



Marketing plan for Korean instant noodles.

Case JK shop Helsinki

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**Marketing plan for Korean instant noodles. Case JK shop
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Business plan for marketing Korean instant noodles in Helsinki

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The purpose of this thesis is to develop a marketing plan to promote Korean instant noodles in Helsinki, which have recently become very popular in the world. The author has done an internship in marketing in an Asian market (JK shop) in Helsinki. The marketing is for time being mainly done through social media such as Facebook and Instagram as well as offline posts. The company would however need a more comprehensive marketing plan for the noodles.

This thesis has been written based on the author's desk research, the results from social media marketing, and the results obtained by surveying customers who visited the Asian market. The author conducted quantitative research to write the thesis. This research was conducted online and offline by surveying 127 people living in Finland. The survey questions were created by applying the 7Ps marketing mix to the question through desk research. The key findings of the research were the amount of exposure of promotional posts to social media users or customers, a Finnish food culture that does not eat spicy food often, a chance for people to try spicy Korean instant noodles, finding out marketing methods for the elderly group, and how to make a proper marketing plan.

Keywords: 7ps marketing mix, marketing methods, Korean instant noodles

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1 Introduction

Silk (2006, 3) said marketing refers to all the actions a company takes to attract its audience to its products or services through quality messaging. It encompasses many aspects of business, such as product development, advertising, sales, and distribution methods. The main purpose of marketing is to get people interested in the company's products or services. This is done by considering market analysis, research, and the interests of the company's ideal customers and attracting them to the company's target audiences through educational and helpful messages. In this way, businesses can convert more leads into customers.

Businesses today are so competitive that it can be difficult for customers to even notice them, let alone increase their loyalty. Chernev (2020, 3) refers that marketing plans help the company promote its products and services and set future strategies for product development, market development, distribution channels, sales promotion, and profitability. A marketing plan enables the company to intelligently present its business to the target market, leading to better quality leads and more sales opportunities.

According to Mustafi, Jost, and Nguyen (2011, 1), offline marketing or traditional marketing refers to advertising that uses traditional media such as newspapers, billboards, radio, and television. This marketing method has created the opportunity to introduce a product or company to many potential customers. Evans and Bratton (2021, 4) said "Since the introduction of the smartphone, people can access the Internet anytime and anywhere". This has led many people to use social media such as Twitter and Facebook, and the number of users is increasing with time. Social media allows users to write about topics that interest them, except for certain inappropriate topics, and it allows people worldwide to share posts, not just in certain countries. These features are a great opportunity for businesses to advertise through social media.

Korean instant noodles such as Shin Ramen and Buldak Stir-fried Noodles (Fire noodles) are currently gaining popularity worldwide. However, the sales volumes of Korean instant noodles are relatively low in some countries where people do not often eat spicy food. Finland is also one of these countries. Therefore, the author will make a marketing plan for promoting Korean instant noodles in Helsinki, Finland.

The outline of the thesis will consist of 6 chapters: the introduction chapter, the theoretical background, the research approach and results, the marketing model and plan, the implementation and the conclusion.

1.1 Purpose of the thesis

This thesis aims to develop and present a marketing plan for Korean instant noodles from the JK shop (Japanese and Korean shop). The author will use a 7ps marketing mix business model, which many managers use for marketing their company or products. Using the 7ps marketing mix provides the company with variables to create value and generate a competitive advantage in marketing. Marketers use four variables in the conventional marketing mix: products, price, place, and promotion. Three other variables have been added to consider the service market's characteristics: physical evidence, people, and processes. (Jain 2013.) Using these 7Ps, the author has developed an efficient and ready-to-use marketing business model for the JK shop.

1.2 Possible delimitation

This marketing plan is for Korean instant noodles (Shin Ramen and Buldak stir-fried noodles), which are well-known instant noodle products worldwide. Product or company awareness has a significant impact on marketing. It makes the public familiar with a product and sets it apart from competing brands. Moisescu (2009, 104) said companies with a high brand awareness are likely to generate more sales because customers are more willing to buy familiar brand names or products than unfamiliar ones. Therefore, using this marketing plan to promote and sell all instant noodles from South Korea is difficult.

The instant noodles selected by the author are spicy products. Nowadays, people can eat many kinds of food from around the world, such as sushi, dumplings, and tom yum soup. However, the basic food that people usually eat does not change. The author tried various Finnish dishes during his stay in Finland. It was difficult to find spicy food among the dishes, and very few of the author's Finnish acquaintances liked spicy food. Therefore, it might be a little challenging to promote the selected products to Finnish customers actively.

1.3 Case company introduction

JK (Japanese and Korean) shop/JIAHE OY was established in 2016. They built their first store in Hakeniemi, in the center of Helsinki. Their journey began with the idea of bringing authentic Asian food back to Asian people and creating a channel for Asian restaurants in Finland to purchase good ingredients. In 2018, they expanded their business and opened their second store in Turku. In 2020, due to Covid-19, customers had difficulties visiting their stores. Therefore, they started a home delivery service through their website. Recently they got a big warehouse and expanded their delivery team and frontline members to cope with the fast-growing business. They are promoting their products through Facebook, Instagram, and offline post.

2 Theoretical background

According to Ghemawat's research (2022, 38), "Until the nineteenth century, the scope for applying competitive thinking to business situations appeared to be limited". However, the competition in the business world intensified from the early 20th century because the products customers wanted gradually began to appear, and companies and stores began to lower the price of goods or produce good quality products to make more profits. This has been the starting point for the competition that companies are competing to make more profits today. At a time when everyone is selling good quality products or cheap products, it has become important for them to promote their products to their customers to how many people. (Gillen & Morrison, 2005.) Lindsey and Borin (2017, 476) said the company began looking for channels that people used a lot, and the early ones were TV, radio, and print.

According to Think beyond article (2019), the need to increase sales through marketing technologies became an integral part of competitiveness. The ability to develop a brand and market it properly gained value. The competition also led to the need to increase production output and market share in all industries. In Brafton fuel your brand article (2021), marketing began to focus on distribution methods and types of consumer communication. The goal was to convince consumers that one company's products were better than another's, even if they were the same. The theoretical framework is the 7Ps marketing mix for this marketing plan.

2.1 Types of marketing model

In Ferrell, Hartline, and Hochstein's marketing strategies book (2021, 27), a marketing strategy is a long-term plan to achieve the company's goals by understanding customer needs and creating a clear and sustainable competitive advantage. It includes everything from identifying who the customer is to deciding which channel to use to reach the customer.

According to Moore and Pareek's Marketing: The Basics book (2006,131), STP marketing model stands for segmentation, targeting, and positioning. It is a popular model that uses a top-down approach and focuses on how the company engages with customers. STP uses process to deliver relevant and personalized messages to targeted customers. Top-down models, like the STP marketing model, have been attractive for years as companies focus on delivering tailored content to their target customers through social media. The first step is market segmentation, where marketers determine the critical characteristics of each group in the market. An example of market segmentation is dividing the market by age. The next step is targeting. Determine which group best fits their product and develop a detailed strategy to position their product or service in the selected group (Hanlon, 2022).

According to the Investopedia team's article (2022), Porter's five forces are competitive rivalry, supplier power, buyer power, alternative threats, and new entry threats. This model

is unique because it measures profitability by focusing less on the product or target audience and more on external influences and competition. This analysis can be a simple but powerful way to understand competitiveness within the business environment. Supplier power deals with the number and size of other vendors, the uniqueness of the service, and the cost of replacing its products. Buyer power refers to the customer's ability to influence company decisions. Kleweno (2022) said the threat of substitution is how the company's product works compared to other alternatives. Competitive rivalry examines all other external forces and evaluates the product's performance against the entire market.

Margolis and Garrigan said (2008, 11) that guerrilla marketing is an advertising approach that uses the concept of "guerrilla" or surprise elements to communicate with target customers. This form of marketing can be particularly high-profile because it relies on unconventional, original actions that create surprise or shock.

"The 7Ps marketing mix includes product, price, promotion, place, people, process, and physical evidence. This mix strategically places a business in the market and can be used with different levels of force" (Mass live media, 2023). Jain (2013, 24) said a marketing mix is everything a company does to achieve its goal of reaching people who need a product or service, from initial contact to closing the sale and beyond. It is a combination of strategies used to support the sales cycle and varies from company to company. Twin (2022) said the marketing mix was originally defined as the 4Ps: Product, Price, Promotion, and Place. Many marketing managers currently use the 7Ps marketing mix by adding three more Ps.

This 7Ps description is referenced on the Oxford College of Marketing site (Oxford college of marketing, 2020.)

- **Product:** The product component of the 7P marketing mix represents the tangible and intangible attributes of a product or service offered to customers. This includes aspects such as product design, functionality, quality, branding, packaging, and after-sales service. Products are an important part of the marketing mix because they directly influence a customer's perception of value and, ultimately, purchasing behavior. Effective product management can increase customer satisfaction and loyalty and contribute to business success.
- **Price:** refers to the monetary value assigned to a product or service. It is an important aspect of the marketing mix because it can influence a customer's perception of value and purchasing decisions. When pricing a product or service, companies need to consider various factors, including production costs, competition, target markets, and customer expectations. An effective pricing strategy can help increase profitability, differentiate the product from competitors, and provide value

to the customers. The price factor is also closely linked to other marketing mix elements, such as product, promotion, and location.

- **Place:** The place component of the 7Ps marketing mix refers to the distribution channels used to make a product or service available to customers. It is also known as distribution or channel strategy and involves decisions about where and how to sell the product. This can include physical stores, online platforms, or a combination of both. The place component is crucial as it affects the accessibility and convenience of the product for customers and can impact their purchasing decisions. Effective place strategies can help increase a product's visibility and reach and improve customer experience. Companies need to consider factors such as target market, competition, and distribution costs when developing their place strategies.
- **Promotion:** refers to the communication and marketing efforts used to inform, persuade, and remind customers of a product or service. It includes various activities such as advertising, sales promotion, public relations, personal selling, and direct marketing. The promotional component is very important because it can influence customers' purchasing decisions and perceptions of the product. An effective promotional strategy can help increase brand awareness, differentiate the product from competitors, and communicate a unique selling point to the target audience. Companies need to consider factors such as target market, budget, and overall marketing mix when developing a promotional strategy.
- **People:** The people component of the 7Ps marketing mix represents the employees, customers, and stakeholders involved in creating and delivering a product or service. It includes all aspects of human resource management, including recruitment, training, and development. People are critical because employee attitudes and behaviors can directly affect the customer experience and the success of the business. Therefore, it is important to consider employee satisfaction, customer loyalty, and organizational performance through effective workforce management. Companies must consider factors such as corporate culture, customer expectations, and industry standards when developing workforce strategies.
- **Process:** Process represent the systems and procedures used to create and deliver products or services. The process includes all aspects of operations management, including the design and management of processes, systems, and technologies. Process components are critical because they directly impact the efficiency and effectiveness of delivering a product or service and, ultimately, the customer experience. Effective process management can lead to improved quality, reduced costs, and improved customer satisfaction. Companies should consider factors such as customer requirements, industry standards, and technological advances when developing process strategies.

- **Physical Evidence:** Physical evidence refers to the type of elements that provide proof of a product or service, such as packaging, store design, and signage. This includes all aspects of environmental design and can directly impact the customer experience. Physical evidence factors can affect customer perceptions of a product or service and purchase decisions. Effective physical evidence management can improve customer loyalty, brand awareness, and overall customer experience. Companies should consider factors such as customer expectations, industry standards, and brand image when developing physical evidence strategies.

2.2 Social media marketing

In Evans, Bratton, and McKee's book (2021, 21), social media marketing is a form of internet marketing that uses social media apps as a marketing tool—for example, Instagram, Facebook, and Twitter. Social media marketing refers to using social media, a platform by which users build a company's brand by building social networks and sharing information, increasing sales, and promoting website traffic. Hayess (2022) said social media marketing has data analytics specifically designed to give companies a way to contact existing customers and reach new customers, as well as to enable marketers to track the success of their efforts and identify even more ways to participate.

2.2.1 Instagram

Instagram was founded in 2010. Its mobile application allows users to share photos and videos with their followers (Blystone, 2022). Instagram started by offering photo editing and sharing and later added the ability to share video and photo messages directly with other users. Instagram allows users to take pictures or videos anytime, anywhere, and share them with domestic and foreign followers. Photos and videos account for a high proportion of Instagram posts. Because of this characteristic, it is one of the social media that companies and individuals often use to promote their products. Currently, the social media accounts that JK shop has are Instagram and Facebook. (Huey & Yazdanifard, 2014.)

2.2.2 Facebook

Facebook is the world's largest social network service, with 1 billion users. Users can write on their timelines or exchange messages with friends by signing up for Facebook, creating their profile, and adding other users as friends. When friends update their profiles or write on their timelines, a notification message automatically pops up to promote user interaction. Facebook has encouraged users to disclose information that shows their identity and activities and has provided various functions that promote user interaction. The "Like" button, which started in March 2010, is a representative social plug-in that Facebook introduced and succeeded in (David, 2011.)

2.3 Offline marketing

Isswani and Chaturvedi said (2019 ,6) topline marketing is any type of marketing that does not take place over the Internet. This includes various media and formats, such as TV, radio, billboards, and print ads. There are various types of offline marketing, each with its advantages and disadvantages. For example, offline advertising campaigns are generally easier to track than online advertising because you can tell exactly how many people have seen or heard the advertisement. Studies also show that radio advertising tends to attract people's attention better than online advertising. TV commercials are much more effective because they make it easy for customers to identify the products they sell. This offline strategy is much more effective when the target audience is older and more likely to consume media through traditional offline methods (Chiang et al, 2018.)

3 Research approach

The author's research methods are desk research and quantitative research (survey). The survey is one of the quantitative research methods which can collect a large amount of data quickly with less money (Fritz, 2004). Therefore, the author did a survey to find out how many people see where and what advertisements and why they buy Korean instant noodles from the JK shop. In addition, the author benchmarked JK shop's competitors in the Uushima area and held a fire noodle challenge (Buldak stir-fried noodle challenge) to directly confirm the perception of Korea's spicy instant noodles by Helsinki residents.

3.1 Survey

The author set two target groups for the survey, and the classification criteria are the age which are 10 to 39 years old (Group 1) and 40 years old or more (Group 2). The reason for setting the standard in this way is to understand which age consumers contribute greatly to the sales volume of products and to set a marketing target group accordingly because the preferred ingredients are different for each age group. Based on the results of this survey, the author created a business plan on which marketing methods are efficient.

These are the following questions for the survey:

No.	Question	Answer
1	Are you above 40 years old or not?	Yes / No
2	Have you ever tried Korean instant noodles? E.g., shin ramen, buldak noodle	Yes/ No

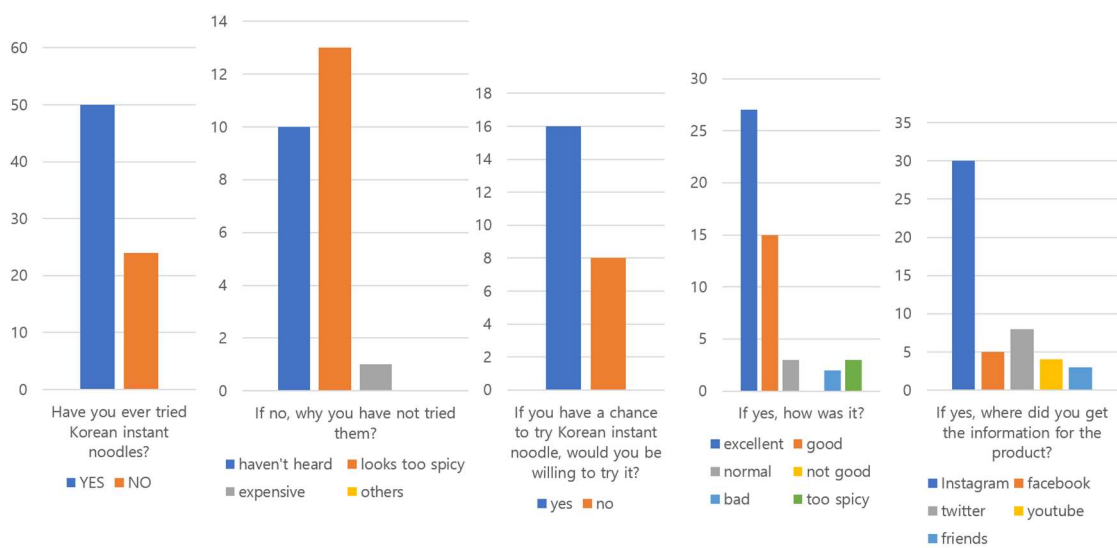
3	If not, why you have not tried them?	Haven't heard / Looks too spicy / Expensive / Others__
4	If you have a chance to try Korean instant noodles, would you be willing to try them?	Yes / No
5	If yes, how was it?	Excellent / Good / Normal / Not Good / Bad / Too spicy
6	If yes, where did you get the information for the product?	Instagram / Facebook, Twitter / Family or Friends / Others_____

Table 1 Survey questionnaire

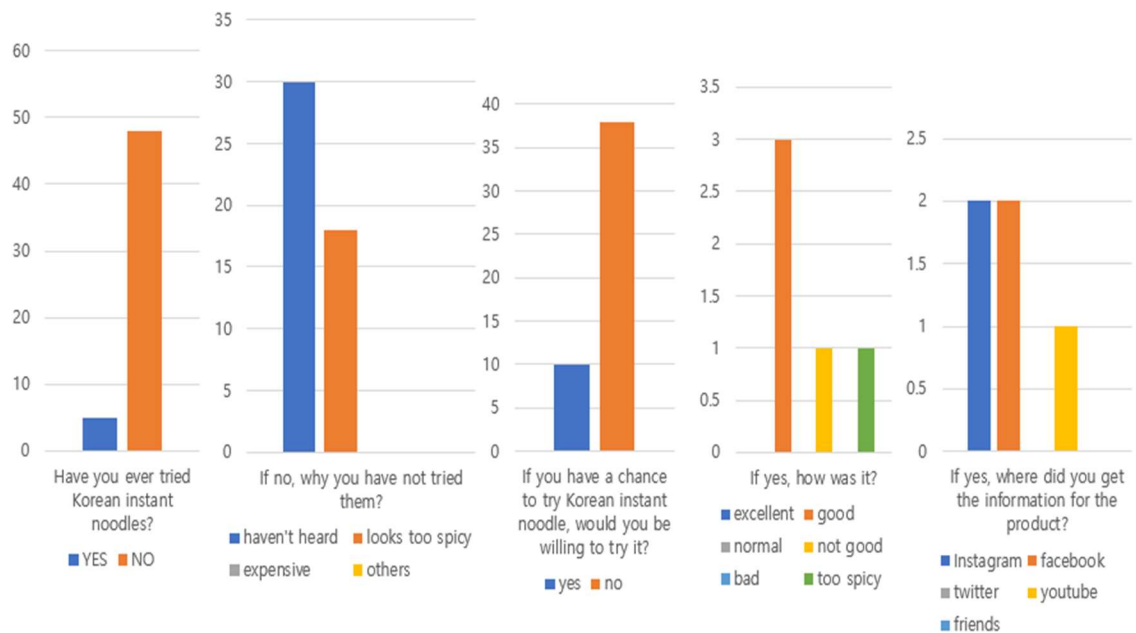
The author created this survey using the 7ps marketing mix. For example, Q1 classifies customers using people from the marketing mix, Q2 is Product, and Q6 is Promotion. The survey was conducted at an online survey platform (SurveyMonkey), JK shop, and Helsinki Railway Station.

The survey results were received from 127 participants living in Finland. There was a significant difference in the results between group 1 and group 2.

Group 1 survey result



Group 2 survey result



Group 1 was the group that knew and tried Korean instant noodles in advance, and most of the participants were exposed to Korean instant noodles through Instagram posts. According to the survey results, group 2 seems to have little interest in Korean instant noodles because the products look spicy, and it is judged that there is no possibility of becoming a target group at all.

3.2 Bulgak stir-fried noodle challenge

Based on the results, the author held the Bulgak stir-fried noodle challenge at the Helsinki City Center. This challenge means eating a pack of Bulgak noodles in three minutes without drinking water or any other beverages. With the participation of many YouTubers in 2018, many viewers became interested in this challenge, which is still going on. The reason for holding this challenge is to determine whether customers or potential customers are reluctant to try and buy the product because of the perception that it is spicy ramen. At the beginning of posting this challenge, there were very few participants. However, through continuous Instagram and offline posting for about a week, the author had 17 participants. On the day of the challenge, the participants doing the challenge were enough to catch the attention of potential customers passing by, and more than 30 people wanted to participate in the challenge.



Figure 1 Buldak stir-fired noodle challenge (fire noodle challenge)

3.3 Market analysis

It is very important to analyze the market before promoting the company's products. This gives the company the direction it needs to move forward. For example, while doing market analysis, the company can accurately identify the products and services customers want and the channels (TV, social media, and radio) they usually use in their daily lives. The results of this analysis allow the company to set a path how to promote goods and provide services before starting the marketing (Christopher, 1996).

The author conducted a market analysis of Korean instant noodles. There are eight Asian markets in the Uushimaa area, including JK shop. Most Asian markets did not sell their product online and did not appear to be very interested in promoting stores or products they sell. In addition, the author visited Asian markets near the JK shop at 4-6 p.m. on Friday and Saturday, the busiest time for the JK shop, to determine their number of customers. The number of customers visiting other Asian stores is slightly lower than the JK shop. There was little difference in the types of products each store was selling, and the same event offered a 5 percent discount to students. Therefore, it is analyzed that if JK sets a target group and active promotion is carried out, the market share can increase further.

4 Marketing model and marketing plan

4.1 Description

The author intends to introduce and promote Korean ramen in Helsinki, Finland. The author will find out how to approach customers by choosing a marketing model and how to explain the product by writing this paper. Many companies today produce and sell goods that already exist. Even the price and quality do not differ significantly. For example, McDonald's and Burger King, which sell hamburgers, and Intel and AMD, which make semiconductors, focus on developing more advanced and higher quality products and marketing them to sell the products they make. The author thinks that if all companies have good products, the most important thing is to be promoting them to customers in some way. Publicity can be a few things, including price competition, location competition, events, and customer benefits. Therefore, the author has created a marketing plan for Korean ramen at JK shop.

4.2 Benefits to use the 7Ps marketing mix

The author decided to use the 7Ps marketing model to promote and sell Korean instant noodles. The author chose to use the 7Ps marketing mix business model for the JK Shop in Finland for several reasons:

1. Holistic Approach - The 7Ps model provides a comprehensive and holistic approach to marketing, allowing authors to consider all the key elements of the marketing mix and how they interact.
2. Customer-focused - The 7Ps model emphasizes the customer, which is very important for JK Shop as it helps understand customers' needs, preferences, and behaviors and formulate a marketing strategy that meets their needs.
3. Competitive Advantage - Effective use of this model allows the company to differentiate itself from its competitors and gain a competitive advantage, which is important in a highly competitive market.
4. Improved Decision Making - The 7Ps model can help authors make informed decisions about JK Shop's marketing strategies and tactics by considering all relevant factors.
5. Increase Efficiency and Effectiveness - By aligning JK Shop's marketing strategy with customer needs and expectations, the author can improve the efficiency and effectiveness of JK Shop's marketing efforts to increase customer satisfaction and loyalty.

Thus, using the 7Ps marketing mix business model, the author can develop a more customer-centric, comprehensive, and effective marketing strategy for the JK Shop, which will contribute to market success and competitiveness.



Figure 2 7Ps marketing mix

4.3 marketing plan

A marketing plan is a comprehensive document that outlines the strategies and tactics a company will use to reach its marketing goals. It includes an analysis of the market, the target audience, the competition, and the company's strengths and weaknesses. Having a marketing plan is important because it helps a company focus its resources and efforts on the most effective marketing activities and measure the results of those efforts.

4.3.1 Product

The products are Korean instant noodles (Shin ramen, Buldak Stir-fried noodles) with unique and authentic flavors, made with high-quality ingredients. These products are the most popular in Korea and are currently recording large sales in many countries, including the United States and the United Kingdom.

Shin ramen is a popular brand of instant noodles made by the South Korean company Nongshim. It is known for its spicy flavor and is widely consumed in South Korea and other countries. It has gained popularity worldwide through a combination of factors, including effective marketing and distribution strategies, high-quality ingredients, and a

taste that appeals to a wide range of consumers. Nongshim has established partnerships with international distributors and actively promotes its products through various channels, including social media and sponsored events. The company has also invested in research and development to ensure the consistent quality and flavor of Shin Ramen. Additionally, the rise of Asian cuisine in the global food market has helped to increase the visibility and popularity of instant noodles like Shin ramen.



Figure 1 Shin ramen (brand.nongshim.com)

Buldak Stir-fried noodles is a popular South Korean instant noodle dish. The name "buldak" is a combination of the Korean words "fire" and "chicken" and refers to the spiciness of the dish. The dish is known for its bold, spicy flavor and is enjoyed by many as a quick and convenient meal. This product has become popular through a combination of factors, including K-drama, K-movie, and the rise of Korean cuisine in the global food market. Additionally, As many celebrities hosted the Spicy Chicken Noodles Challenge on social media such as YouTube and TikTok, the product became well known to the public, which led to many social media users becoming aware of the product.



Figure 4 Buldak Stir-fried noodle (samyangfoods.com)

4.3.2 Price

The two Korean instant noodles sold at JK shop cost 1.7 euros each. Other Asian markets in Helsinki also sell products at prices ranging from 1.7 to 1.8 euros, while K-market sells them at prices exceeding 2 euros. This picture shows the top 10 best-selling products in the JK shop.

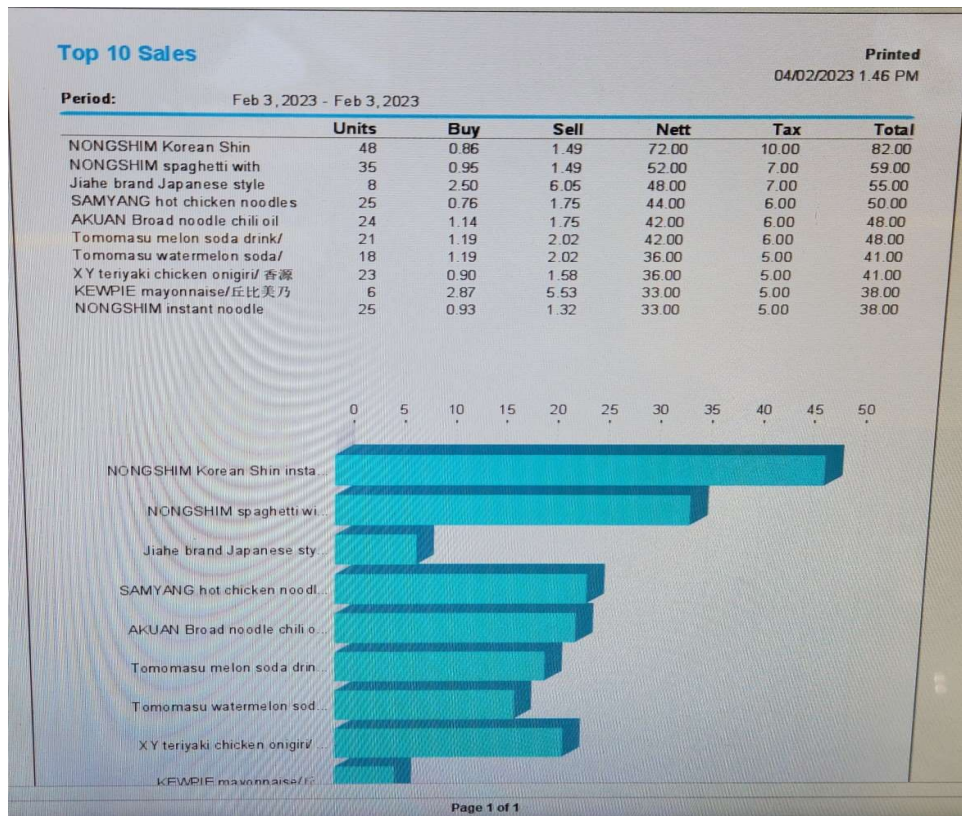


Figure 5 Top 10 Sales in JK shop

Shin Ramen is ranked first, and Buldak Stir-fried Noodles fourth. Although Korean instant noodles are more expensive than other Asian instant noodles, they have the highest sales volume. Although price cuts for products do not seem essential, the author thinks it is good to offer surprise discounts in the short term to attract customers' attention.

4.3.3 Place

The key to successful distribution and sales of Korean instant noodles in Helsinki will be selecting the right channels and implementing effective strategies for each. Currently, JK shop operates two types of stores, online and offline. Offline stores provide a high level of accessibility for customers and allow large quantities of products to be sold quickly. Strategies for offline store distribution include regular restocking, in-store displays and promotions, and introducing products to the public through a free tasting of the products.

Online stores such as AliExpress, Amazon, and local Finnish websites are also used to reach customers who prefer to shop online. The author establishes a comprehensive online marketing strategy, including online advertising, search engine optimization, and influencer marketing, to drive traffic to online sales pages and increase sales.

4.3.4 Promotion

A comprehensive, well-executed promotion strategy helps increase brand awareness, customer engagement, and sales. This section describes a comprehensive promotion plan for Korean ramen brands that focuses on building brand awareness and attracting new customers.

Social media marketing:

Social media is becoming an increasingly important channel to promote instant ramen products and effectively reach a large and diverse audience. The social media strategy will focus on showing Korean ramen's unique taste and cultural heritage and will include the following elements.

- **Content Production:** Create a variety of content to participate in and share, including recipe videos, behind-the-scenes story photos, and customer reviews. The author's content is designed to highlight the key features and benefits of the products and is shared on social media channels, including Facebook, Instagram, and Twitter.
- **Influencer Marketing:** The author will work with many local food bloggers and social media influencers to promote the JK brand. Influencer partners are encouraged to create and share original content with followers, such as product reviews, recipe videos, and social media posts.

Offline marketing:

- **In-store promotion:** Organize a series of events at the JK shop in Helsinki city center. These events will give customers the opportunity to taste Korean instant noodles, learn about the brand, and communicate with the team. Use eye-catching branding, signage, and promotional materials to give the customers a memorable and engaging experience.
- **Discount coupon:** Discount coupons will be offered to customers visiting offline stores for a fixed period (for example, February 1 to February 7). This marketing plan can make stores crowded by making customers receive more discounts frequently. This is a great way to attract the attention of passers-by, and if they have come into the store, looked around, bought, and are satisfied with the purchase, JK will have a new customer.

4.3.5 People

The people's part of the marketing plan is largely divided into three parts: Customer, Marketing team, and Sales team.

Customer: The main target customers for Korean ramen will be Helsinki's busy young professionals looking for convenient and delicious meal options. The author will conduct market research to identify cultural and unique tastes that may affect the marketing and sales strategies, as well as to better understand the authors' target customers and their preferences.

Sales team: The sales team will be responsible for promoting and selling Korean instant noodles to people in JK shop. They will be well-trained and knowledgeable about the products and brand and will be able to build strong relationships with potential customers.

Marketing Team: The marketing team is responsible for developing and executing marketing and promotion strategies and managing social media and digital advertising campaigns. They will work closely with the sales team to ensure that the message is consistent and effective across all marketing channels.

4.3.6 Process

The process consists of logistics, marketing and sales, quality control, order processing, and customer service. JK Shop's logistics process is designed to shop, transport, and distribute Korean instant noodles safely and efficiently. The logistics team is responsible for storing and transporting their products, ensuring they are available and accessible to customers at busy shopping locations.

The marketing and sales process is designed to effectively reach and engage target customers and promote the sale of Korean instant noodles. This includes the social media campaigns, events, and promotions, mentioned in the promotion section above, on advertising to increase awareness and promote sales. When products are imported and marketed, they should be managed in a way that does not compromise the quality of the imported goods.

The quality control process will be designed so that customers can always buy high-quality Korean instant ramen products. The product expiration date will be monitored from time to time, and the product quantity will be adjusted as needed. The ordering process is made fast, efficient and customer-friendly. Customers will be able to purchase items online and offline, and for items purchased online, all ordering processes, including invoicing and shipping, will be handled.

Customer service will be designed to provide customers with fast and friendly service, and any problems or concerns will be resolved promptly and professionally. Currently, JK Shop handles customers' questions only on Instagram, but it will expand its channel through JK's website and other social media.

4.3.7 Physical evidence

Online presence plays an important role in reaching and engaging target customers. JK's website will be visually appealing and easy to navigate, clearly communicating the quality and value of Korean instant noodle products. The online presence will also include social media channels and targeted digital advertising, which will be used to reach and engage customers and drive sales. Instagram is one of the most popular social media platforms used by people in their 20s and 30s, and users can quickly and easily get the information they want by using hashtags. By tagging JK Store's account and Korean instant noodles at the same time, many users can access JK's Instagram account, which is expected to attract more customers.

Customer service is focused on providing customers with a positive and memorable shopping experience. This includes prompt and friendly service and a commitment to resolving issues or concerns in a timely and professional manner. Customer service representatives are trained to provide professional advice and assistance, enabling customers to make informed purchasing decisions.

Point of sale (POS) and in-store signage are attractively designed and feature eye-catching graphics, product descriptions and nutritional information. The displays are strategically placed in high-traffic areas of JK stores so customers can easily find and purchase the products. Signage is strategically placed throughout the JK store so customers can easily find and purchase their products. The design and layout of the JK store are carefully created to reflect the quality and authenticity of Korean instant noodle products. The store will be designed with modern, clean lines and neutral colors, focusing on the presentation of products and creating an attractive atmosphere.

5 Implementing the marketing plan

To implement a marketing plan, a company must take the strategies and tactics outlined in the plan and put them into action. These include possible problems, solutions, marketing budgeting, marketing material development, launching promotional campaigns, tracking results, and continuous modification of marketing plans. Follow these steps to successfully implement the company's marketing plan and achieve the desired results.

5.1 Possible problems

There are some potential problems with implementing canvas to promote and sell Korean ramen in Helsinki: Cultural differences: Finnish consumers may have different tastes and preferences for food, making it difficult to introduce Korean ramen to the market.

Competition: There are already many instant noodle brands in the Helsinki market, making it

difficult to gain a competitive advantage. Price: other competitors can cut prices. Marketing Strategy: Developing an effective marketing strategy for Korean ramen in Helsinki can be challenging because target customers may not respond to traditional marketing tactics and require a more creative approach.

The problem that the author is most concerned about is cultural differences. No matter how well the company sells products, failing to attract customers' attention because they do not understand the culture and customs of each country causes the company to earn small profits. Many Finns do not have the habit of enjoying spicy food. This means that Finns are interested in or have very little chance of having spicy food products such as Shin ramen and Buldak stir-fried noodle, which are chosen by the author in the thesis.

5.2 Solution

The solution to cultural problems could lie in free tastings and events. On January 28, 2023, the author hosted the Spicy Chicken Stir-fried Noodle Challenge at the JK store near Helsinki Central Station. Many Finns and international guests attended the event, and their friends and family cheered on the participants and made sure the store was getting more and more crowded. This was enough to encourage potential customers to enter the store and buy products from the event. Through the event and its results, the author saw an opportunity to promote and sell Korean instant noodles in Helsinki and set as target customers people in their 20s and 30s who tried different foods more than other age groups.

Price and competition are one of the most important parts of the retail business. Most stores sell the same items, which can have a big impact on sales depending on the store's location and the product's price. Once a store is open, it costs a lot of money and effort to change its location. Therefore, most store owners look for locations with low retail or rental costs and a large, mobile population. The JK store is already located in the city centers of Hakaniemi and Helsinki, so it seems like it has opened a store in a good location. The problem, however, is that Helsinki city center is the most expensive rental area in all of Helsinki. It seems difficult to lower prices to keep business in the city center. The solution to this problem is active advertising and limited discount coupons. Most people working in Helsinki pass through Helsinki city center almost daily. To make them JK customers, it seems that the store's location and promotion of product discount coupons can increase the inflow rate of customers to the store. The author will continue to market based on the results of continuous research on what channels target customers mainly use in their daily life and where they buy goods, and keep the framework of the 7Ps marketing mix and modify the promotion part.

In summary, there are many challenges to overcome when implementing a promotion and sales strategy for Korean ramen in Helsinki, including cultural differences, competition, pricing, and developing effective marketing strategies. However, with careful planning and

adaptation, these problems can be overcome, and Korean ramen can be successfully introduced to the Finnish market.

5.3 Budget

Marketing budget items are broadly divided into three categories: advertising expenses, sales promotion expenses, and research. Sales promotion expenditures are expenditures to promote product sales. This includes both events and promotions for product sales by the marketing team. Specifically, these include product costs sponsored by influencers, sales page events, price promotion costs, and online and offline purchase promotions. Marketing research costs include subscription costs for marketing research such as Nielsen/Kantar Worldpanel and various consumer surveys.

Promotional plans mentioned in this paper include content production, influencer marketing, in-store promotion, and discount coupons. One of the most expensive PR plans is influencer marketing. Marketing costs depend on the number of influencers' subscribers and followers, and sometimes the costs vary depending on their level of awareness. The author has set the budget for influencer advertising costs at 1,000 euros because the discount coupon promotion and the cost of store rent, and staff allowance must be taken into account to run the promotion at the same time.

The discount coupon plan will be offered when customers buy Korean instant noodles. Each noodle is discounted by about 20 cents, and the JK store in the city center sells an average of 240 products per day. So, assuming a discount coupon promotion lasts for a week, the budget for the discount coupon plan is about 326 euros.

When the author conducted the Fire Noodle Challenge mentioned above, about 70 discount coupons worth 10% and a pack of Buldak stir-fry noodles were provided to participants and viewers, and the participant who completed the challenge the fastest received products worth 50 euros. The cost of this contest was about 200 euros, and the author will budget this amount. So, the budget for advertising Korean instant noodles in Helsinki is 1526 euros.

5.4 Develop marketing materials

Marketing Materials are products or content designed to market the company or its products and services to potential customers. Marketing materials can vary, including samples that the company provides to potential customers, permanent installation in high-visibility areas, or digital files to which the customer has access. Modern marketing often benefits from the diversification of marketing materials to meet the diverse needs of the prospect base. (Sharyn & Jane 2011.) Currently, JK shop is marketing through Facebook, Instagram, and in-store promotions. Therefore, the author will try to attract more customers through more

promotional channels through Twitter and YouTube while maintaining the existing promotional method they use. In addition, JK currently uses only two signs: store opening and store closing. The author will identify customers' needs and promote them through promotional activities by attaching photos of products and discount events on signs.

6 conclusion

While writing the marketing plan, the author thought promoting the world-famous Korean ramen was easy. However, the author had to solve more marketing problems and cost problems than the author thought when holding the fire noodle challenge, and the author realized how hard it was to come out with promotional material that people commonly see in their daily lives.

The marketing plan will continue to be explored after writing the paper, as the author still wants to create the idea and is currently interning at the JK shop. One of the biggest things the author learned while writing this paper is that marketing is an essential part of a company, but it can be good or bad depending on how and where it is used. While there were posts that did not see any advertising effects, posts that required less time and effort showed great results that were unexpected.

In such an unexpected situation, the author produced promotional posts using the 7ps marketing mix model continuously, which attracted the attention of many potential customers. For example, before using the 7ps marketing mix, the author received an average of 20 to 30 hearts (likes) when posting on Instagram. However, since using this marketing model, it has received more than 150 hearts and gained more than 200 followers in a month. Before writing this paper, the author had very little experience in marketing. However, while writing this paper, the author gained a lot of experience and studied marketing promotion. This knowledge made the author directly feel the power of marketing, and even after this thesis is over, the author will try to promote this plan with JK.

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