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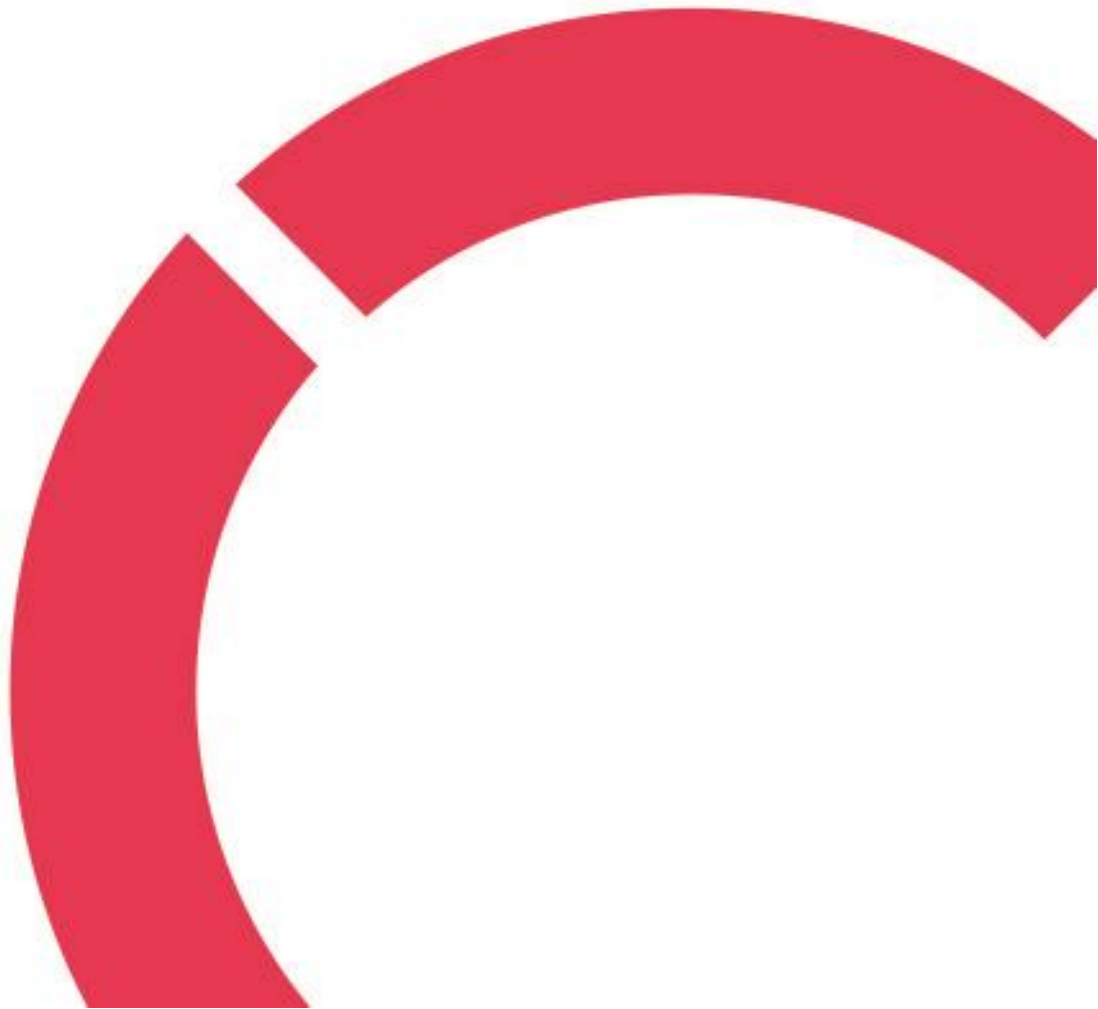
Start-up Pans Restaurant

Thesis

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ABSTRACT

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<p>This thesis is the knowledge that has been accumulated during my study at Centria and also represents the work that I have always wanted to build my own restaurant. As a result, the subject of my thesis was to establish a Vietnamese eatery in Finland as well as elsewhere in the world. This will allow me to educate people about the importance of Vietnamese food culture while also growing the company and increasing the number of eateries in the chain. Ultimately, I hope to bring Vietnamese cuisine to all of Finland and the rest of the world.</p> <p>However, you must have a goal to be able to do the miracles you've always dreamed of. When I opened my first restaurant, I knew I needed to keep my expenses low and focus on the fundamentals. Since this was my first establishment of its kind, I did a lot of research about the market, the restaurant's equipment, its rivals, and its strengths and shortcomings. The construction of a restaurant is proceeding slowly but surely. Since this is the first restaurant in a chain that can represent all of my many companies, I wanted it to be as good as it possibly could.</p> <p>In my thesis, I provide some highly in-depth analyses, including the following: SWOT Analysis, Marketing, Competition Analysis, a Target Analysis</p>		

<p>Key words Asian Food, Business, Kokkola, Start-up, Vietnamese Food</p>
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1 INTRODUCTION

The primary objective of this bachelor's thesis is to assist the author in building a business plan for a real-world business idea. This research discusses what a business plan is and how to create one for a start-up company, which is quite crucial. The results reveal that the business model is possible, although with considerable risk, and that very long-term profitability is the genuine aim. In Finland, launching a business requires dedication and thorough planning. A comprehensive business strategy often serves as a road map for firm development and direction. The first segment seeks to gather all the necessary information on how to create a business plan, which would then be utilized to create a business plan in the hopes of establishing an inclusive, sustainable restaurant. The importance of describing the concept of a business plan and its benefits in the first chapter of the thesis cannot be overstated. I believed that in the second half of the thesis, all the components of a company plan were outlined with examples. The fact that I was able to study abroad in Finland is very important. Generally speaking, my contacts with the allegedly happiest country on earth have been positive. Furthermore, I chose the city of Kokkola, where I resided and attended school, which is very important. Even though this is a relatively small city, I feel I have discovered a place where I can really advance in my career. I chose to write the company strategy here in a substantial. This restaurant industry, like many others, is being saturated owing to the entrance of new investors, which effectively heightens competition, which is fairly substantial. A rising number of restaurants provide, among other options, quick food, à la carte menus, and family-style meals. Furthermore, a staggering number of mostly Vietnamese immigrants have chosen to pursue this career in Finland at this time, which is rather noteworthy. There are much more possibilities for young entrepreneurs, in particular, to learn from their mistakes and improve their social and interpersonal skills.

As a youngster, I helped my mother with the sale of a small restaurant, which ignited my early interest in cooking. Growing up, I decided to study business to primarily join the food and beverage industry. I decided to open a banh mi chao (Vietnamese bread) restaurant after falling deeply in love with this essentially traditional Vietnamese dish. Vietnamese cuisine comprises the foods and beverages of Vietnam. Basically, each food has five essentially essential flavors: sweet, salty, bitter, sour, and spicy. The distinctive properties of each meal (such as nutrients and colors) are mostly based on a five-pronged approach. Subtly, Vietnamese recipes call for lemongrass, ginger, mint, Vietnamese

mint, long coriander, Saigon cinnamon, bird's-eye chili, lime, and Thai basil leaves. Traditional Vietnamese cuisine is often distinguished by its use of fresh ingredients, absence of dairy and oil, unconventional textures, and inclusion of herbs and vegetables. In addition, the cuisine is notably low in sugar and gluten-free by nature, since many of the dishes are produced using rice noodles, rice sheets, and rice flour, which is rather noteworthy. In addition to being influenced by the cuisines of neighboring China, Cambodia, and Laos, Vietnamese cuisine is also heavily influenced by French cuisine as a consequence of French colonial rule over the region from 1887 to 1954. Kikkoman, a prominent soy sauce manufacturer, did market research, revealing that fish sauce is the most popular table condiment in Vietnamese families, where it retains a market share of over 70% while soy sauce holds less than 20%.

A unique Vietnamese bread dish consisting of a loaf of bread with a crispy outside, a soft inside, and a slightly stuffed filling. To all intents and purposes, I believed that bread fillings could be selected depending on regional culture or personal preference. The original form of cake often included sausages, pigs, fish, vegetarian food, or fruit jam in addition to pate, butter, vegetables, chiles, and pickles. Bread is a popular kind of fast food that is often consumed for breakfast or as an afternoon snack in large quantities. Owing to its low cost, bread has grown more popular among a large number of people. French colonists introduced baguettes to South Vietnam in the 20th century, leading to the creation of attractive Vietnamese bread. Some assert that banh mi has existed mostly in Vietnam for the last 150 years. Decades later, banh mi spread across the center and southern regions, notably Saigon. Similar to a sandwich, the Saigoneses altered the baguette so that it was shorter and thinner, measuring just 30–40 centimeters, and the inside was much more generally hollow to accommodate much more fillings. To all intents and purposes, bread is often referred to by a variety of names based on the ingredients. Moreover, banh mi is consumed with a variety of dishes, such as beef stew, sardines, and shumai. Due to the migration and sea crossing of Vietnamese people after 1975, Vietnamese bread became popular in several countries and territories. This dish is consumed in almost every country where Vietnamese expatriates dwell since its ingredients are widely accessible and its preparation is simple, making it suitable for the local culture. People usually change the phrase "banh mi" to "sandwich," rather than referring to Vietnamese sandwiches in the same way as other sandwiches, which is often rather important. In March 2012, the travel page of The Guardian newspaper named Saigon bread among the top 10 most delicious and aesthetically pleasing street foods in the world (Lonely Planet 2012).

In this research, I'll outline the idea of starting a business in detail, look at the company's position, and explore how to do business planning and research to ensure future success. In this thesis, I will estimate the entire cost of the restaurant as well as determine the exact source of capital and research the market overview as well as competitors. Most importantly, in this research, I want to correctly define SWOT and marketing as well as identify target customers. But with the above, menu design, restaurant concept, staff management, and operation management are equally important.

2 THEORETICAL FRAMEWORK

In this section on the theoretical framework, the author provides nuanced definitions of terms such as franchise, business life cycle, general business elements, SWOT analysis, and marketing mix. These instruments are used to support Pans in the future.

2.1 Food safety and hygiene

The requirements that apply to the health and safety of food in Finland are governed by Article 7 of the "Regulation of the European Parliament on the Hygiene of Foodstuffs." According to the literal interpretation, this begins by mentioning the municipality where the institution is typically situated. Prior to opening a restaurant in a capacity at such a great location, the entrepreneur is often required to inform the environmental services that are based at the local government. Furthermore, all inspections must be conducted by the appropriate state's health and food safety authority (Evira), which is crucial. This authority is essentially accountable for inspecting the restaurant according to the prevalent Oiva system. It is the method through which the vast majority of food-related enterprises are assessed on a scale of around 1 to 4 across several areas. These 1–4 scales embody the attributes of the evaluations in all practical aspects. They are rated as "excellent," "good," "to be primarily rectified," and "bad," respectively. The majority of the time, the results of these inspections are then published on the official websites of the authority, where all the clients can freely visit and access the data, so it is essentially the system by which all food-related businesses are graded on a scale of approximately 1-4 smiles . In most cases, these grades are also accessible (Oiva 2023) Restaurants that want to offer alcohol must obtain a license granted by the Regional State Administrative Agency (AVI). In addition to the foregoing, all business locations are eligible for a single license requiring their operations to be monitored and controlled prior to opening. The results of these inspections are typically published on the authority's official websites, which all customers may visit to freely access the data. This is the system through which this information is made available. The kind of alcoholic drinks consumed must

be restricted to the licensed premises after the issue of this license. Prior to the acquisition of a property from a previous owner, it is necessary to seek a license renewal, demonstrating that the obligations pertaining to the health and safety of food in Finland.

2.2 Business plan

A company plan is a declaration of the outcomes after a planning or strategic thinking process (Nunn & McGuire 2010). It is a collection of objectives connected to the development of the overall company's business and management models. In other words, a business plan is a specific kind of document that provides in-depth information on the objectives of an organization.

A business plan serves as a useful instrument for expressing organizational objectives, formulating market research plans, and anticipating changes to the company process. Some fundamental and functions of a business plan. Define business goals is an concept must serve as the foundation of a business strategy, and the aim of the company is the reason it is created. It is vital to extract them from the company strategy in order to be able to accomplish those goals. Business ability assessment tool that a business plan's function was crucial and that one important criterion was identifying and analyzing competitive advantages. Identify target customers is one of the main problems and a rule for correct business orientation is identifying target clients. A simple business plan includes several provisions for the client. Also, future business growth is heavily influenced by customer behavior and trends. Economic management and cash flow which every company idea's fundamental objective is to generate a profit from the source of income after costs and taxes. Of course, the design of an economic management system and cash flow will guarantee the financial objectives of the firm, allowing for the efficient administration of a corporation and the generation of profits. This is one of the functions of a business plan, and when the outcomes are later displayed in the financial statements, it acts as evidence of a successful company strategy. Means to attract partners A thorough business plan is especially crucial when a business idea requires financial backing from investors. The actions included in a company plan must demonstrate its viability in order to draw investors. Risk analysis In every business, there are always risks on many fronts. Identifying and analyzing potential risks will help businesses have a timely solution and minimize the damage that may affect the business.

2.3 Vietnamese Authentic Food

Vietnam is an agricultural nation located in the humid, tropical monsoon zone. Additionally, Vietnam's territory is divided into three distinct regions: the north, central, and south, as well as 54 distinct ethnic groups. Exact characteristics of geography, culture, ethnicity, and climate have determined the distinctive characteristics of each region's cuisine. Each domain has its own distinctive slogan. This contributes to the rich and varied cuisine of Vietnam. This is a culinary culture that emphasizes vegetables (boiled, fried, preserved, and consumed fresh) and broths, particularly acidic soup, while the number of dishes containing animal protein is typically lower. Pork, beef, poultry, geese, duck, shrimp, fish, crab, mollusks, mussels, mussels, and scallops are the most popular meats. Dishes prepared with non-traditional proteins Dog meat, goat meat, turtle meat, serpent meat, tortoise meat, etc. are frequently not the primary sources of meat and are sometimes considered delicacies and served only at festivals and celebrations. Which accessory does wine include? Vietnamese cuisine also includes a number of vegetarian Buddhist dishes created from vegetation without animal products. However, in the community, only teachers in temples and those who are gravely ill and required to diet are vegetarians.

Vietnamese cuisine emphasizes flavorful food but does not always prioritize nutritional value. Therefore, there are few refined dishes in the Vietnamese culinary system; stewed dishes, like those in Chinese cuisine, are not inclined to have a high aesthetic presentation like those in Japanese cuisine but are more inclined to be combined. To make food delectable, use delicate flavors or grainy, crispy ingredients that are pleasurable even if they are not complementary (e.g., bamboo stalks, chicken wings, or animal viscera). In fact, many people intuitively recognize that Vietnamese culinary characteristics are distinct from those of other global cuisines. Chinese cuisine complements dishes. Vietnamese cuisine is delectable, whereas Japanese cuisine is alluring. Nonetheless, this characteristic is diminishing in the era of integration.

Northern cuisine is characterized by a briny, robust flavor that is typically less peppery, oily, or sweet than that of other regions and is primarily prepared with fish sauce and shrimp paste. Utilizing a diversity of vegetables and readily available freshwater aquatic products such as shrimp, crab, fish, mussels, etc., and in general, as a result of the primordial tradition of impoverished cultivation, the cuisine of the North used to be less complex. Popular primary ingredient dishes include meat and fish. People have praised Hanoi's cuisine for a long time, citing pho, bun thang, bun cha, and favorites such as com Vong and banh cuon Thanh as the most representative of the culinary essence of northern Vietnam. Tri...and unique seasonings, including Ca Cuong essential oil and Lang vegetables.

Southern cuisine, with a tendency toward sweetness and acidity, is heavily influenced by Chinese, Cambodian, and Thai cuisine, with a particular characteristic that frequently includes sugar and frequently uses coconut milk (juice) and water. This culinary heritage also spawns a multitude of preserved fish sauce varieties (such as choke fish sauce, bo hoc fish sauce, and ba Khen fish sauce). Southern cuisine employs more saline and freshwater seafood (fish, shrimp, crab, and sea snails) than Northern cuisine (fish, shrimp, crab, and sea snails) and is renowned for its rural dishes, which originated during the era of exploration. Coconut liquid rice field mice, steamed crows and crows, ground cobras with green bean porridge, coconut worms, earthworms, or date weevils, mussels, and grilled snakehead fish.

Central cuisine is renowned for its piquant flavor, with all of its distinctive qualities conveyed through its distinct flavors; many dishes are spicier and saltier than those of the north and south, and the colors are arranged in a way that combines them. Rich, dazzling, and reddish-brown-prone. Central provinces such as Hue, Da Nang, and Binh Dinh are renowned for their acidic shrimp paste, fish sauce, and specialty sweets in Hue and Da Nang. Particularly influenced by the regal culinary style, Hue cuisine is highly refined in processing and presentation. On the other hand, because the region does not produce a large number of products and the imperial diet necessitates a large number of dishes, each type of ingredient is processed in a variety of ways in numerous dishes. Vietnamese cuisine is a colorful depiction of the nation's and region's distinct identities while retaining the same Vietnamese identity and character. The national character is irremovable.

There are some of the most popular Vietnamese dishes like Pho a hearty noodle soup made with beef or chicken broth, rice noodles, herbs, and vegetables. Banh mi a sandwich made with French bread and

filled with a variety of ingredients such as grilled pork, pate, pickled vegetables, and fresh herbs. Bun cha a dish consisting of grilled pork served with rice noodles, herbs, and dipping sauce. Goi cuon Fresh spring rolls made with rice paper wrappers filled with vegetables, shrimp, and herbs. Ca kho to braised fish cooked with caramelized sauce and served with rice. Vietnamese cuisine also incorporates a variety of herbs and spices, including lemongrass, ginger, star anise, and fish sauce. Vegetables such as bean sprouts, cucumbers, and herbs like mint and cilantro are also commonly used in Vietnamese dishes. Overall, Vietnamese authentic food is known for its fresh, flavorful, and healthy ingredients, and has gained popularity around the world for its delicious and unique taste.

2.4 Business Strategy

A fundamentally successful corporate strategy needs a pretty constant strategic analysis methodology. Strategic analysis is essentially a compilation of surveys and analyses of a business's internal and external components in order to determine the best strategy for the enterprise to fulfill its objectives, vision, and purpose. The application of strategic analysis models will actually aid businesses in making the best decisions and serve as the foundation for evaluating and adjusting appropriate strategies in the context of a dynamic business environment. As a means of analyzing business strategy, the author will employ the SWOT framework, which is actually quite important. The SWOT model focuses primarily on an organization's internal and external environmental elements. To ensure an effective business strategy, businesses must ensure their processes are working properly, and a SWOT analysis is one of the most effective method. SWOT is actually one of the most applicable strategic analysis models and is appropriate for small and medium-sized businesses performing market research at a very early stage. The acronym SWOT is derived from the initial letter of each of the four terms: strengths, weaknesses, opportunities, and threats. This model encompasses both internal and external components of a firm, despite its apparent simplicity. SWOT helps provide a foundation for organizations to penetrate their own market. The importance of SWOT analysis in guaranteeing the stability of a firm cannot be overstated.

2.5 Marketing Strategy

Given the extremely competitive business environment of the present day, every small or medium-sized company should have a marketing plan in place. Particularly vital for the restaurant industry is the existence of a relevant and effective marketing strategy. Marketing strategies are essential for subtly portraying the image of the restaurant's menu offerings. In addition to bringing in new customers, customers report that it helps to develop and define the restaurant's brand in the market, which is quite vital. And today, more than ever, as a result of the explosion of media and the fast expansion of social networking sites, restaurants have the opportunity to use their marketing skills, which is really very important. Nonetheless, I believed that creating content and managing the media risks that are so prevalent when using social media platforms for marketing would be a challenge for restaurants. So, investigation and identification of the market and competitors will enable unambiguous judgments about the very best marketing strategy.

2.6 Human Resources Management

The importance of human resources in any organization or field cannot be denied. Each person in a firm is an individual, and if there is no management activity, the human resource management will be poor, everything will become undisciplined, and this will harm the operation's condition. This is further evidence that human resource management will aid in the resolution of this problem as it is one of the determining factors for the success or failure of a business. The fast-paced and highly skilled nature of the restaurant industry necessitates a competent human resource management team to specifically ensure the administration and operation of the restaurant (Mayhew2022). For generally successful management of essentially human resources, it is typically necessary to have an initial human resource arrangement, a clear division of responsibilities, and rules on human resource management that are stable and conform to standards.

2.7 Financial Management

Similar to the financial management of a company, the financial management of a restaurant includes cost accounting, sales revenue, profit and loss accounting, etc., which are often rather substantial. For managers to ensure that the restaurant operates efficiently and is profitable, they must have a solid understanding of financial management. Accurately calculating the company's profitability is a vital component of determining a restaurant's financial health, and understanding how cash flow is being managed is crucial to any small business's growth and success, especially a restaurant that is just starting out. If a restaurant owner wants to sustain a long-term career, he or she must be adept at managing funds, conducting daily business evaluations, and exercising rigorous control over the entire management structure, demonstrating how accurately calculating the company's viability is a crucial aspect of determining a restaurant's financial health and knowing how cash flow is being managed.

2.8 Risk management

Risk management is the process of identifying, assessing, and mitigating potential risks that could affect the success of a business or project. It involves analyzing potential threats and developing strategies to reduce or eliminate those risks.

In the context of a business, risk management can help identify and address potential threats to the company's financial stability, reputation, and operations. Some common risks that businesses face include financial risks (such as market volatility or credit risk), operational risks (such as supply chain disruptions or technological failures), and reputational risks (such as negative publicity or brand damage).

Effective risk management involves several key steps. Risk identification this involves identifying potential risks that could affect the business. This can be done through various methods, such as reviewing historical data, conducting risk assessments, and consulting with experts in the field. Risk assessment once risks have been identified, they need to be assessed to determine the likelihood and potential impact of each risk. This can be done by analyzing data, conducting simulations, and consulting with experts. Risk mitigation once risks have been identified and assessed, strategies can be

developed to reduce or eliminate those risks. This may involve implementing new policies and procedures, diversifying investments, or purchasing insurance. Risk monitoring and control even after risks have been mitigated, it's important to continue monitoring and controlling them to ensure that they do not resurface or new risks do not emerge. Overall, effective risk management is a critical component of a successful business. By identifying and addressing potential risks proactively, businesses can reduce the likelihood of negative outcomes and protect their financial stability, reputation, and operations.

3 BUSINESS PLAN

In this section I will elaborate on the business plan. I will make a detailed plan on costs, locations, conception, ways of operating the business, as well as the long-term plan of the Start-up Pans business project. It may be wrong when I do the actual thing, but the planning helps me somewhat in organizing things

3.1 Business Idea

Kokkola is a 47,657-person population located in the western section of Finland near the Baltic Sea (Gulf of Bothnia). It is a bilingual city, with 84.0% of the population speaking Finnish as their first language and 12.6% speaking Swedish as their primary language. The remaining 3.4% mostly communicate in languages other than English. The majority of traditions are rooted in historical periods, and the city is multicultural and multilingual. It is expanding rapidly in terms of land area and the size of the economy and has seen a slight increase in food demand.

Restaurants, often the most important representatives of the food business, have also seen a boom to a considerable extent. Kokkola is one of the most popular destinations to spend some time during the severe winter and autumn months or to admire the beauty of the summer following the spring months. The most important details in this text are that there are few eateries and that they are in intense rivalry with one another. Additionally, the restaurants provide a large selection of dishes from which to pick, which has caused customers to be unsatisfied. Consumers are by far the most important factor in the success of any company, and it is crucial for a restaurant to create and maintain a long-term connection with its clientele.

This technique is highly difficult but not evadable, as the majority of traditions are derived from historical periods. However, it is not all that difficult if restaurants concentrate on gaining a

sophisticated understanding of their customers' tastes and inclinations. The remaining 3.4% of the population speaks other languages, which is normally substantial.

There are many different types of businesses operating in the modern age. And new and creative individual ideas are generated every day by people. I've used the following restaurant layouts as examples:

- 1) Family restaurant
- 2) Luxury restaurant
- 3) Buffet restaurant
- 4) Vegetarian restaurant
- 5) Event restaurant

My preference would be to continue with the first option, a family restaurant with the name PANS, out of the top five companies mentioned. All ingredients will often be cooked in a small saucepan; hence, the distinctive meal is referred to as "pans". As the pan was taken to the table to serve guests subtly, it resonated melodiously. Diners break a piece of bread, dip an egg yolk in a rich, fatty sauce, and enjoy the delightful foods. Bread is effectively cooked with eggs, pate, and sausage. However, this is only a simplified rendition, which proves that the sound of the pan rang nicely when it was taken to the table to serve visitors. There are sufficient "things" for hungry guests to pick from; this meal is often served immediately after cooking. Chili sauce and soy sauce are often added to the meal before serving. Egg yolks essentially blend with spices to produce a creamy sauce. Take a piece of crispy bread and dip it into the rich sauce. Customers gather on plastic seats in a narrow alley to primarily enjoy the cuisine, which is favored by both Vietnamese and international visitors.

3.2 Executive Summary

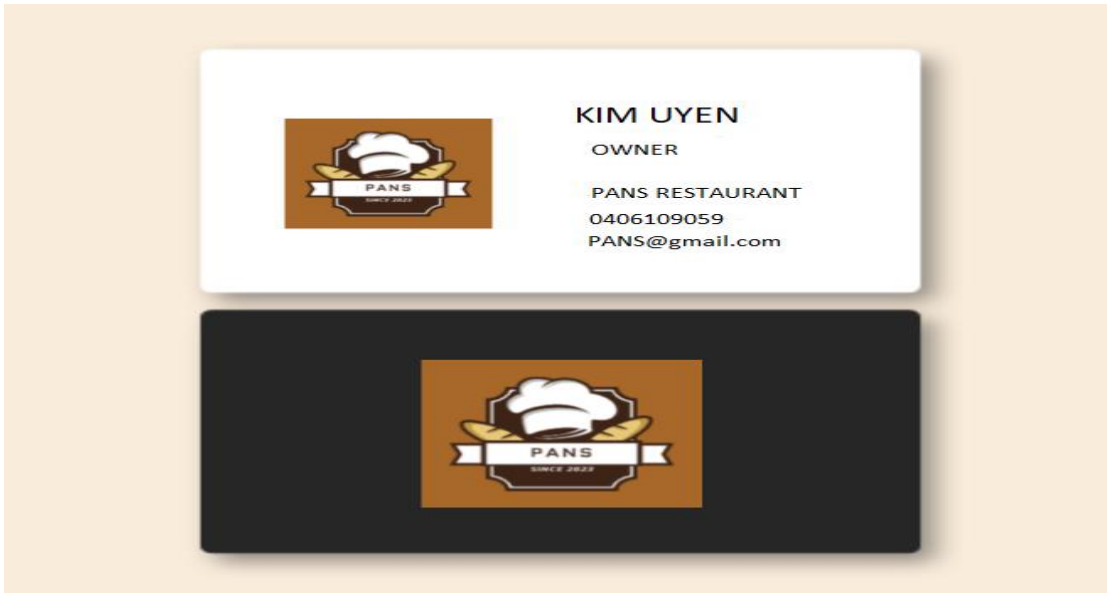
PANS will be a family restaurant located in Kokkola City, as a consequence of our innovative approach to business image and comprehensive presentation. PANS will offer a combination of great cuisine and banh mi at moderate prices, together with attractive packaging and ambience. In most

cases, PANS is the answer to the increased need for food consumed during mall hopping and window shopping, which is substantial. I will physically choose a position in a busy neighborhood or shopping center, and then I will primarily evaluate the competitiveness and cost of the location I have chosen to discreetly start a marketing campaign. Although my cuisine has never been used before, I will start a marketing campaign that offers discounts if you bring a big group or promote our restaurant on social media to subtly attract consumers to my business. So, I must notify the market in particular. This technique is designed to discover a suitable location for the concept's first launch on a grand scale. The future point of sale, which is slated for very early in the essentially second or very second part of the third year, will need much more capital. In addition to shareholder equity contributions, the financing will aid PANS in operating and expanding effectively in the next year, which is often rather substantial. PANS will be able to offer its clients an engaging and value-driven experience due to the innovation of its founders and the relatively initial capital commitment. PANS will encourage young people to bring their friends and family to our creative space and unique photographic facilities, which are in high demand these days.

3.3 Concept

We have chosen light gray as the main color in combination with the wooden brown color of the tables and chairs to create elegance for the restaurant. We combine decoration with typical motifs from Vietnam such as ao dai and conical hat combined with western European decoration to create a lively multicultural beauty with our logo. We take the bread and the chef's hat as the center, combining brown and black as the background, creating an distinctive elegance that makes customers look at our shop and see that our shop sells Bread.

A fusion concept would blend Vietnamese flavors and ingredients with other cuisines, such as French or American. This could result in unique and creative dishes that cater to a more experimental and diverse audience.



PICTURE 1: Logo and Visting card

3.4 Company Ownership

PANS is a partnership that I and my husband, Mr. T, jointly own. Due to the equal financial contributions of the two partners, earnings and losses are likewise shared equally under the Partnership Act of the Kokkola Chamber of Commerce in Finland. The business activities are actively participated in by both partners.

3.5 Start up Summary

One of Kokkola target areas will be where the first eatery will start operating and be funded with owner's equity. The eatery will require some basic intangible items during the startup phase.

Basic list of essentials:

Monthly	
Rent	2000€
Packaging and Stationery	500€
Cash needed	500€
Kitchen tools and material	5000€
Marketing	200€
Supplies	400
Insurance	100
Utilities	100
Repairing expenses	500
Total	9300€

TABLE 1. Expected Cost

Funding		Euro
Cash in Bank		10.000
Partner Shares		20.000
Loan from bank		20.000
Total		50.00

TABLE 2. Personal Funding

3.6 Locations and Facilities

As mentioned earlier, one of the target regions in Kokkola will be a location where the restaurant would typically be leased. PANS locations will be 100 to 120 square meters in size and can accommodate 40 to 60 people at a time.. The shop will be decorated with usually modern furniture and accent pieces, and we will strive to make it seem clean and large. This facility will essentially include freezer capacity to store frozen product on site in a sizable.

The operating space will often include ovens, countertops, service spaces, cake warmers, and surrounding display cabinets, a form of cold beverage display, eating sections, and bathrooms. Stores will often be positioned on high-traffic routes and adjacent to shopping centers to draw consumers to work or to work while they are out for lunch or shopping. The majority of the business's operations will occur between Monday and Sunday. This fact is very essential. Hours of operation would mostly depend on the region and ultimate placement of each shop, illustrating that, as previously said, one of the target regions in Kokkola will be where the restaurant would certainly lease retail space in bulk. Facilities and equipment will include this. Uniformly designed chilled and ambient display cases featuring salads, desserts, and attractive cold beverages will also be purchased in large volumes. Commercial ovens, cash registers, and point-of-sale (POS) accounting systems will be vital to the procurement of capital assets. The majority of our imported goods will be kept locally by a business that specializes in very cold storage. Ordering, manufacturing, shipping, and receiving timeframes are anticipated to be around two months; however, this will depend on sales and product demand during the first year of operation. This delivery time will be evaluated on a regular basis and will fluctuate based on business growth and seasonal demand.

3.7 Objects

To explicitly establish a foothold as a flourishing, beautiful local food restaurant and acquire a market share in Finland's food and beverage industry Within the next two to three years. Notify the essentially regional food control agency. You should determine if you require any additional authorizations. Find out what specific requirements your personnel have. You should write your own check. Ensure that the foods are generally safe and traceable, as this is extremely important. Provide complete and accurate information about food, without misleading in any way. That the municipal food control authorities supervise nearly all food establishments, including restaurants, food processing facilities, and online food retailers. The Finnish Food Authority oversees slaughterhouses and related facilities roughly equivalent in size. The Regional State Administrative Agency for Lapland generally oversees reindeer slaughterhouses. The Finnish Food Authority, is in charge of supervising slaughterhouses and related establishments. Valvira National Supervisory Authority for Welfare and Health, is in charge of

establishments that specifically produce and store alcohol. Regional State Administrative Agencies supervise stores selling essentially intoxicating beverages in an especially.

3.8 Mission

Our objective is to provide our clients with the tastiest and most genuine Vietnamese banh mi sandwiches and other foods, prepared with the freshest and most locally sourced ingredients. We aim to create a particularly warm and welcoming environment that promotes community and cultural exchange while also prioritizing sustainability and reducing food waste, which is a significant goal. Our mission is to surpass our clients' expectations and deliver a dining experience that encourages them to explore Vietnamese food and culture further. Our major ambition is to establish ourselves as one of Finland's most successful chains of premium food shops, starting with a retail presence in Kokkola, which is very noteworthy. The mission of the business is to primarily introduce delicious Vietnamese food with authentic taste and the best particularly possible service according to the demand of consumers who wish to enjoy traditional food at a reasonable price so that one of the rich cultures of the world is introduced to the people here in Kokkola city, with the ultimate goal of exceeding our customers' expectations. Our major ambition is to become one of Finland's most successful chains of luxury food shops, commencing with a large retail presence in Kokkola. The purpose of restaurants is to supply society with food that is nutritionally dense, served in a sanitary and clean setting, and is, of course, convenient for customers. Restaurants will, for all intents and purposes, provide reasonably priced meals since their pricing does not take into account the company's essentially high profit during the first year. As a traditional company committed to providing society with the best fairly prepared meals that conformity with the Finnish anti-toxic, health, and food control board, PANS will work to particularly dominate the very local food market as the for all intents and purposes top brand, further demonstrating how our mission is to serve our customers with the most delicious and authentic Vietnamese banh mi sandwiches and other dishes, made with the freshest ingredients. When customers visit our business, we primarily want them to feel generally content, or so they believe. Our key objective will be to supply reasonably priced, typically fresh food of the finest quality.

3.9 Long-term planning

Through extensive market research into the target market, competitors, and client preferences. This information may be utilized to establish the optimal location for the restaurant as well as the sort of bread and other menu items that would appeal to the target population. A business plan certainly creates a comprehensive company plan, including financial estimates, marketing strategy, personnel needs, and operational processes.

3.10 Food Menu and Products

PANS will provide a variety of food and beverages in special forms. There will be three options for purchasing these goods: home and office delivery, takeout from the restaurant, and restaurant table service. Bread is the star of my menu. Offer a variety of options with different proteins, such as pork belly, grilled chicken, or tofu. Fresh spring rolls are a healthy and delicious appetizer option. Add shrimp, tofu, or vegetables, and serve with a flavorful dipping sauce. Vietnamese coffee is a popular drink that would be a great addition to my menu. Serve it hot or iced, and offer traditional or flavored options. Teas such as lemon tea, peach tea, and milk tea, accompanied by hot summer days, will be sweet and refreshing cups of bean tea. Of course, we will consider including children's dishes such as salmon porridge, minced meat porridge, crab soup, and mushroom soup.

3.11 The primary products of PANS include following

Meals will be prepared and assembled in restaurant kitchens. The majority of recipes will be made from scratch using fresh vegetables, meat and dairy products. Important guidelines for reproductive protection, high quality production, presentation or packaging will be for chefs and assistants that apply to kitchens and catering staff. The menu will include meat dishes such as beef, chicken, pork, eggs and pate combined with salad vegetables, cucumber and tomatoes, with a wonderful grilled meat recipe combined with a rich sauce sandwiched in crispy Bread. And the restaurant's special dish will be Pans Banh Mi, a hot pan in the cold winter with a thick sauce that will make the brand's name. We also offer a variety of accompanying drinks.



Pans

VIETNAMESE FOOD

BÁNH MÌ	
char siu	6e
Grilled beef	8
Grilled chicken	6e
Egg-pate	6e
Grilled pork	8e
Vega	8e

BÁNH MÌ PANS	
Oppla-2 egg+pate	12e
Opp-1 egg+ grilled beef	14e
Oppla-1 egg+char siu	13e
Pans oppla	20e
(2 egg, pate, sausage, grilled beef, char siu)	

DRINK AND SNACK	
Chicken salad	12e
French fried	3e
Tuna salad	12e
Ice tea	3e
Milk tea	5e
Orange juice	3e
Ice/hot coffee	4e
water	free

PICTURE 2: PANS Menu



PICTURE 3: Describe the dish

4 MARKET ANALYSIS

In this section, I will analyze the market. I am planning marketing in many areas, such as the website, advertising at the shop, finding loyal customers, and how to promote the store in the most thorough way, because I know that my restaurant is new and customers are inaccessible.

4.1 Customers that we target for PANS

My restaurant is located in a mostly residential area a few blocks from the commercial area. We are open from 7 a.m. to 6 p.m., and we are busiest in the morning. I would like to implement a loyalty program to interact with your patrons and distribute flyers and coupons to nearby offices. The target we expect is 75% of customers to be young people and office workers; it will fall between the ages of 18 and 45. The remaining 25% will be children and the elderly. The daily income is about 100 dishes, or an estimated 1500 dishes a day. We will provide enough room for a group of friends and family of about six. I thought I would sell it in a way that would be both cost-effective and suitable for the busy Finnish lifestyle.



FIGURE 1: Analyze all marketing elements

4.2 Target Marketing Segment Strategy

Our culinary offerings are geared toward children and college students. We selected this group for a number of factors. Our mission is to be “The remarkable food place,” and we think that the 17 to 34 age range is the most fertile ground for brand-building activities. The 35 to 50-year-old demographic, which frequents lounge restaurants, is our secondary goal. The general public who really like eat fast food frequently.

4.3 Market Needs

According to my work experience and market research, I see that the needs of customers in Kokkola are mainly to eat out at noon with colleagues. Along with a fairly active lifestyle, young people here will love to learn about multicultural cuisine and explore new dishes. They like a friendly, clean environment. Because the income in Finland is quite high and the demand for living and eating here is also high, they can afford a meal for about 20 euros, which is very normal. And most of the customers we target are young people, so they are often very busy, so they will not have time to prepare their own meals, so they choose to eat out, and fast food is very suitable for them.

4.4 Main Competitor

All restaurants within a 1000-meter radius are our primary rivals in this market. There are numerous eateries close to our shop, including Punjab Grill, Ngon, Timin Grill, Hesburger, Royal Meal, Kung Kitchen, Tan Binh Restaurant, Myabi Sushi, Tex Mex, and Amarillo, all of which are major competitors of ours. Thus, they can pose a threat to us as well as a competition. Timin Grill is a small food truck concept; they have good customer service and a variety of options on the menu. They have the best food in Kokkola; it is hot and fresh every day, and the owners are so friendly. Kung’s Kitchen and Tan Binh Restaurant are the strongest opponents in buffet form; prices range from 13–14 euros. Compared to Kung, we pursue ordering fast food in a way that will not affect the number of customers our restaurant targets. Punjab Grill is an Indian restaurant; prices range from 14 to 16 euros. I think it's

a strong competitor for us. But all will be well because Pans sells light Vietnamese food with loaves of bread. Tex-Mex, Amarillo Western European cuisines are The place has an interesting design, and the food is tasty, making it a terrific option for people traveling. The main course is steak, and the prices range from 30 to 60 euros. I don't think this is a strong competition because the target market is different.



PICTURE 4: Describe the market when you have to be alone against all (November 6, 2012)

4.5 Industry Analysis

I believed that industry research was essential for market valuation since it helped organizations grasp the market. It facilitates the forecasting of supply and demand and, subsequently, a company's capacity to earn money in a sophisticated. It highlights the amount of rivalry in the business as well as the considerable expenses associated with entering and exiting the field, vitally important when establishing a small company strategy. Analytics are particularly beneficial for analyzing the condition of an industry, since they indicate the business's degree of competitiveness and the expenses associated with joining and exiting the sector. An industry consists of a set of firms that create or provide customers with identical products or services. To all intents and purposes, business planning instruments such as industry analysis aid enterprises in identifying how they rank against competitors that provide notably similar products and services. While considering the strategic planning process, businesses must, appreciate the aspects that play a role across sectors. Consequently, firms are able to recognize the challenges and opportunities they face as a result of the business planning and industry analysis process. This demonstrates that business planning tools such as industry analysis primarily assist organizations in determining how they stack up against rival businesses that essentially provide

similar goods and services. This allows you to focus your efforts on obtaining highly specialized skills that will provide you with a large competitive advantage, which is quite important.



FIGURE 2: Michael Porter's Five Forces Model (August 3, 2016)

PANS provides high-quality food at affordable prices with prompt service. Buyers have considerable leverage because they are brand loyal and sensitive to service variations. When purchasing vast quantities of basic materials from vendors, suppliers have little negotiating leverage. As the government lacks stringent laws and regulations, there is a threat from newcomers. Substitute threats are low because consumers rarely find other cuisines to be generally gratifying.

The competition of existing competitors is also very important, as there is a quantity of competition. Marketing techniques are the linchpin of the strategy, just as serving the market effectively is the linchpin of the strategy. The opening of the first location as a "market tester" will serve as a model for subsequent locations. Priorities will include preserving quality and forging a unique identity in the neighborhood market. Today, advertising on Facebook and Instagram increases consumer engagement; consequently, the threat of substitute products is minimal.

Sponsorship of programs and social media advertisements are presently the most effective forms of marketing, and consumers have a great deal of leverage because they frequently seek bargains. The most essential locations for sustaining quality and forging a distinct identity in a neighborhood market

are neighborhood stores. At each location, a combination of local media and in-store marketing initiatives will be implemented, and vendors will generate community excitement by offering enticing deals. The most important aspect of the strategy is the implementation of the concept, and through the sale of promotional items, merchandising, and other supporting materials, the company will work aggressively to strengthen their brand.

4.6 Price Strategy

The presentation of PANS's pricing approach as standards suggests that it reflects what the average customer would spend for a snack or light meal, which is essentially substantial. We will provide top-notch customer service at an affordable price. We will preeminently serve Kokkola residents and tourists. The customer must pay a reasonable price for their food. This pricing approach entails evaluating the cost of materials, labor, and overhead and then adding a markup to establish the selling price. Based on the general situation, we will sell a portion of "Banh Mi" for 8–10 euros, the drinks will be around 5 euros, and especially the specialty dish of the restaurant, Pans, will be sold for 12–15 euros. The price will be determined specifically when we open for sale; it is based on the market price situation, as far as I know, due to the influence of many factors such as the epidemic war, the price of food, and electricity. The water is 2 or 3 times higher than normal, and it shows no sign of stopping rising. We will carefully calculate the price and measure it to come up with the most suitable price possible. For the first time, we will offer a promotional price strategy and a combo price strategy to speed up the process of reaching customers. The price of a combo of two main dishes with accompanying water will be one and a half times cheaper than the normal price, stimulating customers to buy more. always looking for a source of goods with stable prices to be able to maintain prices in an unstable economic situation.

4.7 Marketing Program

To increase overall customer awareness, we'll use three distinct marketing methods. Marketing, especially on social media platforms and "word-of-mouth," would basically be our primary strategy, they reasoned. Because so many people use social media for all intents and purposes, this marketing strategy will be by far the least costly and most effective of all.

Loyalty program is essential, it will help increase customer return rate. Reward repeat clients with a loyalty program that typically gives discounts, for all intents and purposes, free things, or other incentives. This may really inspire consumers to return and strongly advocate the restaurant to their friends and family. Exceptional Events or all intents and purposes, host highly exceptional events such as live music, culinary lessons, or themed dinners to usually attract new customers and deliver a truly unique experience. Promote these events aggressively using social media, email marketing, and signs at the restaurant.

Email marketing helps to collect email information of customers in an inexpensive and highly effective way. The email will carry the restaurant's information and send them frequent newsletters with updates on menu items, specials, and events. Offer very unique discounts or relatively free things to customers who sign up for the email list, indicating that this may basically inspire consumers to return and really promote the restaurant to their friends and family

Expand partnerships working with other local companies or community groups to provide joint promotions or events. This may typically assist in broadening the restaurant's overall reach and especially attracting new consumers.

Online Ordering and Delivery offer online ordering and delivery options to make it simpler for clients to order from the restaurant. Promote these services using social media, email marketing, and restaurant signage.

In-store promotional brochures accessible in-store define our philosophy and approach, stating that online ordering and delivery Offers online ordering and delivery services to particularly make it simpler for consumers to purchase from the restaurant, which is very important. Wall posters, which are undeniably important. Design concepts, You really see the preparation of banhmi and all of the delicious toppings at the shop.

Marketing Real Opening Promotions on Social Media Post random items in categories like Foodbank. Occasionally, platters in particular are heavily reduced. Post consumer comments and ratings, illustrating that marketing on social media platforms and "word-of-mouth" will be our primary methods, which are highly important. Excellent student discounts, proving that platters are sometimes reduced. Planning essentially social occasions.

4.8 Management Summary

We are accountable for assembling the first management team (the founders themselves). Due in part to our candor, we will be able to operate our senior management as a "knowledge sharing" fellowship. We will not raise our overhead unless absolutely necessary. This will also allow us and prospective business partners to experience a greater return on investment and a quicker return on investment. Now, PANS is owned by its two founders.

4.9 Web Planning Summary

Of course, the website and online pages will show visitors everything there is to know about regional and international food cultures. PANS will provide discount cards and promotions via social media to make the website and pages interactive so that our clients may take advantage of deals anytime they visit PANS.COM.

Customers can now submit their complaints and recommendations via our website and webpages, in addition to the conventional formats of a customer care hotline and an in-store form. These submissions will be forwarded to a member of our staff who will be responsible for those sections. The website and page itself will therefore serve as an intermediary between our business and our audience.

4.10 Financial Management Overview

The business will get its start as a partnership corporation with two partners. Both stock funding and loan financing will be used to fund the business. The partners will each donate €20,000. A further loan of €25,000 would be obtained. In five years, this loan will be repaid. Since we are a young, start-up business, we can't rely on our reputation to quickly obtain a loan. We are a new company; hence, we are also unable to provide any collateral. As a result, the interest rate on the loan we receive will be higher than usual.

Assumptions: To make budgeting and preparing financial statements more convenient, a number of assumptions have been made: The tax rate must be 35%. A straight-line technique would be used to determine wear and tear. Some expenses, for instance, were calculated using a proportion of sales. For the most part, no credit sales will be permitted.

5 SWOT

<p>Strengths</p> <p>Low salary and benefit overhead</p> <p>Quick to respond to market changes</p> <p>Light weight and flat hierarchy, resulting in quicker decision-making.</p> <p>Good business location</p> <p>Beautiful space with the cultural identity of Vietnam</p> <p>Good price</p> <p>There is no competitor in the same category</p>	<p>Weaknesses</p> <p>Existing workload too high</p> <p>No previous project planning experiences</p> <p>Missing expertise in some areas</p> <p>Few customers know about Vietnamese dishes</p> <p>The advertising budget is still low</p> <p>The restaurant area is small</p> <p>Difficult to find staff capable of cooking Vietnamese dishes</p>
<p>Opportunities</p> <p>Need to increase market share</p> <p>Could convert existing products for new markets</p> <p>The demand from customers who want to experience</p> <p>New and attractive, creative menu</p> <p>Potential development of delivery applications</p>	<p>Threats</p> <p>Larger competitors get the majority of market share and a more famous brand name.</p> <p>Cost of technology investment</p> <p>Unstable raw material costs</p> <p>Trends change constantly.</p>

FIGURE 3: SWOT Analysis

Vietnamese restaurants in Finland are quite famous for their unique and wonderful dishes. They are often considered a reasonable standard for middle-income families. Vietnamese dishes not only promote traditional characteristics but also absorb the quintessence of international cuisine, demonstrating the management style. managing both internal and external surroundings, this is very important. In addition, it is not especially simple to find a skilled worker (kitchen staff or a chef) for

these types of restaurants on a large scale. Sometimes, the lack of competent staff may make it difficult to manage these firms, indicating that this is expensive and that the procedures tend to take a very long time, which would lead to customer unhappiness. Banh mi viet nam, or fairly Asian foods, are not as popular among young people as they are among the elderly due to limited publicity and much higher prices. If there are too many restaurants in the same market, it may be detrimental to a business's ability to achieve a high level of success. As the popularity of other types of food, such as McDonald's, Hesburger, Burger Village, etc., develops, the popularity of Asian restaurants will drop, which is really a rather important development. This may represent a lasting threat to the profitability of Asian restaurants. I think the image of "Banh Mi" is nutritious and extremely healthy with fresh ingredients, and if you can eat it on the way to work or in a hurry to go to school, then I can compete with fried burgers. grease and starch. To eliminate the shortcoming of staff, we will provide a friendly and fun working environment, an attractive salary, great benefits such as free lunch, and finally, dedicated training for employees. those with no work experience In the end, only really good people will be retained who can cover the work to save costs.

Taking advantage of the opportunity when customer demand is increasing and our strength is a good reputation, many prime locations, and beautiful restaurant space, we offer a market development strategy to open more branches to meet the needs of customers. customer needs, and at the same time, expanding or optimizing existing branches also helps us solve the problem of limited restaurant space. Besides, the opening of more branches also strengthens the brand's strength. To ensure customer attraction for the new branch, appropriate opening and incentive programs are needed. In contrast to the advantages, businesses also need strategies to help limit or eliminate the weaknesses that cannot be ignored.

6 CONCLUSION

The process of opening a restaurant can be challenging but also rewarding. This thesis examines the essential aspects of launching a restaurant business, including market research, business planning, menu creation, branding and marketing, personnel and training, and growth and expansion. It has been discovered that opening a restaurant requires an investment of time, money, and effort, and that success depends on a number of factors, including location, menu offerings, customer service, and marketing strategies. With a solid business plan, a distinctive and alluring menu, and a strong brand identity, it is possible to surmount the obstacles and establish a successful restaurant business. Additionally, sustainability, social responsibility, and the utilization of technology should be considered when launching a restaurant business.

The most essential information in this text is that opening a restaurant requires an investment of time, money, and effort, and that success depends on a variety of factors, including location, menu offerings, customer service, and marketing strategies. Additionally, when establishing a restaurant business, sustainability, social responsibility, and the use of technology should be considered. It is possible to establish a successful and sustainable restaurant business that provides both financial and personal rewards for the restaurant's founders and employees, but this requires careful consideration of all of the factors involved as well as continuous monitoring and adaptation to shifting market trends and consumer preferences.

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