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**Development of Home Delivery Service  
in  
South Ostrobothnia**

Thesis  
Autumn 2014  
Business School  
Degree programme in International Business



SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

## **Thesis Abstract**

Faculty: Business School

Degree programme: Degree programme in International Business

Specialisation: International Business

Author/s: Pankaj Khadka

Title of thesis: Development of Home Delivery System in South Ostrobothnia

Supervisor/s: Miia Koski

Year: 2014

Pages: 38

Number of appendices: 2

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The thesis describes about the analysis of the market for development and establishment of home delivery system in firstly Seinäjoki, then all over South Ostrobothnia.

The objective of this thesis is to analysis the market and identify whether home delivery system is required or not. Another purpose of this thesis is also to find out whether it will be appreciated or not. If no, why? If yes, how and when? These sorts of questions will also be answered in the thesis.

The establishment procedure and process is also given in the thesis. Also, recommendation for future development and strategy is also provided in the thesis. Financial strategy is also briefly explained here. The most important part of the financial strategy is the pricing and promotional section. The marketing strategy along with competing market is also discussed in this thesis.

The research methods used were qualitative and quantitative research methods. Quantitative research methods gave the numerical response whereas qualitative research method gave in-depth interviews and thoughts. Questionnaires were kept simple enoug so that it will be easier to understand and respond. Questionnaires used for quantitative research were short. Interviews of people who were interested and willing were conducted. The questionnaires were already given to them prior to the interview dates.

**Keywords: Delivery System, SWOT, 6 Ps, Marketing Analysis**

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## **Abbreviations**

**SWOT** Strength, Weakness, Opportunities and Threats

**6 Ps** People, Place, Promotion, Product, Price and Process

# 1 INTRODUCTION

## 1.1 Background

In Finland, the delivery time windows for the manned reception vary normally from one to three hours (Ykko"shali, 2000; Ruokanet, 2000).

Everyday people buy and people sell. The market is continuously on a move. This phenomenon had been, has and will continue to be so. Every time there are some people inside the store, and I mean not the cashier or seller but the customers. Every time someone is in need of some things. People have loads of choices to find these needs from different stores, if one or some items are not available in a particular one.

People are always seemed to be busy with their work, family, house hold work and their personal life. They have less or no time to develop themselves, extra time for their family and friends on a whole.

Another factor is age, the weather and the ability of performing normally. Finland being a cold country, it is hard to commute around. South Ostrobothnia does not have a very good public transport system and hence, everyone is forced to or need to have a personal commuting vehicle. In the snow and cold weather, it is hard to come in and go out, especially for old age people. Being independence oriented country, people tend to live independently. Hence, there would be zero or limited support to the old age people to do their small things like buying from a store on regular basis. Differently able people have been provided with many facilities but still need some assistance while going to store and purchasing. This is where home delivery system can come handy.

## 1.2 Introduction

Home delivery system is based on the pattern and behavior of customers from different stores. It is a simple method that the customer calls or sends message requesting certain thing as per the need and we provide them within the time frame as given.

We can compare home delivery system to an online shopping pattern. In online shopping, the customer first creates his or her personal details. When he or she needs to shop, he or she will login to the definite site or sites choose the item or items they need or want and finally payment is made through card or online banking system. And then, the item or items is delivered to the given address of the customers. If the package fits, it will be delivered to the post box, if not then delivery to the nearby post office is made and a letter of package collection will be left in the post box of the customer. Home delivery system work not all the same but like the way online shopping does. Here, people can call, text message and even login, after creating the personal profile in the home delivery website. There the item or items ordered will be delivered at home. We can say it is a door to door service. Payment on delivery will be the primary payment option for this system. This means that the customer can pay after it gets the item through cash or card. And of course, there will be an option of advance payment.

## 1.3 Research Problem

This home delivery system is not new. Few, if not many, business house has this system. It is very important to understand the consumers' pattern and behavior before launching or starting any form of business. Hence, proper analysis of the purchasing behaviors of the consumer is required. Therefore, the research problem or question will be **Is there a need of the home delivery system?**



## 1.4 Structure of the Thesis

The thesis is divided into different sections. The introduction with thesis problem statement will be given in the first part. Market analysis will be done in the other part. This portion will consist of sellers selling pattern and behavior; buyers purchasing behavior and pattern. Financial plan will be presented in the next section. Here, the amount of purchasing done by and through various factors will be explained and forecast will be given. The research method used will be presented in the next portion. Finally, the thesis will finish with the conclusion portion.

**Figure 1: Thesis Structure**



## 2 ORGANIZATIONAL STRUCTURE

Starting a business means to have certain structure of planning and strategy to achieve the desire result. After the objectives are defined, it is necessary to identify the need of the organization itself.

### 2.1 Formation

A business should always have an administration body to run all the operations smoothly. And also, different personnel should be hired in order to perform different tasks within and outside the organization. The business will need couple of delivery personal, a receptionist and a financial personal. Since, the business will be started with limited financial support, hence financial matters could be out sources rather than hiring. Therefore the structure of the company could be as in figure 2.

**Figure 2: Organizational Structure**



## **2.2 Operation system**

We are looking to launch and establish the home delivery system firstly at Seinäjoki. As we come in terms with people selling and buying behaviour, we will expand our business slowly and steadily.

Since, this is a small scale business; we will operate via phone calls and text messages. We will always create our page in some social media webpages like Facebook, twitter and others. But we won't have our webpage because, we first want to study as how people order and follow the pattern. Our target is to provide almost anything the customer required as bounded by the law. But, first to get start and be established, we will look to deliver readymade fast food and simple groceries items to the customers as per their request.

We will first operate through Payment on delivery mode. This means that customers can or have to pay only after the item or items is delivered to them. First, we will operate from home via mobile phone, so no office and is required which means no office expenses will occur.

## **2.3 Development of the Business and the structure**

After knowing the customers in Seinäjoki, we can now follow other region around it like Nurmo, Peräseinäjoki and others. Since, we expect that the buying pattern in South Ostrobothnia will be quite, if not all, similar, we could follow the same lead and way of operating our business elsewhere as in Seinäjoki.

After creating a customer and market base and operating in Seinäjoki for some time, we would have enough time to analysis and understand the behaviour here. Hence, we could introduce a website that is more users friendly and familiar to the customers. Then, we can operate via mobile phone and website, which I think will work for us because ordering through internet cost little or nothing at all then via mobile phone through calling or texting.

As we expand our business to different cities of South Ostrobothnia, we also need to hire more people to deliver goods to the customers on designated time frame and also keep the operation moving smoothly.

The payment method could also now be changed since we can introduce web page for our business. First, we were operating only through payment on delivery mode. But now, we can provide or give ourselves the option of advance payment, payment on delivery and billing system. The payment can be made cash or through a valid bank card.

## **2.4 Delivery pattern**

We also need to clarify and discuss the delivery system. Since, we are operating only in Seinäjoki currently, the region being small, delivery can be done swiftly. The delivery person could use bike, motor bike or a car, whatever is provided or handy.

Here, first the customer orders certain items to be delivered to certain address and time as agreed by both the parties. Then, the delivery person buys the item from a store and delivers the item. After the delivery is complete, payment is made. Then finally, the delivery person will notify the receptionist or to the company.

## **2.5 Future Prospective**

In future, the business can also be operated in different cities at different part of Finland. More contact can be obtained; more customer service and satisfaction can be achieved.

### 3 MARKETING STRATEGY

People are constantly looking buying things through advertisement. Advertisement can be in many forms. Newspaper, online, pamphlets can be some examples. Before deciding on the marketing strategy, research should be done over the effective way of reaching the consumers. There can be various methods and styles of reaching the customers but the methods that suit your business should be selected and implemented.

The study regarding the effectiveness of marketing methods found that different people use different means. For example, many mid and old age people use the traditional way of reading the newspapers and paper advertisements whereas teenagers are mostly using internet news and advertisements. Hence, we could use both way and others as well to market our business.

We will create a column in the different local newspapers and share or give brief information about our business in order to reach the people who read newspaper in regular basis.

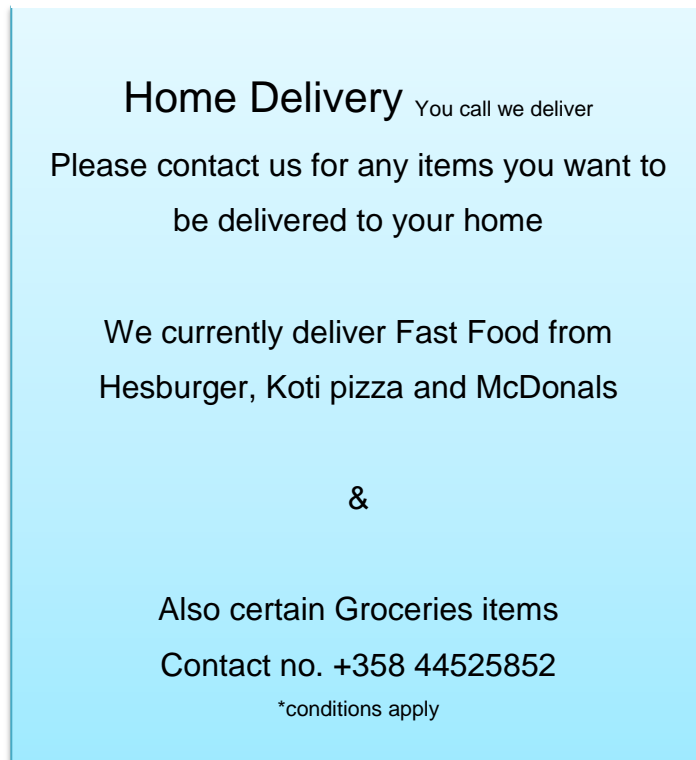
**Figure 3: Sample of Home delivery advertisement in newspapers**



We will also create a television advertisement to give diversity to our campaign. We will create short commercials and run them through popular television channels and programmes. We will also create animated advertisement and publish them in electric holding boards around the city.

A leaflet will also be created and distributed to all the personal houses, offices and stores through the advertisement distribution agencies.

**Figure 4: Sample of home delivery leaflet**



We will also create different advertisement materials for different Internet media. The advertisement will be distributed to all popular sites used currently by the people. Also, we will create our own social sites pages and make it more interactive with the general people.

We will also create our own webpage in order to give easy and cheaper access to our customers. In our webpage, our customers will have more options to choose the items they want, delivery options and payment methods.

The most important marketing strategy of the business will be mouth to mouth. Better words can be spread through the connection of friends and families. Also, if good customer satisfaction is achieved, then the customer itself will do it for us.

## 4 MARKET ANALYSIS

In order to perform the market analysis, any company must first identify the target group in the operating area. Once, it identifies the target group, it can then study and analysis the behaviour in different aspect and come to a conclusion.

The internal and external aspect of the company must be viewed and interpreted which might affect the marketing and performance of the company (Wood 2010, 28). Development of a marketing objectives and marketing plan can only be created and implemented once the marketing surrounding and environment is well understood. (Salomon et al. 2008, 51)

### 4.1 Target group

We have all sorts of people purchasing around the city of Seinäjoki. The target group can be categorized via age, status, income and other things.

It was observed that small aged people or teenagers were mostly buying attractive things and fast food on regular basis. The grown-ups people, who go to university and do odd jobs, were choosier on what they buy. But nevertheless, they still bought fair amount of fast food and other items like the teenagers. The mid-aged people, who have a secure job and a family to run, usually buy household items, clothes, presents and less fast foods items. People at their old age usually buy little house hold items and tend to spent their money in lotteries and games. Old aged people don't get out from their home that often.

The differently able people have their own difficulties on going out and buying things. The city hires some personal assistance to help these differently able people to do their home and outside chores. If, home delivery system can be introduce to them, personal assistance time can be given to the home chores.

Therefore, after carefully analysis the situation, our main target currently will be the teenagers, the old aged and the differently able peoples.

## **4.2 Definition of the market and market segment**

Market is defined as the possible purchaser for a definite product or service, thus the consumer are the main attention of every marketing plan (Wood 2008, p. 28). The purpose of market definition is to provide a meaningful framework for analysis and decision-making (Philip Kotler, Gary Armstrong, 2010).

Market for home delivery system is the potential customers who can use mobile phone to call and receive phone calls, send and receive text messages. Furthermore, who has internet access and know how to order and make payment online are also the customers. There is no definite term to define its market, so we can call it as the consumers' market. The home delivery system only acts as the mediator between the customers and the stores.

The study of market segment can be concluded as the potential consumers who have the ability to order via mobile phone or internet. The market segment is only affected by the change of buying pattern and behaviour of all the customers. Since, the primary work of the home delivery system is to deliver goods to its designated place; it is less affected by other factors.

## **4.3 Competitor analysis**

The intensity of competition will increase when competitive actions are taken which can affect the behaviour and likelihood, even with direct competitors (Robert E. Hoskisson, Michael A. Hitt, R. Duane Ireland, 2008).

As study was carried out, there were no but few stores that would provide home delivery services to the customers. These were small restaurant which were owned by foreigners. They have the system of calling delivering. The other thing found was drive in service. This is not quite a delivery system but still had the same demeaning. In Drive in system, the customer will drive in a car, order and pick and pay and doesn't have to get out of the car.

Another, interesting delivery system that was found was that the pharmacy store personal delivering medicine to physically challenged person even though the



physically challenged person had help. This could also be a competing factor or new opportunities which was unturned in the original assessments.

There was also the evidence of an organization which would provide food to the old and differently able people if they were affiliated to the organization.

These all can be categorized as competitor of our business.

## 5 THE 6 Ps

The understanding of 6 Ps and their impact over the business is necessary for the success (Gary Houghton, Chester University and Philip Kotler, Gary Armstrong, 2010).

Marketing is not just about selling products or services to the potential customers. It is also finding out the purchasing behaviour and pattern of the customers. It is also finding out the selling behaviour and pattern of competitors. Hence, in order to have a strong marketing strategy, the 6ps that is product, people, price, promotion, place and process must be analysed. Here, the Ps are explained.

**Product:** Product refers to the service we are providing. It must be understood and analysed whether the service is needed or not. While the service is used, people observe the effectiveness and efficiency of the service. The more effective and efficient the service is, the more likely it is to be used by the consumers.

**People:** The people here are referred as people working for the company but not the potential customers of our service. It is very important to hire right person for the right job. The person we are hiring should understand and adopt the objective and work ethics and process of the company. If the employee is able to do that successfully, the company will achieve success.

**Price:** The pricing strategy of the service must be swift and simple. The pricing of the service will be done accordance to the amount of purchase an individual does on a single basis.

**Place:** Since, we will be operating via cellular phones and internet; we won't need a place to setup an office. But later, when we increase our business, then there could be a necessity of setting up an office. The physical environment of the office will be comfortable and customer friendly. Any or all the customers visiting will be attended and provided with possible assistance. The image that the customer constructs about the business should be subjective which is determined through the image conveyed by the organization (Ray Wright, 1999, Philip Kotler, 2010).

**Promotion:** Promotion is the most important part of any business firm. It can and will define the success and failure of the company. As already discussed above, no stone will be left unturned to achieve the potentials customers with the gasp of the company.

**Process:** Process means giving or providing customers with rightful and easy access to the whole service provided. It means that all the physical and marketing works are done properly in order not to create any kind of nuisance. Also, all the paper work concerning the customer are properly handled and kept, in order to avoid any conflict. If everything goes according to process, then the company could achieve success.

## 6 SWOT ANALYSIS

The SWOT analysis is an exceptionally beneficial tool for understanding and policymaking for all kinds of conditions in business. SWOT is an acronym for Strengths, Weaknesses, Opportunities, and Threats. The SWOT analysis offers a good background for revising policy, situation and course business proposition. (Alan Chapman, 1995-2014) (Webpage address: <http://www.businessballs.com/swotanalysisfreetemplate.htm>)

**Strength:** In order to run any business firm, it is very important to identify the strength of the company. Strength of the company means internal environment. The strength of the home delivery system is being one of its kinds. Some business firms have delivery systems which are limited to their own business. We will be able to provide almost with anything according to the judiciary restrictions, so scope of the service is very optimistic. There are less employees currently, hence human resource management can be done easily. Less people means also less expenses. Pricing and payment method of the service is also strength of our service. Since, we can have fixed or variable price accordance to the customer choice, it will give another boost to our business.

**Weakness:** Weakness of an organization is also an internal factor. Before that, less knowledge about operation management of this system can be a huge weak factor. Because of which wrong decision can be taken like hiring less employees. Less employee means there might be incompetency. Customers might be lost because of it.

**Opportunities:** Opportunities are the external environment of any business. Picking the right opportunity at the right time will be a huge factor of success and failure. This system being one of its kinds might have a huge business area to cover. Many small and big business firms could hire the service to get fast results. The expansion of the service thus can be done competently.

**Threats:** Threats are other external environmental factors. The major threat to our service could be emergence of another similar service, since it is cost effective and easy to setup. Self-owned delivery service of the business can also be a

threat. These business firms can charge little or nothing. Customer independence behaviour can also be a threat to our service. People here are used to doing their things themselves, hence use of the service can be limited or only in emergency.

**Table 1: SWOT analysis in brief**

<b>Strength</b>	<b>Weakness</b>
<ul style="list-style-type: none"> <li>• <b>Uniqueness</b></li> <li>• <b>Pricing</b></li> <li>• <b>Less Employee</b></li> <li>• <b>Service scope</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Less Employee</b></li> <li>• <b>Less knowledge</b></li> <li>• <b>New to the Market</b></li> </ul>
<b>Opportunities</b>	<b>Threat</b>
<ul style="list-style-type: none"> <li>• <b>Area</b></li> <li>• <b>Expansion</b></li> <li>• <b>Development</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Emergence of similar service</b></li> <li>• <b>Old self owned service</b></li> <li>• <b>Customer independence</b></li> </ul>

## 7 FINANCIAL STRATEGY

Financial strategy can be defined as managing the business resources of the company in order to acquire the aims and make the most of its value. Strategic financial management involves a defined sequence of steps that encompasses the full range of a company's finances, from setting out objectives and identifying resources, analysing data and making financial decisions, to tracking the variance between actual and budgeted results and identifying the reasons for this variance. The term "strategic" means that this approach to financial management has a long-term horizon. (Investopedia, LLC., 2014) (web address: <http://www.investopedia.com/terms/s/strategic-financial-management.asp>)

Every product based or service based business firms want and need to do make some profit in order to cover its expenses and for future development. If the financial background is not done strongly enough, there is a greater chance of the business on breaking down. The financial strategy can be derived from the followings.

### 7.1 Price Strategy

Price is a charge which is put to a service or product which is the outcome of a various study, calculations and understanding and risk taking skill. Pricing strategy takes into account reimbursing ability, market situation, competitors' actions, contribution cost and others. It is targeted towards defined customers. (Times Internet Limited, 2014)

(Web address: <http://economictimes.indiatimes.com/definition/pricing-strategies>)

There are various pricing strategies:

**Premium pricing:** High price is used as a crucial standard. This kind of pricing strategy is used in those business areas where it can be competitive advantage.

**Penetration pricing:** Price is set low as accordance to the competitors to gain easy access and obtain market share quickly. This kind of strategy is adopted

when new product or service is being launched. But it should be kept in mind that the price would increase once the objective of obtain the market share is achieved.

**Economy pricing:** This strategy is used undermining the customer purchasing power. The basic price is set for the product or service so as the overhead cost of marketing and promotions are to the lowest.

**Skimming strategy:** The price in this strategy is set high price till emergence of other competitors after which price can be lower down. This strategy is applied to obtain maximum profit till other comes into picture.

The pricing strategy to be used in home delivery service is economy pricing. Price can be fixed or variable. The fixed price means it would have to predefine the criteria of the service. Criteria could be like certain price will be for certain amount and type of items and so on. Variable price means the pricing of the service will depend on the bill amount of the order done by the customers. The pricing will be done so that all the expenses are covered and also make sustainable profit. For example, the service cost can be 5% of the bill amount.

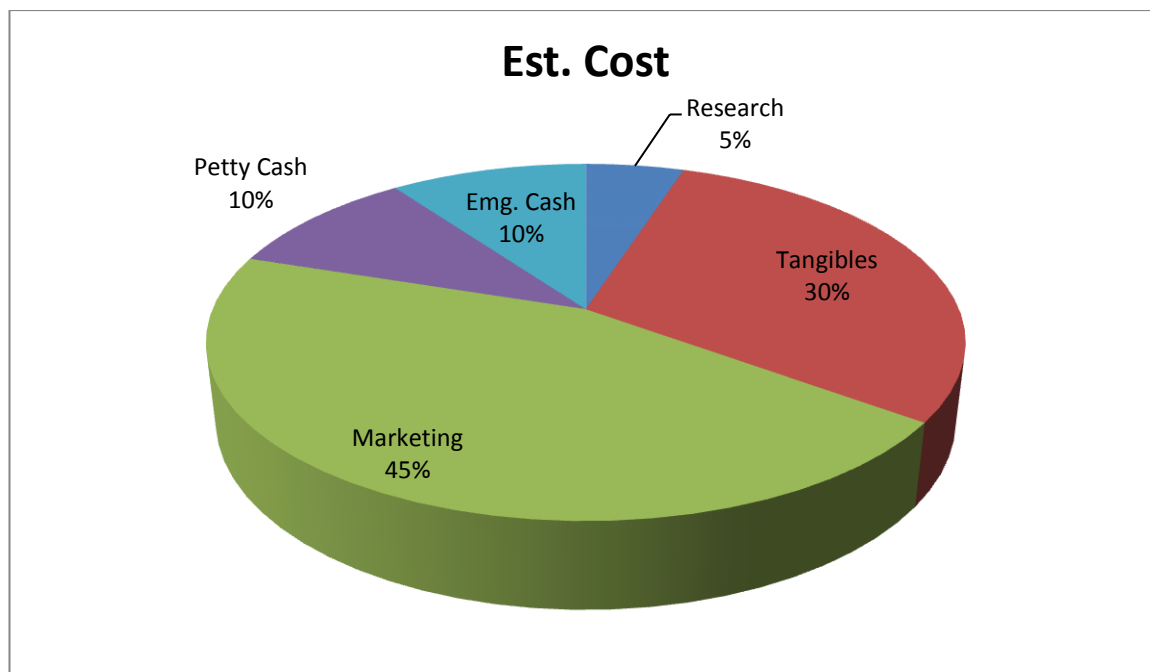
## 7.2 Costing

The most expenses that will occur are while establishing the business. The establishment expenses will consists of tangible items like car, bicycle, cellular mobile phone, paper, pen and others, and intangible items such as marketing expenses, advertisement and further more.

All the tangible items can be purchased and have a definite value, whereas, intangible items value might vary according to the requirements of the business. The marketing procedure can be outsourced so that one can concentrate more on business competence.

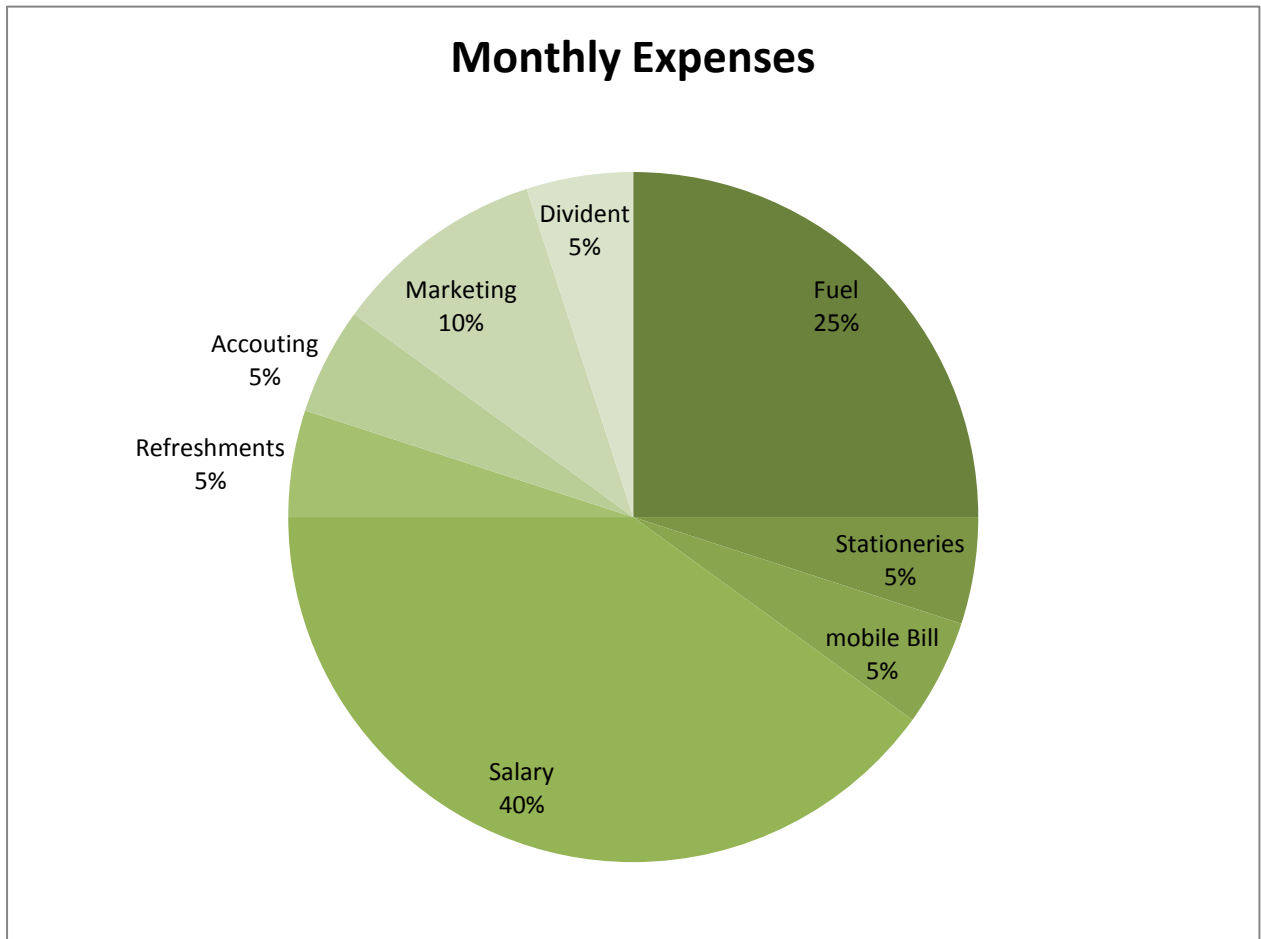
We can see the imbursement of the establishment cost of the company in figure 5.

**Figure 5: Establishment cost**



After the establishment of the company is successful and running, daily and monthly expenses will have to be overlooked. Since, as we all know it takes some time to get it roots in the market; petty cash was defined already in the establishment expenses. Also, emergency cash was also defined or separated in the establishment cost for maintenance and other expenses. Daily or monthly expenses include fuel, paper and other. Figure 6 will explain the distribution of cost. The most expenses that will occur will be on salary, then on fuel and other matters.



**Figure 6: Monthly expenses**

### 7.3 Income Forecast

The business will earn money when a customer orders something through us, or when a customer uses our service. The price can be variable or fixed one. As research was done for requirement and usefulness of the service, positive result was acquired. Hence, it can be said that the service will earn certain money on a regular base and after sometimes it will obtain stability in the income department.

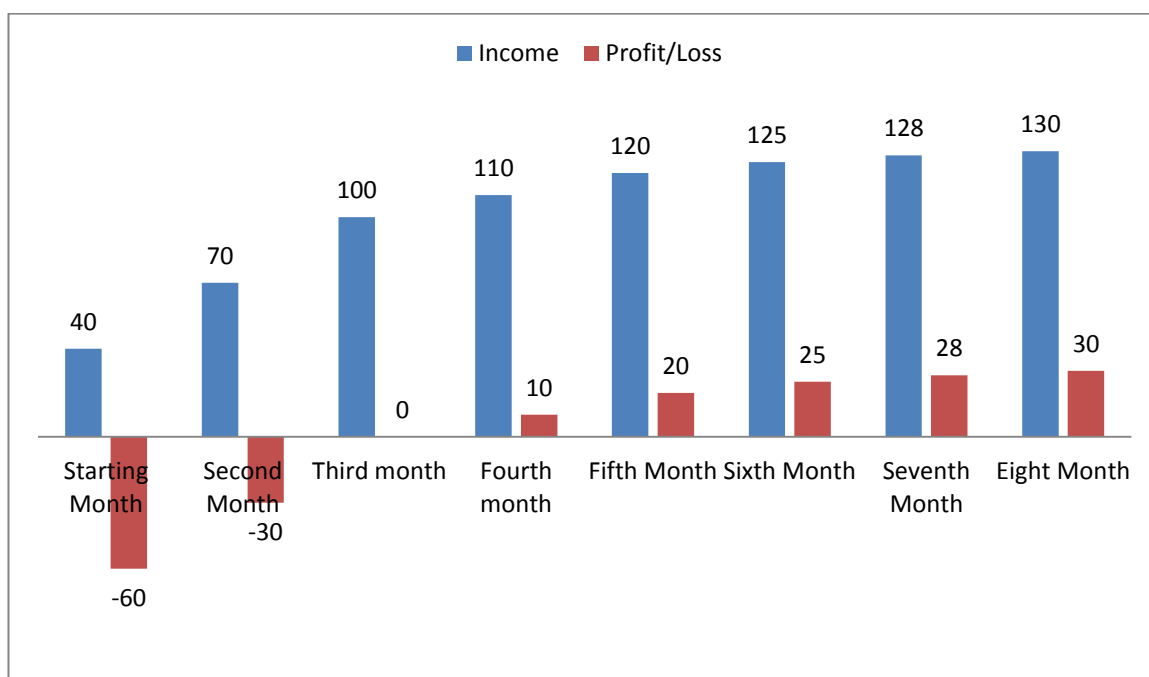
**Figure 7: Income and Profit forecast**

Figure 7 tries to explain the earning and profit making chances of the business as it get older and people start to recognize and use it.

## **8 Research Method and Data Collection**

Research is rational and organized exploration for new and useful information on a specific theme. (Webpage address: <http://arxiv.org/pdf/physics/0601009.pdf>)

Research can be simply defined as collection of relevant data from the targeted consumers, process it and present the outcome. The objectives of the research can be determining new evidences, verification of essential facts, finding solution daily or on a bigger picture and much more.

### **8.1 Research Method and Methodology**

Research methods are the various measures, arrangements and procedures used in research. The methods used during a research study are called as research methods. Research methods assistance us gather models, information and discover a answer to a problem.

Research methodology is a methodical way to explain a problem. It is a discipline of learning in what way research is to be preceded. Essentially, the measures by which investigators go around their effort of recitation, amplification and forecasting portents are called research methodology. It is also study of approaches by which information is increased. Its goal is to give the effort strategy of study.

It is essential to project a methodology for the selected problem. Methodology for two different problems might differ even though the method used is the same. Research methodology is equally important so as the research methods taken for particular problem.

## **8.2 Qualitative Research Method**

Qualitative research method is used to disclose a group of potential consumers of particular behaviour and discernments referring to certain questions. It is used detailed studies of certain group to lead and back the creation of theories. The outcomes of quantitative research are evocative rather than prognostic. Qualitative methods in the field of marketing investigation comprise in-depth talks with persons, cluster of debates. These can be done via telephone, internet, skype and other means. (Qualitative Research Consultants Association, 2014) (Web address: <http://www.qrca.org/?page=whatisqualresearch>)

## **8.3 Quantitative Research Method**

Quantitative Research Method deals with the numerical set of data acquired through surveys, questionnaires or polls. In this research method, certain set of Boolean or simple question are asked to a larger group of people via internet, distribution and collection of paper questionnaires and do on. Further theses data collected are analysed and give a definite structure in order to answer certain research question or questions.

## **8.4 Research Method used**

Here, both qualitative and quantitative research method has been used in order to achieve the answer of the research question.

First, let us discuss about quantitative research method. Questionnaire was set and distributed to different group of people through internet. Also, in store distribution was also done to create more diversity to get the more response. Group of people were from different profession, different age group and livelihood.

Secondly qualitative research method was used to get in-depth about the topic from the people. Selective people were asked to give the interview, in which, some responded positively. The qualitative questionnaires were pre-given to the

interviewee, so that it would be more effective. The people interviewed were owner / manager of certain store and business firms, some customers of the firm and some physically challenged person.

### **8.5 Data collection method and process**

Data collection is a systematic approach to gathering information from a variety of sources to get a complete and accurate picture of an area of interest. (Tech Target, 2007 - 2014).

As already mentioned, quantitative and qualitative methods were used to collect data from various segments. Questionnaires regarding both the methods were distributed. Quantitative questionnaires distributed through internet and also handed on different stores. The questionnaires handed in the stores got response sooner than the internet ones. Qualitative questionnaires were given to the people in advance, hence, giving them chance to study and be prepared. When Interview was taken, in-sight response was obtained.

### **8.6 Data analysis**

Data Analysis is the process of methodically relating arithmetical and/or rational methods to define and clarify, abbreviate and summary, and calculate statistics. According to Shamo and Resnik (2003) various analytic procedures “provide a way of drawing inductive inferences from data and distinguishing the signal (the phenomenon of interest) from the noise (statistical fluctuations) present in the data”.

All the questionnaires were collected and stored. Around 100 quantitative questionnaires were distributed in different stores among which 70 questionnaires were obtained. Then again, questionnaires were distributed to around 500 people through internet but till now only 30 has responded. Due to the lack and limitation of time, more responded could be obtained. Among them, first, all the inappropriately filled questionnaires were excluded. Then, the incomplete

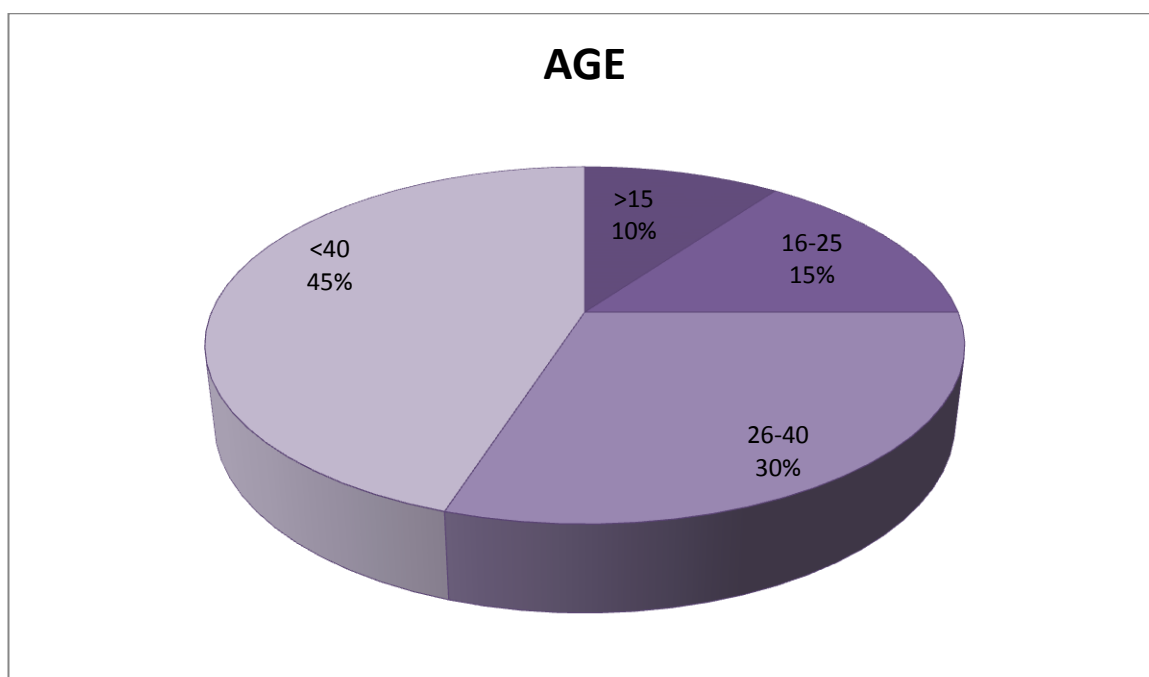
questionnaires were also excluded. This left us with 100 appropriate questionnaires to analysis. Again, these were grouped according to age, gender and store visit.

Then, Microsoft office Excel was used to analysis the date obtained through the questionnaires.

Qualitative questionnaire has been 20 people and had planned to interview more people outside the province. But again, due to lack of time and other limitation only four interviews had been conducted till now. The interviews, here, were studies and fused into one, so that I could be defined, presented and understood. The interviewed people are already described above.

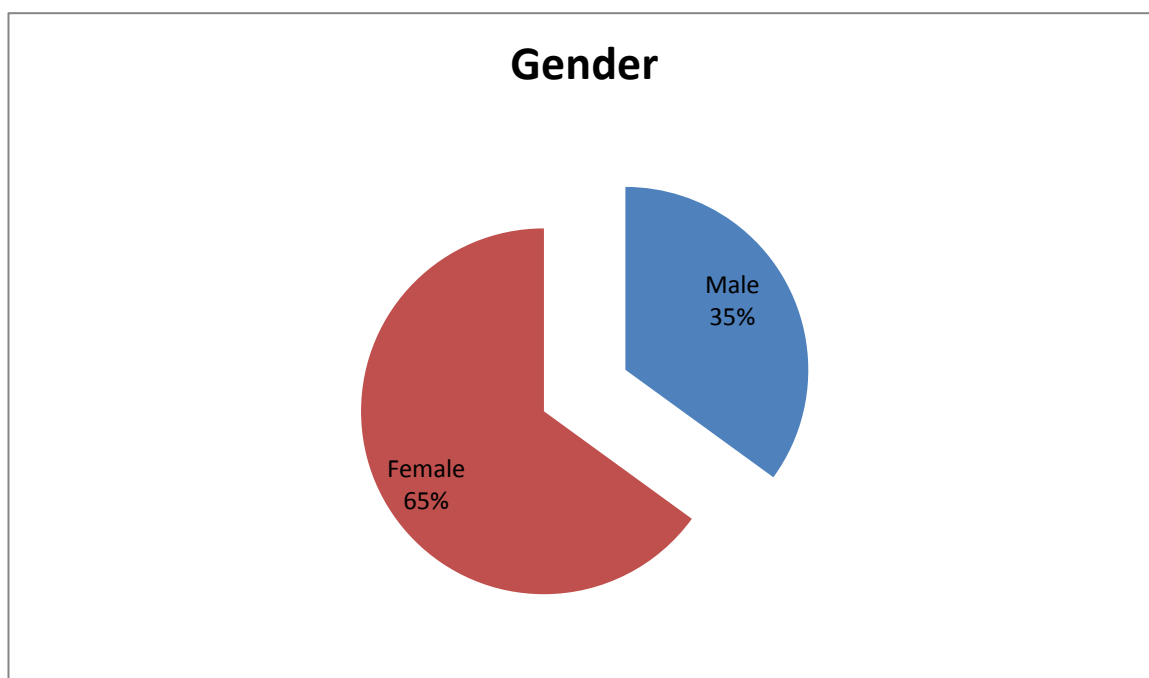
The data analysis here is described with figures. All the data obtained are showed in percentage.

**Figure 8: Respondent according to age group**



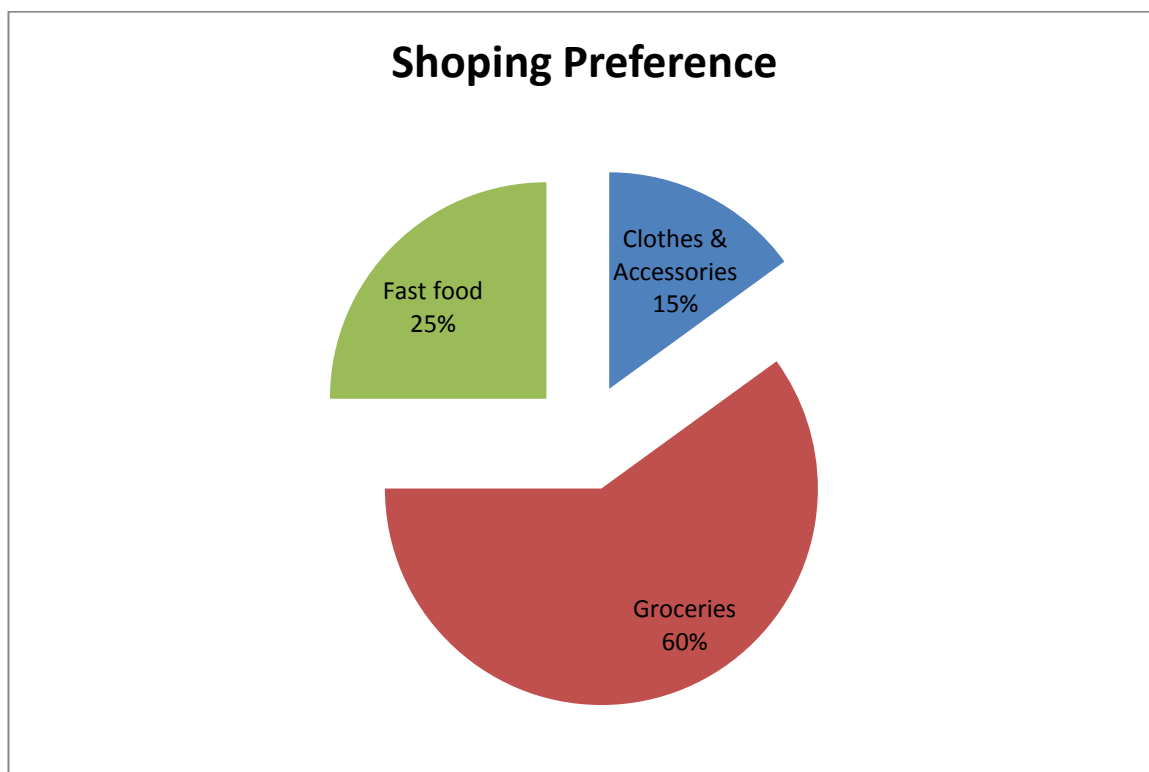
The equality in distribution was tried to be maintained. But after exclusion of many questionnaires, it was found that majority of respondent were aged from 26 to greater than 40 years old. The lowest age group people that took part in the survey were >15 years old.

**Figure 9: Respondent according to gender**



The figure shows gender wise distribution of response obtained. It was found that most of the respondents were female.

**Figure 10 Respondent according to shopping preference**



As we can see, in the figure, groceries shopping dominated the shopping preference chart.

**Figure 11: Need of Home Delivery system respondent**

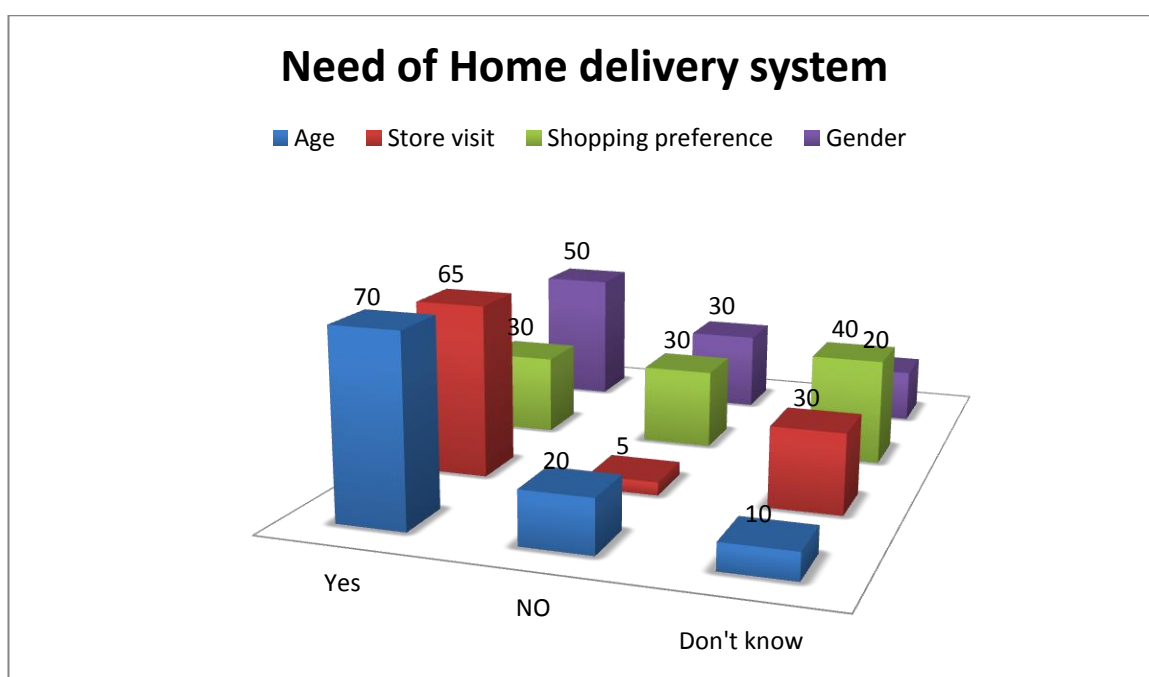




Figure 10 shows the distribution of respondent divided through age, gender, shopping preference and store visit categories. As we can observe, among all the categories, need for home delivery system was felt whereas, most of them also didn't have any opinion about it.

### **8.7 Result of Data Analysis**

As we analysed the data obtained through different sources that people would prefer a home delivery system. People in mid and old age, they would prefer groceries to be delivered to their home more than other items. Same could be said for adult or people from 16-25 aged people. Teenagers and also adult people would like fast food to be delivered to them more frequently than not. Also, some out of lot were not sure about the system.

It could be safe to say that people will appreciate the home delivery system when introduced. One needs to have patience because it might take longer time to be recognized.

## 9 Conclusion and Recommendation

### 9.1 Conclusion

People are constantly busy and have less time every day. People need and want to have everything within their grasp so that to make things simpler, effective and easier. In Finland, weather is another factor. It is cold and dark for almost eight months a year. People prefer to stay inside and warm. No one can blame them.

It is quite noticeable there are lots of old aged people, who can still walk but hardly, are live alone. People live longer and stay healthier in Finland because of their diet and excellent medical condition. But they won't be same for all of their lives, at least not all of them.

Mid age people are working and taking care of the family together, especially the mother of the house. She do the house chores, work and also goes shopping, most of them. They are busy all the time and have no time to spend over themselves or have a peaceful time with her family.

The teenagers and adult do what they want when they want. They listen and don't listen to their parents or families. Most of them are playing videos all the time with others are busy on internet.

Especially, when people are drunk, they don't want to stay outside for long in the cold. Also, they don't want to cook the next morning.

Adding all these together, it can be said that if you have a system that you do things for you which are important as working, then think it will work. People will appreciate if groceries or food is bought to their door step. Beside, food and groceries, people can also exchange instant greeting cards, letters and gifts. Also, they will have more option to choose from. And if they want they can still go out.

## **9.2 Recommendation**

The most important component of home delivery system or any other product or service is to have patience. If you have patience, then there is nothing that can and will stop you from succeeding. Why patience is a major factor? It is because home delivery system is a small scale business. The current is small but big enough for the business to be recognized and appreciated.

Another thing that must be done is better research with the community. One should study the purchasing behaviour and pattern of the customers as well as the selling behaviour and pattern of the stores. Once the study is done, it will be easy to know and target the area where people most need the service and assistance.

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## APPENDICES

Below are the questions distributed and analyzed for the research purpose.

### APPENDIX 1. Quantitative Research Questionnaires

Development of home delivery system in South Ostrobothnia.

This survey is done for solely for development of business purpose only. Hence, the entire respondent will be anonymous. <sup>\*\*</sup>(Please kindly tick on the box)

1. Age:  >15       16 – 35       36-50       <50
  
2. Gender:       Male       Female
  
3. How often do you visit a store?  
  
 Regularly       Sometimes       Seldom
  
4. What often do you buy?  
 Clothes and other      Groceries       Fast food
  
5. What do you want a home delivery system?  
 Yes       No       Don't know

**APPENDIX 2. Qualitative Research Questionnaires**

These are interview question, ask with the potentials customer, buyer and seller.  
These are also kept anonymous.

1. How many people visit the store daily
2. How could this be improved?
3. What do you think about home delivery system?
4. Will it be useful? Why?
5. Will it improve the store sales? How?