial and tax compliances required by the laws in Finland.

Once the restaurant has taken the final shape and the finishing and furnishing are at place along with the team, a suitable date for the launch would be finalized and special guests would be called upon to Launch the restaurant.

And finally, post the launch of the restaurant, a marketing campaign would be run on various billboards and social media platforms highlighting the menu of the newly opened Indian Kashmiri restaurant in the Helsinki metropolitan area. The restaurant and its menu would also be offered for delivery and take away at various online delivery service providers like Foodora so that people can order the food from the comfort of their home, get to taste of it and keep on coming back asking for more.

## 8 Conclusion

After having conducted the interviews during this research, the author learned that it is of utmost importance that the entire process of setting up a restaurant be followed in steps with the due diligence of the market sentiments, customer mindset and choices, and the legal aspects of opening and conducting a business as per the laws and regulations that withhold in Finland.

Every minute learning, and notes that have been made during the study and having come across various people from the industry and the prospective customers have helped in concluding that the author can open a restaurant and may even run it successfully, provided he must have the right ambience, strategies, and people in place along with funds.

The most important factor to note is that the restaurant and approach of the entrepreneur must be unique, employee and customer oriented with the right set of offerings. There must be personal touch and efforts that need to be put to make a good and repetitive customer base, and the services and offerings of the restaurant must be consistent and tasteful.

Adaptation to the technology and digital formats and subscriptions is a must and must be watched for if the entrepreneur does not want to lose the opportunities and lag with the competitors. Indian Kashmiri restaurant seems to be a welcoming idea as the history and culture of India is being best sought after and the delicacies are famous throughout Finland and the rest of the World.

The most valuable advice received is to start small, test the waters first and then follow the direction that the customers and business seems to flow with time.

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## Appendix 1: Interview Questions

<u>Interview Questions</u>			
In your experience, what are the most Important things that you need to learn and do to survive in this Industry?	What were the biggest challenges in your career in the Restaurant Business that you have faced?	What do you think are the most crucial factors in the success of a Restaurant Business?	How do you stay unique and original when you already have so many players in this business?
What can possibly go wrong in this Business, that you need to be very careful about?	What do we need to consistently focus on as an Entrepreneur in the Restaurant Business?	What actions would you suggest to win over your competitors in this Industry?	How do you ensure the right hiring and retention of the kitchen and other staff?
How can you effectively use the location of your Restaurant as well as data to your benefit?	What are the right combination of tools and platforms for marketing in this business?	What are the Best Strategies would you recommend in your field in the Restaurant Industry?	What other advice would you want to give to a guy like me who does not have much initial capital but wants to open a restaurant all by himself?

## Appendix 2: Questionnaire

<b>Questionnaire</b>
<p>Which is your favourite restaurant here in Helsinki or Finland. And what kind of food do they serve?</p> <p><b>Yes....          No....</b></p>
<p>Have you ever tried Indian Food? And if yes what dish did you like the most?</p> <p><b>Yes....          No....</b></p>
<p>Would you like to see a new restaurant open up in Helsinki that offers food with a rich history, background and legacy all the way from Kashmir, India?</p> <p><b>Yes....          No....          May Be....</b></p>
<p>Would you also be interested in knowing about Kashmir and its History?</p> <p><b>Yes....          No....          May Be....</b></p>
<p>Would you like to try a variety of it's cuisine both vegetarian and non vegetarian?</p> <p><b>Yes....          No....          May Be....</b></p>
<p>How much would you like to spend on a great Indian meal that satisfies your senses?</p> <p><b>&gt;15 Euros....          &lt;15 Euros....</b></p>
<p>If you really liked the food and ambience, would you like to recommend this beautiful restaurant to your friends too?</p> <p><b>Yes....          No....          May Be....</b></p>