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A Study on Finland market for chicory coffee

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Thesis abstract

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This study aimed to inform people about the potential benefits of chicory coffee as a substitute for regular coffee, and to explore attitudes towards caffeine intake in a sample of local Finnish people. To achieve this, a survey was conducted among Finnish participants, using a questionnaire.

The findings showed that many of the respondents were not aware of the negative effects of regular coffee consumption and were interested in switching to chicory coffee. These results have important implications for the Finnish society and the coffee industry and provide a valuable resource for potential coffee lovers in Finland.

Overall, this study sheds light on advancing the knowledge and solving a long-term health problem by changing coffee consumption-related habits and provides insights that can contribute to future research in the field.

¹ Keywords: Chicory coffee, Caffeine intake, Health issues, Finnish people, Advancing Knowledge

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Terms and Abbreviations

RDI - Recommended Dietary Intake

USD- United States Dollar

MG- Milligrams

1 Introduction

Coffee is a widely consumed beverage around the world, and it is often a central part of daily life and culture. Chicory coffee is a type of coffee made by mixing ground roasted chicory root with regular coffee beans. Some people also believe that it has health benefits, such as aiding digestion and reducing inflammation.

Finland, located in Northern Europe, is known for its rich culture and tradition, including a strong coffee culture. According to World Meter data, as of October 29, 2022, the population of Finland is 5,560,665. Among European countries, Finland ranks second in coffee consumption per capita. Research by Wood (2017) estimates that the average Finn drinks 8 to 9 cups of coffee per day, with each cup containing an average of 100mg of caffeine. This amounts to an average caffeine intake of 800 to 900mg per day.

While high caffeine intake can have negative effects on health, moderate coffee consumption has been linked to a number of health benefits, such as reducing the risk of certain types of cancer, stroke, and type 2 diabetes. Additionally, the way coffee is consumed in Finland, often accompanied by a small snack, may mitigate some of the negative effects of high caffeine intake.

Coffee is composed of various ingredients, including caffeine, tannins, fixed oil, carbohydrates, and proteins. The specific percentages of these ingredients can vary depending on the type of coffee bean and the brewing method used. Caffeine, for example, is contained in the seeds as a salt of chlorogenic acid and is responsible for the stimulating effects of coffee. Additionally, coffee beans also contain small amounts of oil and wax, which contribute to the taste, aroma, and overall composition of the final product. (Sharma, 2020)

It is widely acknowledged that an excess of anything can have negative consequences. The same holds true for coffee, which can have detrimental effects on one's health if consumed in excessive amounts. The major component of coffee is caffeine which is not safe ingredient for humans. The health website WebMD explains that "caffeine is considered a safe ingredient. It is a stimulant that excites the nerve cells of the brain." Caffeine, the primary active ingredient in coffee, is a stimulant that can excite the nerve cells in the brain. When consumed in moderation, caffeine can have positive effects on mood, alertness, and cognitive function. However,

when consumed in large amounts, caffeine can cause negative side effects such as anxiety, jitteriness, insomnia, and an increased heart rate.

The recommended safe limit for caffeine intake is 400mg per day for healthy adults, which is roughly the amount found in four cups of brewed coffee. However, sensitivity to caffeine varies from person to person, so it's important to be aware of how your body reacts to caffeine and to adjust your consumption accordingly.

Additionally, drinking large amounts of coffee can also lead to dehydration, and can also disrupt sleep pattern which leads to other health issues. It's important to be mindful of one's coffee intake and to make sure that it's not interfering with daily life or overall health.

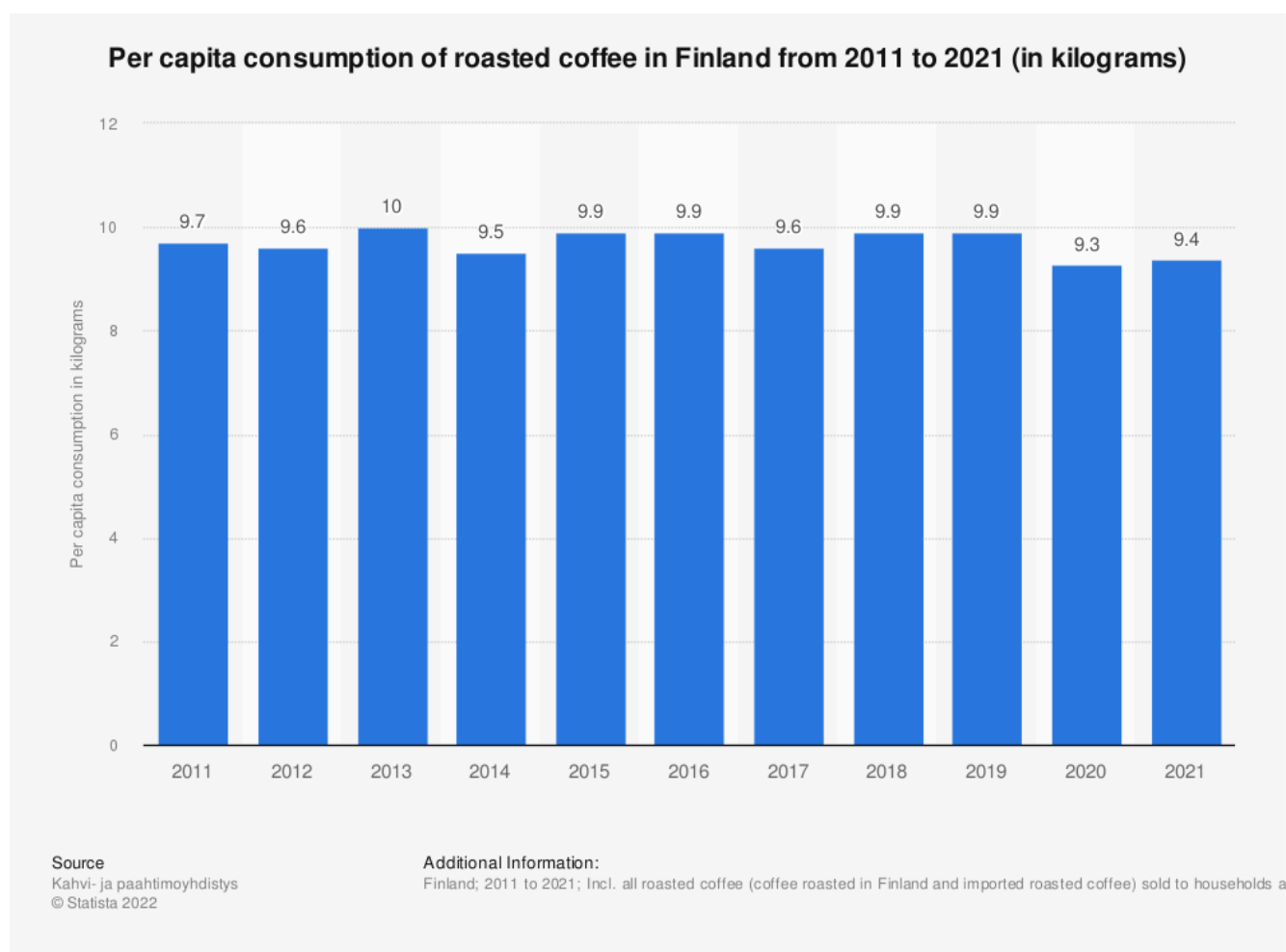


Figure 1 Per capita consumption of roasted coffee in Finland from 2011 to 2021. (Kahvi- ja paahtimoyhdistys, 2022).

1.1 Research Objective and Goal:

The purpose of this study is to provide an in-depth analysis of Finland, its coffee culture, and the use of chicory root in coffee. The study aims to examine the opportunities for foreign companies to enter the Finland coffee market and provide insights on the current market conditions, consumer behavior, and key factors that can support businesses in entering the market. The goal of the study is to furnish new firms with useful information and strategies for entering the Finland coffee industry. The following concerns will be the main focus of this project.

- To understand the position of the Finland coffee market in comparison to other countries in the world.
- To identify key factors that can help foreign companies to enter and establish themselves in the Finland coffee market.
- To analyze the consumer behavior and preferences of Finns towards coffee, including the use of chicory root as an additive.
- To determine the critical success factors for businesses looking to enter the Finland coffee market.
- To examine the impact of new technologies and trends in the coffee industry on the Finland market.
- To explore the potential for partnerships or collaborations between foreign companies and local coffee producers and roasters.
- To analyze the distribution channels and the potential for online sales in the Finland coffee market.
- To provide an overview of the Finland food regulations and their impact on the coffee industry

The primary objective of this research is to conduct an in-depth analysis of the current organizational trends, market conditions, and limitations within the Finland coffee industry. The

research aims to provide valuable insights and information for businesses that are currently exporting coffee to other countries and are considering increasing their exports to Finland. The coffee culture in Finland is deeply ingrained in the society, making it an attractive market for businesses to enter.

In particular, this research will focus on the use of chicory root as an additive to coffee, a unique aspect of the Finland coffee market. The research will provide an overview of the current market conditions and consumer behavior in relation to chicory coffee, and identify key factors that can assist businesses in entering the market. The research will also analyze the impact of new technologies and trends in the coffee industry on the Finland market, as well as the potential for partnerships or collaborations between foreign companies and local coffee producers and roasters.

Additionally, this research will explore the distribution channels and potential for online sales in the Finland coffee market. It will also provide an overview of the Finland food regulations and their impact on the coffee industry.

Overall, this research aims to provide valuable information and direction for businesses that are interested in exporting coffee to Finland and increasing their exports to this market. It will assist them in developing an effective strategy for entering the Finland coffee market.

1.2 Research Limitations:

One limitation of this study is the difficulty in obtaining relevant literature and previous research studies on the Finland coffee market, specifically in relation to the use of chicory root as an additive. Additionally, the study faced challenges in obtaining sufficient responses to the questionnaires, which may affect the representativeness of the results.

Another limitation of this study is the language barrier faced by the author in accessing Finland sources of information. As a result, the majority of the sources used in this study were in English, which may have led to a potential bias in the analysis and interpretation of the findings.

1.3 Structure of Thesis:

This thesis is divided into Six different chapters focusing each of them on a particular are and subject.

- Chapter one Illustrate that consuming caffeine in excess will not be healthy for human body.
- Chapter two Introduces to chicory coffee and its history.
- Chapter three explains more about what chicory coffee is and how it can be the healthy alternative to normal coffee.
- Chapter four is the explanation of how to enter in Finland market with beneficial strategy like SWOT analysis and Finland business environment.
- Chapter Five is survey analysis and Discussion.
- Chapter Six gives the conclusion of this study and helpful recommendations and guideline to business for their enhancement and better market possibilities.

2 Understanding Caffeine :

Caffeine is genuinely kind of drugs. Most of the population are directly or indirectly addicted to caffeine. If you are consuming more than 4 cups of coffee in a single day, then you are linked to an early death. A Mayo Clinic partnered study found that men who drank more than four 8 fl oz cups of coffee had a 21% increase in all-cause mortality. However, those that reported that they consumed excessive amounts of caffeine were also likely to smoke and have poor fitness. (20+ Harmful Effects of Caffeine, n.d.)

2.1 Consequences of a daily increase in caffeine intake:

As previously noted, coffee may be the cause of one of the deadliest diseases, such as cancer. According to (Suranjana, 2021) There are 25 disadvantages of drinking coffee which is not good for human body. Here are some major issues,

- **Insomnia:** Nowadays Insomnia is observed day to day in human life. This disadvantage is mostly seen in students because they use coffee as a best choice to wake up all night and complete their studies or tasks due to that adenosine the sleep promoting chemical comes in action. As longer we stay away as more as the adenosine staring in human brain. We all know that Caffeine is key component for the coffee and caffeine has power to link to the same receptors as adenosine.
- **Anxiety:** Second disadvantage of consuming too much coffee is Anxiety. If you suffering from worry, feeling tense or agitation then this are the symptoms of Anxiety. The key component Caffeine has power to activate anxiety attacks in human body. Nevertheless, after drinking coffee adrenaline starts to release and activates fight or anger reaction.
- **Digest Problem:** Third Problem is bad for those who's already having issues with indigestion. Coffee is hypothesized to tighten the lower esophageal sphincter, which acts as a gatekeeper to prevent stomach acid from entering the food pipe. This could result in issues like acid reflux.
- **Blood Pressure:** The first is coffee's capacity to prevent hormones from keeping arteries wide and open so that blood can flow through them without obstruction. That could increase the force that blood is applying to the vessel walls, raising blood pressure.

Another option is that the adrenal glands are secreting more adrenaline, which narrows the body's blood arteries. Caffeine can cause a temporary increase in blood pressure. Consuming high amounts of caffeine can lead to long-term high blood pressure, which increases the risk of heart disease and stroke.

- **Risks of Heart Attacks:** Coffee is believed to lead to elevated LDL levels in the body, which may contribute to heart attacks. Caffeine can increase heart rate and may cause palpitations. So, be aware of this coffee drawback!
- **Reduces Fertility:** This drawback of coffee affects men more so than women. Men are more likely than women to experience fertility problems as a result of excessive coffee consumption. The likelihood of conception is decreased because caffeine decreases sperm count.
- **Dehydration:** Caffeine is a diuretic, which means that it can cause an increase in urine production and can lead to dehydration.
- **Dependence:** Consuming high amounts of caffeine can lead to physical dependence, and withdrawal symptoms such as headaches, fatigue, and irritability.

2.2 Benefits of Caffeine on daily basis:

After reviewing the bad aspects of caffeine, let us now turn our attention to its favorable aspects. In research from (Nichols, 2017), Caffeine may offer some health benefits, but not all of them have been scientifically proven.

- **Weight loss:** Caffeine may help with weight loss or prevent weight gain by, suppressing appetite and temporarily decreasing desire to eat boosting thermogenesis, which causes the body to generate more heat and energy from digestion Caffeine and ephedra, or ephedrine, may be found in thermogenic weight loss solutions.
- **Sports Performance:** Caffeine has been shown to boost endurance performance, according to the European Food Safety Agency (EFSA), can improve endurance performance, endurance capacity, and reduce perceived exertion. The effects on short-term, high-intensity exercise, on the other hand, remain equivocal.

- **Brain Function and memory :** The brain's adenosine receptors are impacted by caffeine. Antioxidants called polyphenols are also found in coffee, and they work in a variety of ways. According to studies, coffee use may improve certain cognitive abilities and delay the aging brain's natural decline. More study is necessary to support this, though. According to Johns Hopkins University research, consuming coffee may aid improve long-term memory.
- **Liver and colon:** Caffeine enemas have been claimed to assist prepare the colon for an endoscopy or colonoscopy by promoting bile excretion through the colon wall. Caffeine enema supporters argue that it boosts glutathione levels, an antioxidant, and so promotes the liver's natural detoxifying processes. There is, however, little evidence to support this notion. Coffee drinking may help reduce the likelihood of cirrhosis and slow the course of disease in hepatitis C infection. Coffee may provide preventive benefits for persons with hepatocellular carcinoma, according to observational research.

2.3 Different types of caffeine and caffeine levels:

On a daily basis, we consume caffeine in various ways. Let's start with the most famous of the brunch....

1. **Caffeine in Coffee:** When we think about caffeine, one of the first things that comes to mind is probably coffee, and for good reason too! Around two billion cups of coffee are consumed every day, making it the most consumed beverage in the world! But despite its reputation as a one-trick pony, caffeine is really present in more than sixty different plants, including cocoa beans and tea leaves. Between 100 to 140 mg of caffeine are found in a typical cup of coffee. Contrary to popular belief, decaffeinated coffee can contain up to 12 mg of caffeine, far more than most people believe.
2. **Caffeine in Tea:** Many people believe that tea has less caffeine and is less stimulating than coffee, however this is not true. A typical cup of tea has about 75mg of caffeine. Green tea contains 60mg per cup, whereas white tea contains 55mg per cup. If you want a caffeine-free tea, try Oolong tea, which has only 35mg. As previously stated, the amino acid L-theanine works extremely well in conjunction with coffee to mitigate the

harmful stimulating side effects. Because L-theanine is contained in tea leaves, a cup of Rosy Lea provides a double dosage of health benefits.

3. **Caffeine in Energy drinks:** Despite being one of the primary ingredients in terms of ratio, caffeine is not the only stimulant found in energy drinks. Energy drinks are typically made with a mixture of caffeine, additional plant-based stimulants like guarana, simple carbohydrates like glucose, amino acids, herbs like ginseng, and vitamins. These beverages claim to boost energy, increase endurance and athletic performance, sharpen focus, and even aid in weight loss. Depending on the size, a single can of commercially available energy drink may contain between 80 and 280mg of caffeine.
4. **Caffeine in Chocolate:** Dark chocolate contains a trace of caffeine as well as other natural chemicals that may aid to improve mood and provide an energy boost. Caffeine is contained in cocoa solids but not in cocoa butter, hence the amount of caffeine in chocolate can be determined by the cocoa content and blackness. The greater the number of cocoa solids in the chocolate, the more caffeine per gram it contains. A 50g serving of dark chocolate has around 25mg of caffeine. Milk chocolate has a caffeine content of less than 10mg per 50g serving. White chocolate contains no caffeine because it is produced with only cocoa butter and no cocoa solids.
5. **Caffeine in Supplements:** Some folks simply don't enjoy the flavor of coffee or tea unless it's heavily sweetened. As a result, caffeine tablets may be a better option because they offer a calorie-free energy boost. While some caffeine tablets use natural caffeine that is extracted during brewing, others could use artificial caffeine. Since they are not diluted or combined with other compounds, caffeine supplements are the purest form of the drug. Your caffeine intake can be regulated with the help of the precise measurements in capsules and tablets. This makes controlling and maintaining a consistent consumption of caffeine simple. Given that the majority of caffeine supplements often contain doses of 100 mg to 200 mg, it is important to think about how much caffeine you consume if you enjoy coffee, tea, or other caffeinated foods or beverages.

3 Chicory coffee as a healthy Substitute:

Chicory coffee is a type of coffee that is made by mixing ground roasted chicory root with ground roasted coffee beans. Chicory root has a long history of use as a coffee substitute and additive, particularly in the southern United States and in Europe, where it was used during times of coffee shortages (Foster, 1999).

Chicory root has a slightly sweeter taste and a less bitter flavor than coffee beans. When added to coffee, it can create a more balanced and smooth taste, while also reducing the acidity and bitterness of the coffee (Mendiola, 2014). Chicory coffee can also be used as a caffeine-free alternative to regular coffee.

Around 1750, chicory was first roasted and used in coffee in Holland. In a short amount of time, it became a popular coffee substitute. By 1785, James Bowdoin, the governor of Massachusetts, had introduced it to the United States for the first time. Chicory had become more than just a popular replacement by the late nineteenth century. Chicory is a winter crop, and chicory requires high-quality seeds and smooth land to grow. It will take 5 months to grow. Chicory root, dried and ground, is used to flavour or adulterate coffee. Chicory root is crushed, roasted, and packaged either on its own or in addition to ordinary coffee to add flavour. It is available in powder form or ready-to-drink coffee, and it tastes similar to coffee. There is not enough evidence to prove that chicory is effective for treating diseases including edema, constipation, liver, and heart health, or even constipation itself. Additionally The greatest advantage of chicory coffee is that it does not increase the risk of developing cancer, whereas more frequent coffee consumption does. Surprisingly, most Finland coffee addicts are unaware of Chicory coffee, which may be the finest coffee alternative

Chicory roots are primarily harvested in less than 20 countries around the world, with Belgium leading the way in production. According to data from the Food and Agriculture Organization of the United Nations, Belgium is the largest producer of chicory root, with a total production of 764,373 metric tons in 2020. Other major producers include France, Poland, South Africa and Spain, which produced 181,198, 26,0000, 16,000, and 6,000 metric tons, respectively. These countries are the four other most significant chicory producing countries in the world.

It's worth noting that chicory root is not only used for coffee but also as a vegetable and forage crop, it can be eaten raw or cooked and has a taste similar to endive. Chicory root is also used in traditional medicine, as it has been found to have anti-inflammatory, antioxidant, and anti-fungal properties.

Chicory cultivation has a relatively low environmental impact, which makes it an interesting crop for organic farming, It also has a high drought tolerance and can grow in poor soils. Chicory root is also rich in inulin, a prebiotic that can be used as a food ingredient and as a food supplement. There are 223 active suppliers of chicory root worldwide.

BIROTIKA SEMESTA, JUPITER FOOD PRODUCTS, and G A TORRES S L are the top 3 suppliers of chicory root. The top exporter of chicory root is BIROTIKA SEMESTA, which is responsible for 585 shipments. JUPITER FOOD PRODUCTS is in second place with 239 shipments, and G A TORRES S L is in third place with 226 shipments. (Attention Required! | Cloudflare, n.d.)

The Top 5 Chicory Root producing countries

	Country	Production (Metric Tons)
1	Belgium	764,373
2	France	181,198
3	Poland	26,000
4	South Africa	16,000
5	Spain	6,000

Figure 2 Top five chicory producing countries.

According to data from the Food and Agriculture Organization of the United Nations (FAO), the top five chicory producing countries in the world are:

1. **Belgium:** With an estimated production of 764,373 metric tons in 2020, Belgium is the largest producer of chicory root in the world.
2. **France:** With a production of 181,198 metric tons in 2020, France is the second-largest producer of chicory root.
3. **Poland:** Poland produced 26,0000 metric tons of chicory root in 2020, making it the third-largest producer in the world.
4. **South Africa:** South Africa is one of the leading producers of chicory root in Africa, producing 16,000 metric tons of the crop in 2020.
5. **Spain:** Spain produced 6,000 metric tons of chicory root in 2020, making it one of the top chicories producing countries in Europe.

It's worth noting that these figures are estimates and may vary from year to year based on weather conditions, disease outbreaks, and other factors that affect crop yields. Additionally, chicory root is not only used for coffee but also as a vegetable and forage crop, it can be eaten raw or cooked and has a taste similar to endive. Chicory root is also used in traditional medicine, as it has been found to have anti-inflammatory, antioxidant, and antifungal properties.

3.1 Recipe to make chicory coffee:

Chicory is a weed related to dandelion. Chicory root coffee is a drink made from roasted chicory root or a combination of roasted chicory root and coffee. Roasted chicory root is completely caffeinated and gluten free. (Roasted Chicory Root Coffee Alternative Recipe, 2020)

Making chicory coffee is a simple process that requires only a few ingredients. Here is a recipe for making a cup of chicory coffee:

Ingredients:

- 1-2 tablespoons of roasted chicory root granules
- 8 oz of boiling water
- Steamed milk (optional)
- Cinnamon (optional)

Instructions:

Start by measuring out 1-2 tablespoons of roasted chicory root granules and place them in a coffee filter or French press.

Bring 8 oz of water to a boil.

Once the water is boiling, pour it over the chicory root granules.

Allow the chicory root to steep in the hot water for 3-5 minutes.

If desired, add steamed milk and sprinkle on cinnamon.

Enjoy your cup of chicory coffee!

It's worth noting that the amount of chicory root used in the recipe can be adjusted to taste. Some people prefer a stronger chicory flavor, while others prefer a milder taste. Additionally, you can also add sugar, honey or any sweetener to taste.

3.2 Benefits of Chicory Coffee:

Knowing these significant issues while using coffee is not healthy for humans Whereas there are servals of benefits of drinking Chicory coffee. (Geetika Sachdev, 2021)

Chicory coffee has become the newest fitness and health fad, and for good reason. Even though it has lasted for centuries, its advantages are just now being discussed. The truth is, despite the word "coffee" appearing in the name, roasted chicory is used in its preparation. People who want to cut back on their caffeine usage will find it very beneficial. Additionally, it is reported to provide a number of additional health advantages, such as better digestion and lowered blood sugar levels.

- **Chicory root contents nutrients:** The following nutrients are found in 60 grams of raw chicory root:
 - Calories: 44
 - Protein: 0.8 grams
 - Carbs: 10.5 grams
 - Fat: 0.1 grams
 - Fiber: 0.9 grams
 - Manganese: 7% of the RDI
 - Vitamin B6: 7% of the RDI
 - Potassium: 5% of the RDI
 - Vitamin C: 5% of the RDI
 - Phosphorus: 4% of the RDI
 - Folate: 3% of the RDI
- **Helps with digestion problem:** It can benefit overall digestive health because it is a good source of fibre. It is believed to help improve the health of the gut microbiota. Additionally, chicory can aid in enhancing bowel movements and easing constipation. Chicory root is a good source of inulin, a type of prebiotic fibre that helps to promote healthy digestion. Inulin can also help to improve gut health by increasing the growth of beneficial bacteria in the gut.

- **Lowers blood sugar:** Chicory inulin is reported to improve blood sugar levels in both humans and animals. A recent study administered chicory inulin to diabetic rats for eight weeks and discovered that it improved blood sugar management through enhancing carbohydrate metabolism. In another trial, supplementing with 10 grams of inulin daily improved fasting blood sugar levels by about 8.5% in 49 diabetic women.
- **Decrease inflammation:** Most people are aware that diseases like heart problems, diabetes, and even cancer are brought on by chronic inflammation. Chicory root may have anti-inflammatory qualities, according to some research. However, the majority of studies done today use animals rather than humans.
- **Antioxidant properties:** Chicory root has been found to contain antioxidants, which can help to protect cells from damage caused by free radicals. These antioxidants may also help to lower the risk of certain diseases such as cancer and heart disease.

3.3 Side effects of chicory coffee:

According to a report published in the journal *Comprehensive Reviews in Food Science and Safety* in December 2014, the main adverse effect of chicory root is that eating too much inulin may cause stomach cramps, gas, constipation, diarrhea, and other digestive irritation. However, the majority of people can take up to 20 grams daily. Although everyone is different, and a lower amount may cause negative effects. Chicory may be the cause of your gassiness after adding it to your coffee.

Chicory should be avoided if you have birch pollen allergies because it can make your symptoms worse. According to a paper published in the *Journal of Allergy* in November 2015, chicory is one of many fruits and vegetables that contain birch-like chemicals and can cause problems in sensitive people's oral cavities. This means that after consuming chicory, you can encounter problems including throat and mouth soreness, tingling, and pain.

3.4 The small contrast between regular coffee and chicory coffee:

Author's opinion, after studying all sides, Chicory coffee is a type of coffee produced from roasted chicory root and pulverized coffee beans. Chicory root, which has a somewhat bitter,

earthy flavor, has a long history of use as a coffee replacement. It is frequently used to make coffee taste smoother and less acidic, as well as to extend the supply of coffee beans, especially during times of scarcity. Normal coffee, on the other hand, is manufactured from roasted and ground coffee beans derived from the seeds of the *Coffea* plant. It has a rich, full-bodied flavor and is popular for its energizing impact, which is caused by the presence of caffeine. The presence of chicory root in the mix is the fundamental distinction between chicory coffee and regular coffee. Chicory coffee has a somewhat different flavor profile than regular coffee and may be less acidic, but it still contains caffeine and can have a similar stimulating effect.

It's tough to determine definitively which sort of coffee is "better," because it all boils down to personal choice. Some individuals favor chicory coffee's smooth, somewhat bitter flavor, while others prefer regular coffee's rich, full-bodied flavor. Chicory coffee may provide a lot of advantages. It is frequently used to give coffee a smoother, less acidic flavor that some people prefer. Chicory root contains no caffeine; thus, it may be an excellent option for those who are caffeine sensitive or want to minimize their caffeine intake. Normal coffee, on the other hand, is high in antioxidants and has been linked to a variety of potential health benefits, including a lower risk of certain diseases and better cognitive performance. It is crucial to note, however, that these advantages are mostly related with moderate coffee use (up to 3-4 cups per day) and may not apply to greater levels of consumption. Finally, the best type of coffee for you will be determined by your specific preferences and requirements. Chicory coffee may be a suitable option if you're seeking a coffee substitute with a similar flavor profile and stimulating effect. If you prefer the flavor and potential health advantages of regular coffee, it might be a better option for you.

4 Entering Finland market:

Market entry one of the activities involved in bringing a product or service to a new market—whether that market is a new country, demographic, or customer segment (Market Entry, 2022). As previously mentioned, Finns loves to drink coffee so that Finland market could be the greatest coffee market. So before entering to any market there are so many things are needed to consider as a big factors for ex, Laws, Duties and Taxes, Behavior of new target audience, regional regulations etc.

4.1 Finland business environment:

(s.f., 2022) The Finland market is considered an attractive destination for entrepreneurs due to its favorable business environment. One of the key benefits of doing business in Finland is its low corporate tax rate of 20%, which is among the lowest in the European Union. Additionally, the country has a strong infrastructure, including well-developed transportation and communication networks, and a highly skilled and educated workforce. The Finland market also encourages innovation and offers various incentives for businesses.

In terms of coffee consumption, Finland is known for its love for both instant and roast coffee, as well as chicory coffee. According to a market research report in 2020, the market for instant coffee in Finland was anticipated to be worth \$13.520 million USD, and it is expected to grow in the future. The Finns are known for their extensive coffee culture, which is deeply ingrained in the daily routine of many Finns, and their preference for light roast coffee. The country has a large number of coffee shops, cafes, and roasters that cater to the local taste and culture.

According to the (Connor, 2020) there are 7 steps of successful market entry strategy,

1. **Understanding market and compition:** Finns enjoy their coffee, thus the market for chicory coffee is more suitable, despite the fact that they are still unaware of the product. In Finland, there are numerous coffee brands. Juhla Mokka, Paulig, and Kulta Katriina are the top three coffee brands, according to Valitut Palat (August 18, 2020). For the competition for chicory coffee, these three coffee brands will be involved.
2. **Understanding Customer:** By gaining a deep understanding of the consumer, businesses can develop marketing messages and strategies that effectively communicate the value and benefits of the product, and ultimately drive sales.

In the case of chicory coffee, understanding the customer is crucial. By conducting market research, such as polls and surveys, the company can gain valuable insights into the preferences and needs of the target audience. For example, the poll responses may indicate that Finns place a high value on flavor when it comes to food and beverages, and they are likely to enjoy drinking chicory coffee because it tastes similar to traditional coffee, but is healthier for them.

Additionally, understanding the customer can help the company to identify pain points and create solutions to address them. For example, if the research shows that many Finns are concerned about health issues that come with excessive consumption of traditional coffee, the company can focus on promoting the health benefits of chicory coffee.

Furthermore, understanding the customer can help the company to develop a strong and consistent brand identity that resonates with the target audience, and create brand loyalty among customers. By creating a strong emotional connection with the customer, the company can increase the chances of repeat business and customer retention. In short, understanding the customer is an essential aspect of a successful marketing strategy and is crucial for driving sales and business growth.

3. **Market niche definition:** In this step, developing a successful marketing strategy for a product. It involves identifying and targeting a specific group of consumers who are most likely to be interested in the product, and tailoring the marketing message to appeal to their specific needs and preferences.

For chicory coffee, one possible niche to target is Finns who consume normal coffee more than twice a day and are looking for a healthier and more satisfying alternative. This niche is particularly relevant as consuming large amounts of normal coffee can lead to various health problems such as acid reflux, insomnia and high blood pressure, and chicory coffee is a great alternative for those who want to reduce their caffeine intake. By promoting the benefits of chicory coffee and how it can help reduce these problems, it can appeal to this specific group of consumers who are looking for a healthier alternative to traditional coffee. It's important to note that to reach this niche market, the company must conduct market research, segment the market and identify the target audience, and use the appropriate marketing channels to reach them.

Furthermore, the company should also use a consistent message across all platforms and channels, to create a strong brand identity and increase recognition among potential

customers. By defining the market niche, the company can optimize its marketing efforts and increase the chances of attracting new customers and increasing sales.

4. **Develop marketing message:** After identifying and defining the pricing strategy for chicory coffee, the next step is to develop a compelling marketing message that will resonate with the target audience. The goal of this message is to create awareness and interest in the product, and ultimately drive sales. To achieve this, it is essential to carefully craft a message that highlights the unique benefits and value of chicory coffee.

One possible marketing message that can be used to promote chicory coffee is "CHICORY COFFEE, THE CLEVER WAY". This message effectively communicates that chicory coffee is not only a delicious and unique alternative to traditional coffee, but it also offers many benefits such as unique taste, health benefits and versatility as an ingredient in various recipes. Additionally, this message positions the product as a smart choice for consumers who are looking for a healthier and more satisfying coffee option.

It is important to note that the marketing message should be consistent across all channels and platforms, such as social media, website, packaging and advertising. This will help to create a strong brand identity and increase recognition among potential customers. Furthermore, targeting the right audience through market research and segmentation, will help to optimize the marketing efforts and increase the chances of attracting new customers.

5. **Choosing the way of marketing:** Marketing has become an increasingly expensive endeavor in recent years, making it crucial for businesses to carefully select the most effective channels for advertising their products. Among the most popular and effective marketing strategies today are social media marketing and influencer marketing. These tactics are particularly useful for reaching and engaging with target audiences, and have been proven to be effective in driving conversions and sales.

In relation to the specific product of chicory coffee, social media marketing and influencer marketing can be utilized to create brand awareness and interest among the target audience. These strategies can be used to showcase the unique features and benefits of chicory coffee, such as its unique taste, health benefits, and versatility as an ingredient in various recipes. Additionally, they can be used to build relationships with influencers and key opinion leaders in the coffee industry, who can help to promote the brand and

product to a wider audience. A well-planned influencer marketing can help to increase the trust and credibility of the product among potential customers.

6. **Seattig the goals up:** When setting goals for a new business or product, it is important to ensure that they are realistic and achievable. This helps to build momentum and ensure that progress is being made towards the ultimate objectives. To that end, it is often beneficial to start with small, incremental goals that can be easily accomplished and then build on those successes.

In the context of promoting chicory coffee, this could involve setting initial targets around increasing brand awareness, generating interest in the product, and driving sales. To achieve these goals, it's important to emphasize the unique benefits of chicory coffee, such as its unique taste, health benefits, and versatility as an ingredient in various recipes. This can be done through a variety of marketing channels such as social media marketing, influencer marketing, and content marketing. By focusing on the product's benefits, the company will be more likely to attract customers who are genuinely interested in the product and its benefits. Additionally, by setting realistic and achievable goals, the company will be able to track its progress, measure its success and make necessary adjustments to its strategy along the way.

7. **Developing marketing budget:** As reported by (Jaiswal, 2022). Marketing plays a crucial role in the success of a business by helping to create awareness about products or services and engaging potential customers. It is a process of promoting and selling products or services through various communication channels and tactics. By effectively communicating the value and benefits of a product or service, marketing can influence consumer behavior and drive sales.

A comprehensive marketing plan is an essential component of a business plan as it helps to identify target audiences, set clear objectives, and develop strategies to achieve them. It also enables businesses to stay ahead of the competition by keeping an eye on the market trends, consumer preferences, and the strategies of their competitors. A

marketing plan helps to create and maintain demand for a product or service, establish relevance in the market, and build a positive reputation for the business.

Furthermore, a marketing plan allows businesses to identify the most effective ways to reach their target audience and allocate resources accordingly. By having a larger budget for marketing, businesses can reach a larger audience, which in turn can lead to more growth and revenue. Additionally, effective marketing can help to build brand loyalty among customers and increase repeat business. In short, marketing is an essential tool for driving business growth and success.

4.2 SWOT Analysis:

According to the Bigelow (2022)

In this chapter we are going to discuss about SWOT analysis, In research from Shaw(2020) which means Strength, Weaknesses, Opportunities and Threats for the chicory coffee.

Strengths:

- Chicory coffee is a unique and differentiated product in the market that offers a variety of benefits to consumers.
- The taste of chicory coffee is similar to that of traditional coffee, making it a suitable alternative for coffee lovers.
- Chicory coffee is generally available at a lower price point than traditional coffee, making it a more affordable option for consumers.
- The caffeine content of chicory coffee is lower than that of traditional coffee, making it a healthier option for those who are sensitive to caffeine or wish to reduce their intake.
- By targeting a specific niche market, the company can focus its efforts on reaching and engaging with the most likely customers for the product.

Weaknesses:

- Marketing and promoting the product can be expensive, which may make it difficult to reach a larger audience.
- Chicory coffee is not as well-known as traditional coffee, which can make it challenging to create awareness and interest in the product.
- It may be challenging to acquire new customers who are not familiar with the product.

Opportunities:

- The company can explore new innovations and advancements in the industry to improve the product and attract more customers.
- The company can build new brands and strengthen customer relationships to increase brand loyalty and repeat business.

Threats:

- Logistics costs can be high, making it challenging to distribute and transport.

4.3 Market Entry strategy:

Entering the Finland market can be a challenging task, but with the right strategy, it can also be a very rewarding one. There are various ways to enter a new market, but the top three strategies that can be considered for chicory coffee are exporting, licensing, and franchising. It's important to note that when entering a new market, it's essential to familiarize yourself with the local laws and regulations to ensure compliance.

- **Exporting:** The company can start by exporting the product to Finland. Exporting is a well-planned and low-risk strategy that is beneficial for the business. The company can select direct selling from a partner company and begin selling chicory coffee in Finland. This can be a good starting point as it allows the company to test the market and gain valuable insights before committing to a more significant investment.
- **Licensing:** Another strategy for entering the market without physically being present in the business region is licensing. With this approach, the company can sell the rights to another company to produce and sell chicory coffee in a limited area. This can be a good backup plan, but for now, the company will focus on exporting.

- **Franchising:** Franchising can be a very effective strategy, but it requires more investment and commitment. To work with this approach, the company must first educate potential franchisees about the product, its benefits, and how well-known it is. By doing so, it can build trust and establish a solid foundation for the franchise relationship which will be beneficial for both sides.

In conclusion, these are some of the strategies that can be considered when entering the Finland market. The company should conduct market research, segment the market and identify the target audience and use the appropriate strategy to reach them. Additionally, it's essential to have a comprehensive marketing plan in place and be prepared to adjust it as needed based on market trends, consumer preferences and the strategies of their competitors

4.4 Channels to bring chicory coffee into the Finland market:

Mainly there are two best ways to establish chicory coffee in Finland market,(finnpartnership)

1. Via Information Channels:

Finding buyers:

Finding buyers Finding buyers for a new product can be a challenging task, but with the right approach and resources, it can become manageable. One effective way to find potential buyers is by using databases that are available through industry associations and organizations. Some sources that can be helpful in finding buyers for chicory coffee in Finland include:

- **Finland Coffee Roasters Association:** This organization represents coffee roasters in Finland and can provide valuable information on potential buyers in the coffee industry.
- **Finland chapter of the Specialty Coffee of Europe:** Specialty coffee is a growing market in Finland and this organization can provide valuable insights on potential buyers who are interested in high-quality coffee.
- **Finland Food and Drink Industries' Federation:** This organization represents various food and drink industries in Finland and can provide information on potential buyers in the food and beverage sector.

- **The Food World:** This is a database of food and drink companies in Finland, which can be useful for identifying potential buyers.
- **Euro pages:** This is a directory of European companies and can be helpful in finding potential buyers in Finland.
- **Organic Bio:** For organic chicory coffee buyers, this source can be helpful as it provides information on organic food and drink companies in Finland.

In addition, it's always good to do your own research to find potential buyers. This can include reaching out to coffee shops, grocery stores, and other businesses that might be interested in carrying chicory coffee. Networking with industry professionals, participating in trade shows, and utilizing online marketplaces are also good ways to find potential buyers. Overall, finding buyers for a new product requires persistence, creativity, and a willingness to try different approaches

- **Premium markets:** Finland is known for its high-quality products and sustainable practices, and this makes it an ideal market for premium products such as organic, fair trade, and other specialty products. To find organic coffee providers in Finland, one can visit the websites of certifying organizations such as Utz, Rainforest Alliance, FLO, and Organic Bio. These organizations provide a list of certified organic coffee producers and suppliers that meet their standards for sustainable and responsible production.

Organic coffee, fair trade, and other specialty products have a growing market in Finland. They have a higher price point than conventional products, but consumers are willing to pay more for the added benefits of organic, fair trade and other specialty products. Multiple certifications are becoming more popular, as more and more consumers are becoming aware of the environmental and social impact of their purchasing decisions. By targeting the premium market, companies can tap into a niche market, with a loyal customer base who are willing to pay more for quality, sustainability and socially responsible products. (see Chapter F, section 6). Multiple certifications are becoming more popular.

1. Direct contact with buyers through trade fairs:

Below listed trade fairs can be the smart options for new businesses in Finland.

- **Helsinki Coffee Festival:** The Helsinki Coffee Festival is a well-known event in the coffee industry and is a great opportunity for companies to showcase their products and

connect with potential buyers. It is considered as Northern Europe's largest coffee festival and attracts a wide range of visitors, including coffee roasters, equipment manufacturers, and industry experts.

The festival features a range of activities, such as tastings, workshops, and competitions. One of the highlights of the festival is the recognition of the "Coffee of the Year" in both espresso and filter categories, as well as the finest roastery and café in Finland. This awards ceremony is a great way for companies to gain recognition for the quality of their products and attract new customers.

The festival provides a platform for companies to connect with potential buyers and industry professionals, and to learn about the latest trends and developments in the coffee industry. It is an excellent opportunity for companies to promote their products and build brand awareness. The festival is a great opportunity for companies to tap into the growing coffee market in Finland and connect with the coffee enthusiasts and industry professionals. (unknown, 2023)

- Shop Helsinki: Shop Helsinki is a premier trade event that offers an unparalleled opportunity for industry professionals to stay ahead of the latest trends and developments in the retail industry. The event brings together a diverse group of retailers, manufacturers, distributors, and suppliers for two days of networking, product discovery, and educational seminars. Attendees can expect to gain valuable insights, build new connections, and explore the latest products and services available in the retail market. This event is a must-attend for anyone looking to stay informed and competitive in the ever-evolving retail industry. (shop helsinki, 2023)

Tea and Coffee world cup: The Tea and Coffee World Cup is a premier trade show that brings together the entire supply chain of the tea and coffee industry, from bean to cup. This event is the only one of its kind and is held annually in the United Kingdom. It brings together manufacturers, suppliers, traders, and industry experts from around the world to showcase the latest products, technologies, and trends in the tea and coffee industry. It is a great opportunity for businesses to network, establish new partnerships, and gain insights into the latest developments in the industry. Additionally, attendees can also participate in workshops, seminars, and tastings to further develop their knowledge and skills. (Tea & coffee world cup exhibition & symposiums, 2023)

- **World of Coffee:** The World of Coffee is an international trade event that brings together the entire coffee industry, from producers to roasters, equipment manufacturers to baristas, and everyone in between. It is considered one of the largest coffee expos in Europe, and is hosted in Amsterdam, Netherlands. The event features a wide range of exhibits, tastings, workshops, and competitions, providing a platform for companies to showcase their products, connect with potential buyers, and learn about the latest trends and developments in the coffee industry. It is an essential event for anyone looking to stay up-to-date with the latest innovations and developments in the coffee industry and to make new business connections. The event also has seminars and keynote speakers where industry experts share their insights and knowledge on the latest trends and innovations in the coffee industry. (world of coffee, 2023)

4.5 Finland's requirements for importing coffee commodities:

The EU Directive 1999/4/EC establishes the sales names, definitions, characteristics, and labeling requirements for human consumption coffee. We can always contact the Finland Food Safety Authority or the buyer for further information. (DIRECTIVE 1999/4/EC OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 22 February 1999 relating to coffee extracts and chicory extracts, 1999)

4.5.1 Classification of Weight:

The screen size⁸ indicates the size of the bean and hence the weight class. The screen size is commonly given as 17/18, 15/16, 13/14, which is 17/64 of an inch, 18/64 of an inch, etc. More details available IN Table below.

<http://www.coffeeresearch.org/coffee/sizingchart.htm>

1/64 inch	mm	Classification	Central America and Mexico	Colombia	Africa and India
20	8	Very Large	Superior	Supremo	AA
19.5	7.75				
19	7.5				
18.5	7.25	Large		Excelso	A
18	7				
17	6.75				
16	6.5	Medium	Segundas	B	
15	6				
14	5.5	Small	Terceras		C
13	5.25	Shells	Caracol		PB
12	5				
11	4.5		Caracolli		
10	4				
9	3.5				
8	3		Caracolillo		

Table 1 Classification of coffee beans weight

4.5.2 Quality:

Typically, grading and categorization are based on the criteria listed below.

- Altitude and/or region
- Botanical variety
- Preparation (wet or dry process, washed or natural)
- Bean size (screen size), sometimes also bean shape and color
- Number of defects (imperfections)
- Roast appearance and cup quality (flavor, characteristics, cleanliness)
- Density of the bean

4.5.3 Labeling:

The labeling requirements for coffee extract, soluble, or instant coffee are specific and must be followed accordingly. These labels such as "coffee extract," "soluble coffee extract," "soluble

coffee," or "instant coffee" indicate that the product is made from concentrated extract of roasted coffee beans, obtained solely through water extraction, and not involving any hydrolysis process that includes the addition of acids or bases. It is important to ensure that these labeling requirements are met in order to avoid any confusion or misinterpretation for the consumers. Additionally, it is important to consult with the relevant authorities or organizations to ensure compliance with regulations and standards.

4.5.4 Packaging:

Coffee is carried from its native country to its final destination in 20-foot containers. The containers can be filled with 250-275 tightly packed bags made of woven natural materials (e.g., jute or sisal, with or without a plastic inner bag) or a bulk bag that carries the equivalent of 300 bags (approximately 20 metric tons). Following that, the containers are loaded onto enormous cargo ships heading for a certain location.

The Finland Waste Law requires Finland enterprises to recycle the packaging of coffee products sold in Finland. It is mostly based on EU packaging legislation but includes certain more stringent national restrictions. This legislation does not immediately apply to a supplier located outside of Finland. However, Finland buyers may pass on specifications regarding the type of packaging material to the supplier.

4.5.5 Legal requirements:

- General food law: The General Food Law (Regulation (EC) No 178/2002) establishes the general principles and requirements of food law, including risk assessment, official controls, and traceability. It lays down the framework for ensuring that food placed on the EU market is safe for human consumption and is not misleading to the consumer. This legislation is crucial for ensuring the safety and quality of food products, including coffee, and it is important for businesses operating in the EU to comply with these regulations. Additionally, the Act establishes a system of traceability, which allows for the rapid identification and removal of unsafe products from the market. This traceability system is essential for protecting consumers and maintaining the reputation of the EU food industry. (general food law, 2002)

- Food contamination: Food contamination: Maximum values for specific pollutants in particular products or product groupings have been established under the EU's food safety policy. These regulations aim to protect consumers from harmful contaminants that may be present in food products, such as pesticides, heavy metals, and mycotoxins. Additionally, regular monitoring and testing of food products for contamination is conducted to ensure compliance with these regulations. Food businesses also have a legal obligation to report any food safety incidents to the relevant authorities. This helps to ensure that any potential risks to public health are identified and addressed promptly. (Food contaminants)

Mycotoxins - formed by fungus, which are typically hundreds of times deadlier than insecticides.

- Poly-aromatic hydrocarbons: This can occur when coffee beans come into direct contact with smoke, such as during artificial drying with poorly constructed or maintained driers

According to CIRAD research, beans with agronomic flaws are far more infected than healthy beans. Beans contaminated by insects (coffee berry borers, antestia bugs, or fruit flies) or other fungal attacks, such as anthracnose, contribute to coffee contamination. The removal of these damaged beans significantly minimizes ochratoxin A contamination.

- Food control: Official controls are implemented to ensure compliance with EU food legislation for all food products entering the market. This includes regular inspections, testing, and monitoring of food products to ensure they meet safety and quality standards. These controls also help to prevent food fraud and protect consumer health. Additionally, food businesses are responsible for implementing strict self-monitoring procedures to ensure the food they produce is safe and compliant with regulations.

5 Research and data collection:

In order to assess the potential acceptance of chicory coffee among Finland consumers, a survey was conducted utilizing a questionnaire. The survey targeted a sample population of International Baccalaureate students and other Finland individuals. The questionnaire consisted of 15 questions that aimed to gather information about participants' daily coffee consumption habits and their knowledge and perception of chicory coffee. A total of 106 responses were collected and analyzed. The results of the survey indicate that a majority of the Finland participants had limited knowledge and understanding of chicory coffee. However, the data suggests that with proper education and information about the benefits of chicory coffee, it is likely that a significant number of Finland consumers would consider incorporating it into their daily coffee consumption habits as an alternative to traditional coffee

5.1 Survey overview:

The researcher conducted a survey study with a sample of 106 Finland participants to evaluate their perception and potential interest in consuming chicory coffee as an alternative to regular coffee. The survey consisted of 15 questions regarding the participants' daily coffee consumption habits and their knowledge and attitudes towards chicory coffee. The results of the survey indicated that a majority of the participants were aware of the negative health effects associated with consuming high levels of caffeine from regular coffee and that approximately 50% of the participants expressed interest in trying chicory coffee as a substitute.

5.2 Survey Analysis:

The survey received responses from 106 respected citizens of Seinajoki. In total, 106 persons filled out the questionnaire, with men making up 62.3% of the audience and women making up the remaining 37.7%. Most Finns prefer their coffee with milk, while very few prefer their coffee with water.

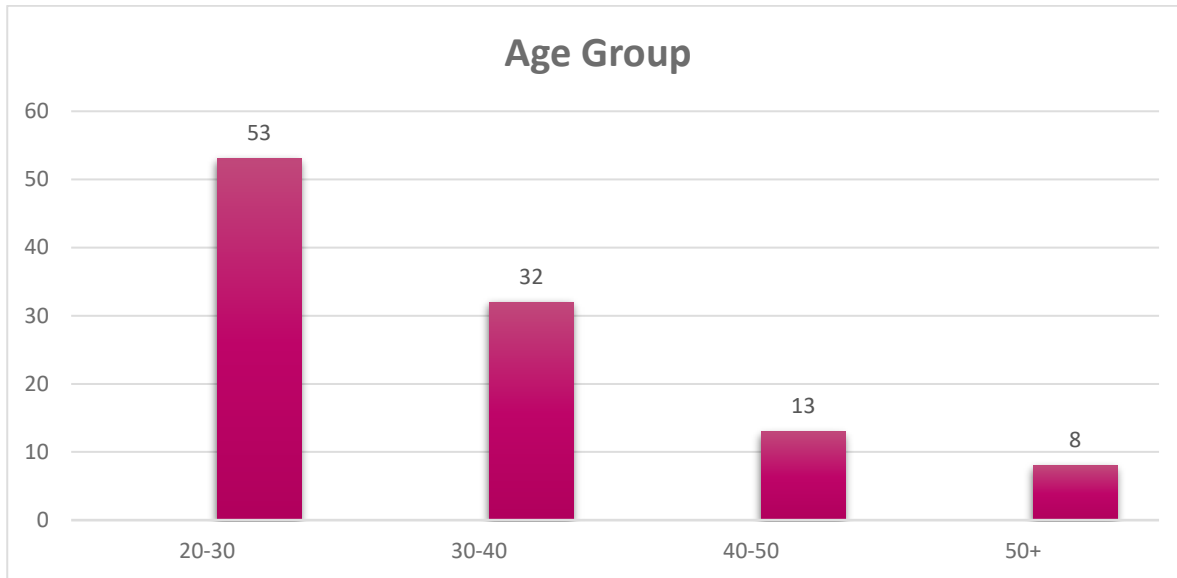


Figure 3 Age group from survey

The survey received responses from 106 people overall, including immigrants. From the poll, the researchers learned that the majority of Finns drink five times on average per day, very few consume seven or more, and some still only consume one cup of coffee per day.

How many times do you consume coffee in a day?

106 responses

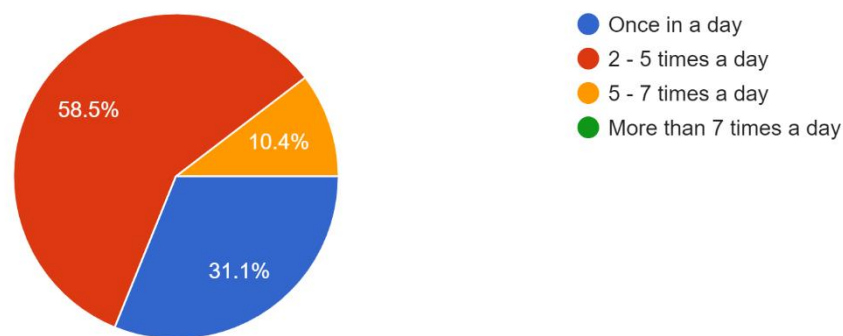


Figure 4 Daily coffee drinking habit

According to the report, people consume coffee for a variety of reasons. However, different people have different preferences, thus similarly, for some people, the taste of coffee and the quality of the beans are very significant, whereas for 4 people, the taste doesn't matter and for 7, the quality of the beans doesn't matter. And if we discuss the cost, we can observe the similarities across all the choices.

What attributes are important to you when consuming coffee?

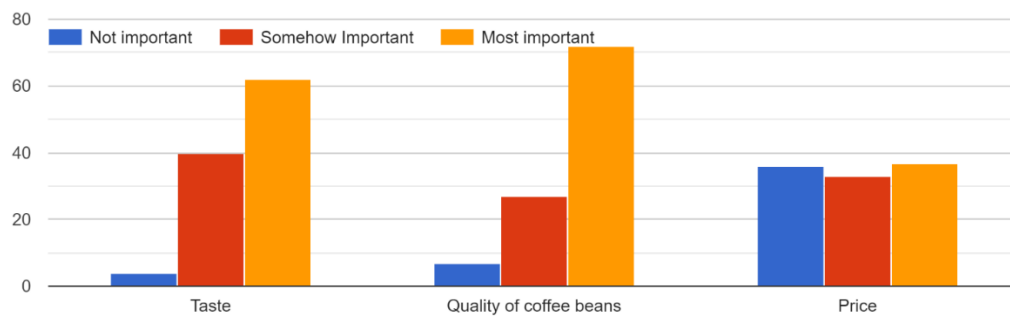


Figure 5 Important factors of drinking coffee.

Almost half responders are unfamiliar with the benefits of chicory coffee and the risks of drinking regular coffee. So, first, we need to raise awareness of chicory coffee through marketing, and the next step is to make them understand that drinking regular coffee more than once a day and taking so many grams of caffeine is bad for their body. Once we educate them about the drawbacks of consuming regular coffee, they will consider chicory coffee as a beneficial alternative.

After knowing about the advantages of chicory coffee, would you prefer it?

106 responses

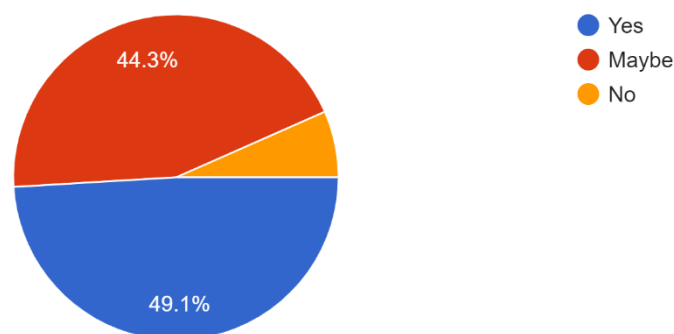


Figure 6 . Group of people prefer will chicory coffee after knowing advantages

Overall, the survey reveals that Finns may begin using chicory coffee after receiving a complete knowledge about it.

6 Conclusion:

The main goal of this study was to understand Finland culture and their coffee-drinking behavior in order to help them understand that consuming large amounts of caffeine is bad for them while also introducing the healthy Chicory coffee that might be the best alternative for them and trying to make them knowledgeable of Chicory coffee. We also looked at the potential for expanding on the global market opportunities, including the variables that affect how one enters these countries and the difficulties that the coffee sector encounters when entering or growing in overseas markets. These were the main goals that the researcher had in mind when conducting the current research investigation.

We must agree that there is no awareness of chicory coffee, thus very few people are aware of it, making it difficult for new businesses to increase awareness of their product. overall Following this line of action allows multinational companies and firms to make an informed assessment of the performance of various market entry methods, allowing them to make a reasonable and well-informed conclusion.

We concluded that a coffee shop business is good and can operate successfully in the volatile market after performing a thorough SWOT analysis. if the proprietor is astute and understands how to build upon their advantages and seize their possibilities. It's then good. Threats, however, are also actual, therefore you should have a strategy to deal with them.

As a result, before making this critical decision, businesses should do a cost-benefit analysis of alternative means of entering the international market and base their decision on the results of the analysis. The best steps should be done, with leadership and management and commercial issues in mind. More collaboration and engagement with foreign market industries could help the Chicory coffee business realize its genuine potential and survive and sustain in this field.

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APPENDICES

Appendix 1. Questionnaire form

Exploring Finland coffee culture

Hi everyone, Myself Vishalkumar Barot and I'm doing my thesis on introducing Chicory coffee in Finland Coffee Culture. Thank you for coming up here and your answers could really help me for my research.

1. Age:

2. Gender:

- Male
- Female

3. Nationality:

4. How many times do you consume coffee in a day?

- Once in a day
- 2 - 5 times a day
- 5 - 7 times a day
- More than 7 times a day

5. Do you prefer Milk or Water with Coffee?

6. Which coffee brand do you prefer to use?

—

7. For what reasons would you drink coffee?

- Drinking Habit
- Release Stress
- Refreshing
- Other

8. What attributes are important to you when consuming coffee?

	Not Important	Somehow Important	Most important
Taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of beans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Do you believe that coffee is unhealthy for your body?

- Yes
- No

10. Do you know about chicory coffee which is a healthy alternative to regular coffee.

- Yes
- No

11. After knowing about the advantages of chicory coffee, would you prefer it?

- Yes
- Maybe
- No

12. Which of the following advantages will make you choose chicory coffee?

- To improve the digestive system
- To manage blood sugar level
- To decrease the caffeine level
- To reduce the risk of cancer

13. How much are you willing to pay for the healthy and natural Chicory coffee?

	5€	15€	30€
Daily	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monthly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. What are your expectations for chicory coffee?

- Availability of product
- Lower Price
- Better quality and taste
- Other

