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START-UP ASIAN RESTAURANT BUSINESS PLAN IN HELSINKI

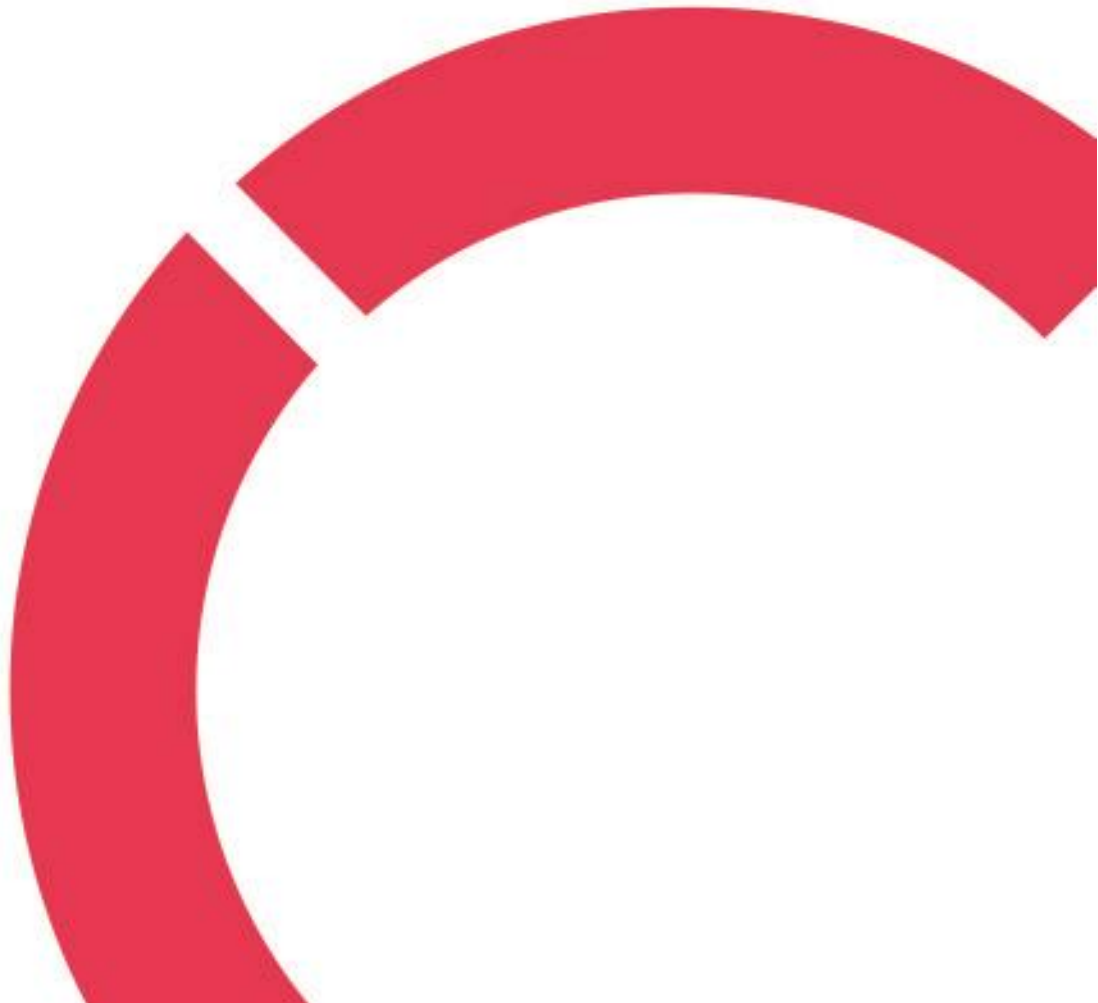
A South Asian Restaurant in Helsinki

Thesis

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ABSTRACT

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Name of thesis START-UP ASIAN RESTAURANT BUSINESS PLAN IN HELSINKI. A South Asian Restaurant in Helsinki		
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<p>This thesis aimed to determine whether or not it would be feasible to open a South Asian restaurant in Helsinki, taking into consideration the level of interest and demand that customers have for South Asian cuisine. There is a strong demand for authentic South Asian cuisine, as indicated by a survey that was conducted across a variety of demographics. Sixty percent of respondents expressed a desire to try this culinary style.</p> <p>The most important findings showed that people have a taste for upscale dining, food that is both nutritional and sustainable, and an atmosphere that is warm and inviting. Consequently, this suggested that the mix of fine dining and informal dining may result in a more comfortable and varied selection of options for customers to choose from. Additional responses brought to light the significance of marketing techniques and the critical role that community-building activities play in the process of increasing brand loyalty.</p> <p>The findings of this study indicated that prospective investors may notice a developing interest in multicultural cuisine in Helsinki. This highlights the importance of having a diverse menu and providing a dining experience that is culturally enriched.</p>		

<p>Key words Business development plan, Financial performance, Profitability, Promotional Strategy, Restaurant</p>

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1 INTRODUCTION

According to Chevy (2024), the capacity of Asian cuisine to vividly showcase the different cultural origins and customs of its respective locations is one of the reasons for the popularity of Asian food in countries outside of Asia. These many kinds of dishes each have their own distinctive flavour which arguably, makes them more interesting to the taste buds. The increased availability of unique ingredients from Asia has led to the development of traditional dishes from around the world that have been imbued with Asian flavours of their own. Furthermore, vegan and vegetarian options are becoming more popular in the food business. On the other hand, this is not an unusual trend in Asia, as Asia provides nutritious traditional dishes and creatively produces alternatives to meat-based cuisines utilising plant-derived elements. Consequently, the Asian restaurant industry has proliferated globally, satisfying palates with an extensive array of culinary selections that are certain to please (Gandhi, 2022). To a certain extent, Asian cuisine is well-known all over the world due to the fact that it has a long history of cooking and distinctive flavours where individuals from all around the world express their appreciation for the vast assortment of Asian cuisine that is available from. When compared to the robust and spicy flavours of Southeast Asian cuisine, the East Asian cuisine is characterized by its softness and sophistication. Helsinki, a popular tourist destination, is excellent for introducing authentic Asian food (Uusiheimo, 2024, 3). This research primarily intends to analyze the market, rivals, and company clients to establish the corporate plan's profitability and success.

It is possible that Helsinki, which is experiencing a renaissance in Asian cuisine and a mature culinary scene, may not fail to attract an authentic fine dining restaurant from Asia. Since the city admires new cuisine and seeks unique experiences, in spite of having a potential to success delivering the objective, to ensure that a business of this nature remains profitable and successful, it is necessary to possess a comprehensive understanding of the local market dynamics, competitive environment, and specific consumer preferences in Helsinki. Consequently, the research that will be conducted in order to develop a business plan will focus on the strategic positioning of an Asian restaurant in Helsinki among its competitors in order to achieve long-term success.

1.1 Aims and Objectives of the Study

The main objective of this paper is to outline the development of a thorough business plan for an Asian restaurant in Helsinki with a specific focus on ensuring its profitability and success.

The objective of the study is to assess the requirements of the local market of Helsinki that will ensure its profitability and success.

1.2 Research Questions

The research questions for the study that the study is to find out what are the requirements of the local market of Helsinki that will ensure its profitability and success?

2 BUSINESS PLAN MODEL AND THEORETICAL FRAMEWORK

It is impossible to overestimate the importance of formal planning when it comes to the process of producing a business plan, particularly when it comes to making strategic decisions in an environment that is highly competitive. This section of the study intends to evaluate, identify and determine the efficacy of the frameworks and the models that will be used to justify the proposed business plan for the Asian restaurant in Helsinki.

According to Steiner (2010, 6), some businesses that engage in formal planning are of the opinion that there is an increase in both growth and earnings. When the development process reaches a certain point, the planning process should have already stabilized and should always be ahead of the development. In this manner, the development process will be more streamlined, the cost will be reduced, and the time to market will be reduced (Rares, 2018, 2). Researchers from a variety of institutions have investigated the connection that exists between formal planning and the components of the strategic decision-making process in large companies.

Baird et al., (2017, 26) proposed that formal planning systems improve decision-making processes by fostering innovation and new ways of thinking about the future. This suggests that formal planning systems are beneficial. The purpose of strategic planning is to make an effort to anticipate and prepare for all possible outcomes, through the use of abstraction, and to take into consideration the complexities and dynamics of the environment.

According to Kraus (2007), the primary benefit of strategic planning is that it enhances the ability to anticipate potential future scenarios and variations. According to the conventional understanding of planning, it involves the deliberate actions of official individuals who create plans that result in public investments, while also implementing those plans by constructing buildings and other physical infrastructure. The process of formal planning is included in a number of different planning procedures in various areas. These actors are responsible for the planning of a wide variety of services, which include cultural facilities like libraries, sporting facilities like football grounds and ice-skating centres, and technology infrastructure like broadband (Syssner, 2018, 2). When it comes to running a business, it is absolutely necessary to have a detailed and efficient business plan that takes into account the specific requirements of the food industry. Two of the most important concepts in this field are the business model canvas, which was developed by (Osterwalder and Pigneur, 2010, 6), and the business model proposal, which was developed by Hamel in the year 2000. Hamel takes a holistic approach, concentrating on their core strategy, strategic resources, value network, and customer interface. This is

the four areas that they are concentrating on. A restaurant's goal, means of difference, critical resources, interactions with customers, and partnerships are all important factors that need to be carefully considered in order to establish a robust and sustainable business model in the food industry (Hamel, 2000).

In this paper, the Business Model Canvas and Hamel's Framework will be discussed, which will highlight that the entrepreneurs have the ability to construct a comprehensive and workable business plan for their new Asian restaurant by integrating Hamel's framework with the Business Model Canvas template. These are the structures which aid users to explain about corporation purpose, distinctive tactics, vital resources, income streams and expense structures. This information here will make easier to managing the challenges and opportunities that are relation in restaurant operations. Using these models, restaurants can mitigate risk and put themselves in a position for long term success when planning their food businesses. There are also other business frameworks and models that can help company develop more effective plans. Only two business model frameworks have reached the masses Hamel in 2000 and a decade later Osterwalder & Pigneur with Business Model Canvas (Hamel, 2000).

2.1 Hamel’s Business Model

According to Eckert (2017), the Business Model developed by Hamel places an emphasis on the significance of innovation and strategic differentiation in the process of developing a competitive advantage. The model implies that successful businesses are those that challenge standard business methods in order to create new value and change the bounds of the market.

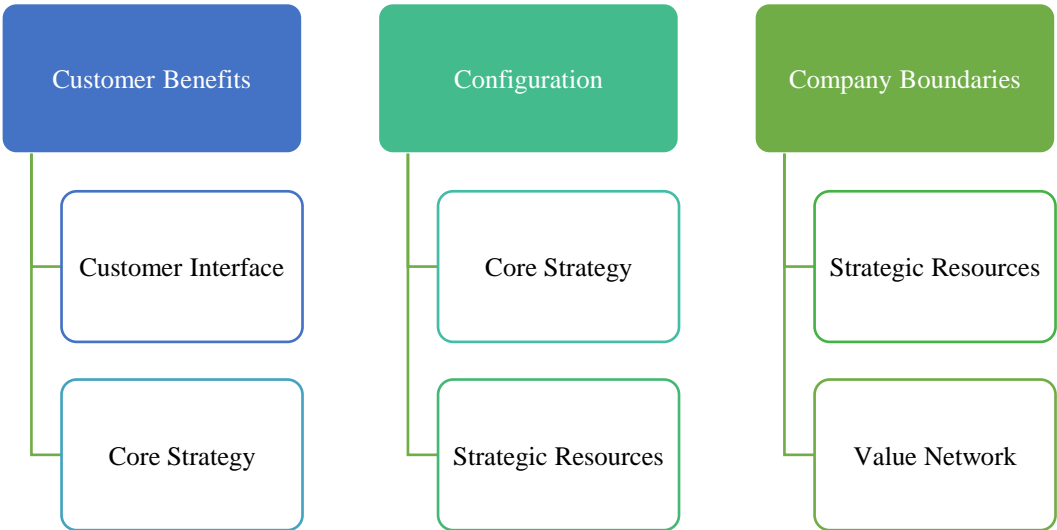


FIGURE 1. Hamel's Business Model (adapted from Eckert, 2017, 13)

2.1.1 Key Components of Hamel's Model

Core Strategy: The restaurant's core strategy is to provide customers with a unique dining experience by preparing and presenting cuisine that is authentically sourced from India, Bangladesh, and Pakistan. The ability of the restaurant to combine traditional Asian cuisine with contemporary innovations helps to highlight the restaurant's distinctive place within Helsinki's varied cultural scene. Within a market that already contains more than forty Asian restaurants, this strategic approach guarantees that the restaurant will stand out from the crowd and provide consumers with an experience that is unmatched in the eating industry (Lindgren & Rasmussen 2022, 44).

Strategic Resources: Expertise in Asian cuisine, access to ingredients of a high quality, and the ability to properly run a kitchen are some of the strategic resources that the restaurant possesses. It is possible for the restaurant to keep the authenticity and quality of its offers, which are essential for attracting and retaining consumers, by engaging skilled chefs who are well-versed in traditional cooking methods and by sourcing items of the highest quality.

Customer Interface: A key part of Hamel's Business Model is the customer interaction (Lindgren, and Rasmussen 2022, 43). The restaurant wants to provide excellent customer service by customizing meals and creating a warm atmosphere that showcases the variety of Asian cooking styles. Focusing on making customers happy is meant to build a loyal customer base and make the place a top choice for dining in Helsinki.

Value Network: In order to guarantee a consistent supply of fresh, high-quality foods, the restaurant's value network may include the formation of agreements with Asian food distributors and local farmers. Additionally, the restaurant's reputation and performance in the Helsinki market will be further enhanced as a result of these ties, which are crucial for the restaurant to maintain its commitment to authenticity and quality.

2.1.2 Application of Hamel's Model in Modern Business

Using Hamel's Business Model to the strategic plan for the restaurant that the thesis intends to identify the profitability reveals an analysis of how innovation, improved resources management, customer experience, and teamwork may support the unique positioning of the restaurant in the industry of Helsinki. This strategy will clearly help it to leverage its main approach, provide an unmatched South Asian eating experience, and therefore set itself out in Helsinki's competitive market (Lindgren, and Rasmussen 2022, 43). While a customer interaction orientation helps to emphasize the focus on unique dining experiences, competencies are those strategic resources—that is, competent chefs and genuine ingredients ensuring the quality and authenticity of every meal. And the supports authenticity and reliability by means of local producers and suppliers, therefore fully matching Hamel's focus on novelty and value creation in the corporate model.

2.1.3 Advantages and Limitations of Hamel's Business Model

Hamel's Business Model is based on a framework that mainly prioritizes innovation and strategic differentiation, both of which are necessary for market leadership in a country like Finland. Focusing on core strategy, strategic resources, customer interaction, and value network would allow the restaurant to increase customer loyalty and market presence in Helsinki. The strategy priorities customer interaction, providing customer-focused services to ensure repeat business; a value network thus provides a long-term foundation for the restaurant's exceptional offerings (Lindgren, and Rasmussen 2022, 43).

Nonetheless, despite these improvements, Hamel's method has several limits. Initially, such an investment takes significant resources: highly experienced individuals and premium components, which may be difficult to pay for many new businesses. It can also be said that to remain relevant in a quickly expanding market like Helsinki's, the company's model must be adaptable enough to accept shifting consumer tastes and competitors' developments. Excessive reliance on strategic connections within the value network increases the danger of supply chain interruptions, which may have an impact on the restaurant's authenticity and quality.

2.2 Osterwalder and Pigneur's Business Model

According to McFarlane (2017, 2), while Osterwalder (2004, 6) contributed to a deeper and more comprehensive understanding of business models, the business and management literature had already acknowledged and used the notion across a wide range of industries, including both manufacturing and service-oriented businesses. Osterwalder was the one who popularised the idea, which went beyond the simplistic notions of business models. He also demonstrated how businesses could use the Business Model Canvas to address critical questions concerning the capture, creation, and delivery of value within a global competitive landscape that is both complex and highly integrated.

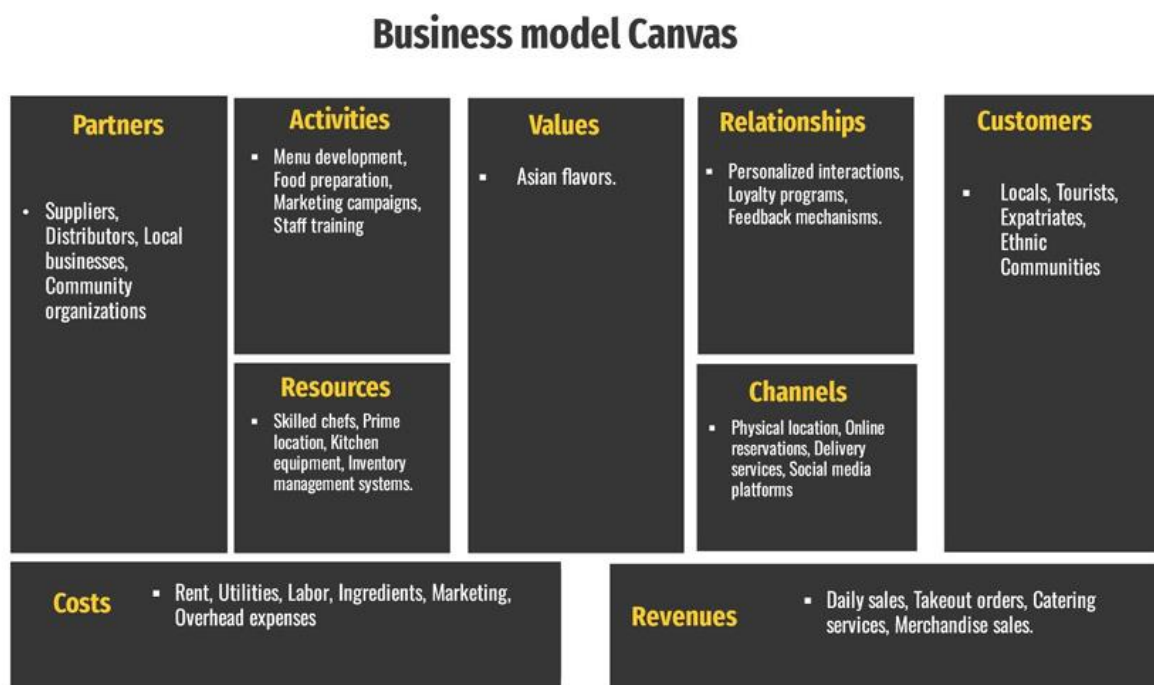


FIGURE 2. Business Canvas Model for the Recommended Asian Restaurant

2.2.1 Business Model Canvas

Value Proposition: A warm and pleasant atmosphere with authentic Indian, Bangladeshi, and Pakistani cuisine make the restaurant stand out. This unique dining experience, high-quality ingredients, and excellent service distinguish the restaurant from other Helsinki Asian restaurants. Helsinki has around

40 Asian restaurants, but our restaurant will blend classic flavors with modern innovations to appeal to both familiar and experimental palates.

Customer Segments: The restaurant targets locals, visitors, expatriates, and Helsinki ethnic groups. Each group wants a unique eating experience that reflects their culture and introduces new delicacies. The restaurant caters to true Asian food lovers who want a comfortable and unique eating experience.

Channels: The restaurant will reach customers through its central Helsinki location, online reservation system, and social media presence. Customers who prefer home eating will also receive delivery. These channels improve the restaurant's accessibility and audience reach.

Customer Relationships: Strong customer relationships will be prioritized (Osterwalder, and Pigneur, 2002, 53) as customer loyalty is increased by greeting regulars by name and remembering their preferences. To improve the dining experience, the restaurant will integrate loyalty programs and actively solicit input through questionnaires and online reviews. This method will build community and repeat business.

Revenue Streams: The restaurant will make profits in a number of different ways, such as through daily eating in, takeout orders, and event catering. Additionally, there may be ways to make money by selling branded items like custom spice mixes or cookbooks that show off the restaurant's unique way of cooking. This variety will help keep income stable and help the business grow.

Key Resources: A premium location in the City Center of Helsinki, professional Asian chefs with a dual expertise, high-end kitchen appliances and an effective inventory management give rise to the desired success factors for any restaurant. These are tools will help the restaurant to keep its service and quality standards high.

Key Activities: The restaurant must develop a menu that combines traditional and contemporary Asian cuisine, prepare exceptional dishes that are unique and not well-known in the area, strategically pro-

mote their business to attract customers and encourage them to stay through marketing initiatives rather than depending only on word-of-mouth. Sustained staff training is essential as providing excellent service will contribute to longer tenure, much like well cooked pasta. The imperative of these activities in the operation of a restaurant cannot be underestimated.

Key Partners: The restaurant will form partnerships with local businesses that can help promote each other, suppliers of fresh, high-quality ingredients, and community groups that can help the restaurant become more well-known and improve its image. These partnerships are very important for making sure that the restaurant has a steady supply line and fits in with the local community.

Cost Structure: Rent, energy, labour, food, and advertising will all be part of the restaurant's cost structure. To keep up the high standards of operation, money will also need to be spent on kitchen equipment, methods for keeping track of inventory, and staff training. Cost management will be very important if the business want to make money and provide a great eating experience (Osterwalder, and Pigneur 2011, 62).

2.2.2 Real-World Applications of Osterwalder's Model

The restaurant's understanding of strategy through the application of Osterwalder's Business Model Canvas is crucial for specifying each element required to meet market demands and ensure sustainable profitability for the business which the thesis intends to justify. The restaurant's value proposition, which is to offer authentic Indian, Bangladeshi, and Pakistani cuisine in a hospitable environment, distinguishes it from competitors in the market. To maximize outreach, it is essential to first categorize clients, including local inhabitants, visitors, and expatriates. Subsequently, it is essential to efficiently engage various client categories via a channel, including a central location, online ordering, and delivery processes. It achieves this by emphasizing client relationships and fostering recurring revenue through loyalty programs and personalized service experiences. Moreover, resilience funding is derived from multiple economic streams. The enterprise is significantly dependent on its location, the proficiency of its chefs, and the use of advanced equipment. The principal activities are worker training and the development of unique menu items. The business also intends to establish local contacts and adopt a precisely devised cost strategy to ensure local expenses are aligned. It provides a frame-

work for a strategy that effectively meets consumer expectations, competes successfully with other enterprises, and adapts to evolving market conditions which helps to facilitate the alignment of restaurant operations in the said industry.

3 BUSINESS PLAN DEVELOPMENT

In this chapter, a comprehensive business plan will be provided after analyzing the market, food demand of the south Asian cuisine in the regions of Helsinki along with providing an internal and external analysis to strategize and develop an appropriate business plan.

3.1 Market Analysis

In order to evaluate the organization's financial performance and the ability to sustain in the market of Helsinki, it is necessary to have a comprehensive grasp of the market in which the activities will be developed before beginning the process of establishing a firm. During the current phase of the research, an evaluation of the culinary culture of Helsinki and the South Asian culinary perception, the necessity of a particular cuisine and the Asian cuisine in the selected region will be carried out, along with an analysis of the opportunities and threats associated with these aspects. The food culture of Helsinki and the potential influence of the South Asian cuisine will be compared in the light of the restaurant industry in Finland.

3.1.1 Food Culture in Helsinki

According to Boyer et al., (2011), Helsinki's cuisine culture reflects its unique combination of tradition and modernity. Traditional Finnish cuisine is based on local products, seasonal production, and ecological practices, which the city's culinary scene values. Finnish cuisine includes "Karjalanpiirakka" (Karelian pasty) and "Kalakukko" (fish-filled bread), which reflect the region's history and culture (What to Eat in Helsinki: A Foodie's Guide to Satisfy Your Palate, 2024, 3). According to Katja (2016, 17), English and French cuisine are popular throughout Northern Europe, but Finnish cuisine is overlooked due to its historical ties to Sweden and Russia, as well as its association with lakes, forests, and seasonal changes. Nonetheless, the climate, environment, and seasonal resources such as wild berries, mushrooms, and fish have given Finnish cuisine its own character which automatically tends to get connected with the people and their lifestyle. In Finland, winter brings powerful meat casseroles and pickled vegetables; spring brings game meat, fresh vegetables, and rhubarb; summer brings grilled dishes, ripe strawberries, and herring; and autumn brings crayfish feasts and sumptuous food. Karelian pasties and sour cream indicate Eastern influences on Finnish cuisine, whilst roasted meats and sweet pastries symbolise Western influences. Milk is an essential ingredient in many recipes. Finland is the

world's leading coffee drinker. Cheese bread, potato pasties, and mämmi, a traditional Finnish dish of pork or fish, potatoes, and rye bread, are all part of the festival menu.

Due to its diversified population and cosmopolitan setting, Helsinki's food culture is more open to various cuisines. The city is a melting pot of cuisine, with inhabitants and tourists craving worldwide delicacies. Residents' curiosity in trying new foods has increased demand for ethnic cuisines, notably Asian cuisine. This has allowed diverse cuisines to thrive alongside Finnish mainstays. Helsinki is perfect for presenting true Asian food due to its love of authenticity, quality, and creativity. Indian, Bangladeshi, and Pakistani cuisines suit local tastes with their rich, diversified flavours (Hilton, 2004, 16). These cuisines satisfy Finnish cravings for robust, rich meals and add variety to Helsinki's dynamic food scene. In this cultural setting, a restaurant selling authentic Indian, Bangladeshi, and Pakistani food may appeal to Helsinki foodies. A restaurant that combines traditional Asian dishes with Finnish customers' high quality and sustainability criteria might stand out in the city's competitive food industry.

3.1.2 Demand for Asian Food in Helsinki

According to Matikainen (2015), Helsinki's diversified population and thriving food scene have increased Asian food demand. Helsinki is an attraction for traditional and inventive Asian cuisine with over 40 restaurants. Chinese, Japanese, Thai, Vietnamese, Indian, Bangladeshi, and Pakistani cuisines have shaped the local food culture, giving locals and tourists a diverse taste experience. Several causes make Asian food popular in Helsinki. Asian restaurants are in high demand due to the city's heterogeneous population, including more international students and expatriates.

Matikainen (2015) additionally pointed out that, the Helsinki health-conscious trend matches the fresh, balanced, and savoury nature of many Asian cuisines, making them a good choice for individuals seeking taste and nutrition. Asian cuisine may also accommodate a variety of tastes and circumstances, from street food to upscale dining. Fusion meals that combine Asian flavours with Finnish ingredients have been popular, as have Chicken Tikka Masala, Chole Bhature, and Bhuna Khichuri. A new Asian restaurant in Helsinki serving real Indian, Bangladeshi, and Pakistani dishes is timely. This city centre restaurant will combine classic flavor with modern cuisine (Tellström et al., 2006, 34). The restaurant is sure to attract Helsinki foodies looking for South Asian cuisine due to the city's big hunger for variety and authentic Asian food.

3.2 Competitor Analysis

For the purpose of delivering customer pleasure and addressing market gaps, it is essential to conduct an analysis and evaluation of competitors who have the ability to grab the market position based on particular criteria. With the help of this component of the study, the final company plan will be able to formulate strategies that will aid in the reduction of risks by capitalizing on chances while simultaneously maintaining its strengths over the long term.

3.2.1 SWOT

This section of the study will focus on doing a SWOT analysis of the Asian industrial culture in Helsinki. The emphasis will be on identifying areas that require improvement in order to achieve success in the business, as well as addressing potential risks to mitigate uncertainties.

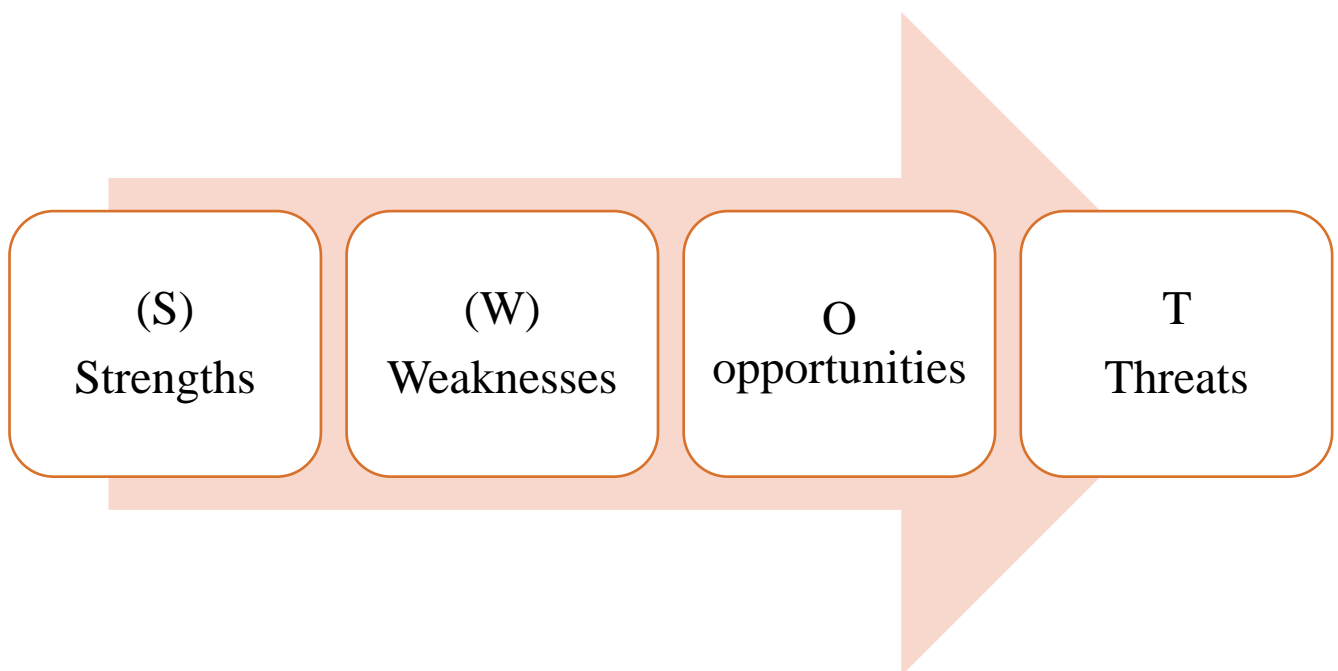


FIGURE 3. A framework of SWOT analysis

Strengths

According to (Dragoi, and Tatosian (2011, 19),

- The new restaurant can take advantage of Helsinki's wide range of Asian food by serving authentic flavours of Indian, Bangladeshi, and Pakistani cuisine and ambience, which can get an exposure to this untapped dining experience of the city.

- Since the restaurant is in the busy City Centre of Helsinki, so it has as the potential to have lot of foot traffic which can be tapped by both locals and tourists.
- People in Helsinki who are mostly conscious about their health and the environment of the restaurants that focus on using fresh, high-quality products can be a potential target segment for the new business in achieving the estimated profitability.

Weaknesses

According to (Dragoi, and Tatosian (2011),

- It can be hard for a new Asian restaurant to stand out in Helsinki because there are already a lot of well-known rivals with potential customer base.
- Understanding and adapting to local preferences and tastes might be difficult at the initial phase of the business, especially when introducing new cuisine to the Finnish palette.
- High operational expenditures, including rents and salaries in Helsinki's excellent sites can also put a strain on profitability of the business.

Opportunities

According to (Dragoi, and Tatosian (2011, 17),

- As the number of expats in Helsinki grows and Asian food becomes more famous, there is a chance to serve a wider range of people.
- Profiting from the shift toward healthy eating, the restaurant can market itself as a place that serves healthy, well-balanced meals, attracting customers who care about their health.
- Fusion dishes that mix South Asian flavours with traditional Finnish food could bring in a wider range of customers, including those who like to try new things when they eat.

Threats

According to (Dragoi, and Tatosian (2011, 15),

- Asian restaurants with a lot of experience in the industry in attracting customers like Ravintola Mountain and Tokyo Street Helsinki can be a considerable threat for the new business. Competitors with strong brand recognition and loyal customer groups can cut into the market share.
- Changes in the economy of Finland can also affect how much people spend in such lifestyle which could also make them less likely to eat out.
- Competitors could make the restaurant less popular if it does not adapt its menu to local tastes or if it doesn't do a good job of showing how real its food is.

3.2.2 Porter's Five Forces

In this section of the thesis showing in figure 4, porter's five forces will be used in identifying the factors if the restaurant industry in Helsinki that have the potential to affect the new Asian restaurant's success in the long run.

The threat of new entrants: Restaurants in Helsinki have a moderate admission barrier. New restaurants are encouraged by the growing demand for varied culinary experiences, despite the high initial investment required to open one, especially in the city centre. However, established brands and client devotion to Asian eateries hinder newcomers (Makhmudov, 2023). Though competition will be fierce, the new restaurant's concentration on authentic Indian, Bangladeshi, and Pakistani dishes gives it an edge.

Bargaining power of buyers: Due to the abundance of dining options that are accessible in Helsinki, particularly in the Asian cuisine sector, customers have a great deal of leverage when it comes to conducting negotiations. When it comes to price, quality, and overall dining experience, they are able to quickly choose between different places (Shi et al., 2021). For the purpose of attracting and retaining consumers, the new restaurant needs to differentiate itself by providing a unique dining experience, authentic Flavours, and superior taste.



FIGURE 4. Framework of Porter's five forces

Bargaining power of suppliers: Restaurant suppliers in Helsinki have moderate bargaining strength. For authentic Asian food, the restaurant needs good ingredients. Imported spices and specialty ingredients have a strong market, but the restaurant must maintain good supplier ties to assure quality and competitive price. Although several Asian ingredient providers minimize their power, a constant supply of high-quality products is vital (Makhmudov, 2023, 14).

Threat of substitute products or services: When it comes to the dining market in Helsinki, the competition from replacements is fierce. Customers have various options available to them because there are a large number of restaurants serving Asian food as well as other international cuisines. In addition, the proliferation of meal delivery services makes it simpler for clients to decide whether they would rather eat at home or at a restaurant (Shi et al., 2021, 33). In order to protect itself from this danger, the new restaurant needs to concentrate on providing customers with a dining experience that is one of a kind and unforgettable, one that cannot be simply recreated by rivals or by home-cooked meals.

Intensity of competitive rivalry: Over forty Asian restaurants in Helsinki each offer a diverse selection of cuisines, which results in a fierce degree of competition in the Asian restaurant market in Helsinki. A strong brand identity that resonates with customers who are looking for real and high-quality Asian food is necessary for the new restaurant to stand out from the competition (Makhmu-dov, 2023). The restaurant's unique selling proposition (USP) is authentic meals from India, Bangladesh, and Pakistan. It is possible for the restaurant to establish itself as a key player in Helsinki's thriving food scene if it carves out a place for itself and regularly delivers on the promise it makes. The competition will be stiff.

3.2.3 Unique Selling Point (USP)

As seen in Figure 5, It is the new restaurant's sole concentration on authentic cuisine from India, Bangladesh, and Pakistan that serves as its Unique Selling Proposition (USP). An area of expertise that Helsinki's varied culinary landscape could benefit from increased emphasis on, in comparison to other eateries throughout the city. While Helsinki is abundant with establishments offering South Asian food, only a small number of them possess the expertise to prepare the intricate and multifaceted variations within this category of meals. The restaurant has always upheld its commitment to employing traditional culinary methods and preparation processes, using the finest spices directly imported from Kerala, there-fore guaranteeing an authenticity in the eating experience that is unmatched by any com-

petitor. Furthermore, the huge and varied menu includes both traditional favorites as well as modern interpretations adopt a fusion cuisine meant to satisfy even the most discriminating taste receptors. For gourmands seeking real taste and sommelier quality cuisine as well as for aficionados of fine dining. Travellers keen to try new tastes will find attraction in a distinctive cultural and gastronomic experience combining celebration of the history of Indian, Bangladeshi, and Pakistani cuisine as those locally produced. This will help the restaurant to stand out from an already very competitive market of eateries around Helsinki.

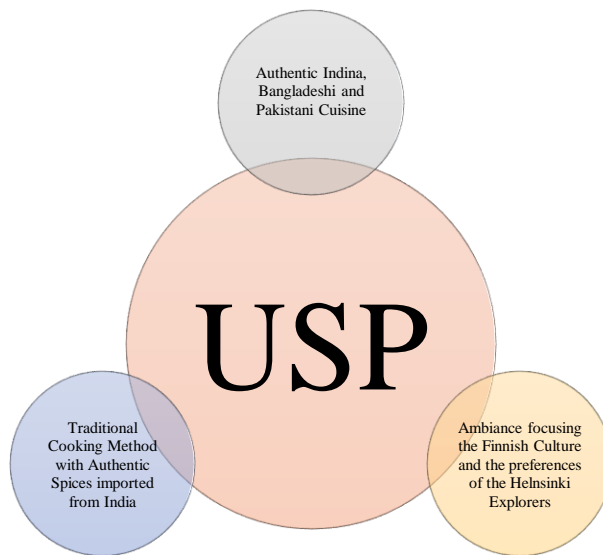


FIGURE 5. USP formulated for the suggested South Asian Restaurant

3.3 Overview of the Opening Process

This section will cover the detailed opening procedure for the Asian restaurant that the paper intends to construct in Helsinki with the goal of reaching profitability. This section will follow the examination of the business opportunities and potential that was presented in the previous chapters. The examination of the operations of the human resource department, the marketing efforts, and the financial performances will be used to illustrate this.

3.3.1 Human Resource Plan and Implementation

Assembling a capable and motivated staff to deliver quality service that will preserve the high degree of reputation that the restaurant intends to establish in the industry is the main goal of the restaurant's human resource plan. This implementation plan is a strategy for recruiting, training, and retaining employees for the restaurant business with an aim to meet with all the human requirements. This strategy also includes a number of different aspects, including those pertaining to recruitment, training and development, staff retention, and performance reviews.

Recruitment and Selection

The selection and recruitment process will give preference to candidates with relevant work experience in the hospitality industry, especially those who are well-versed in South Asian cuisine. An experienced chef with a specialty in Indian, Bangladeshi, and Pakistani cuisine, together with kitchen help, waiters, and a manager for the front desk, are the main individuals needed. Staff members will undergo a thorough screening process to guarantee they are well-versed in both technical aspects and customer service in order to provide guests with an unforgettable dining experience.

Training and Development

Programs for ongoing education will be designed to cover customer service, safety and hygiene, and culinary arts. Key ways of stressing authenticity will be especially training for cooks and kitchen assistants in the use of traditional practices of preparation and ingredient utilization. The front-of-house employees will be taught to let patrons recognize and value the cuisine, therefore presenting the special value proposition of the restaurant.

Performance Evaluation

A comprehensive performance evaluation system will be instituted to ensure that employee activities align with the restaurant's stated standards of quality and service. Additionally, the regular assessments will serve as an effective mechanism for identifying areas requiring improvement, strengths, and other training needs. Customer feedback, operational efficiency, compliance with quality standards, and collaboration will delineate the performance metrics.

3.3.2 Marketing Plan and Implementation

The purpose of this component of the study is to highlight an expected market plan that includes the campaigns that will assist in the retention of customers, as well as the creation of brand visibility and the existence of the products.

3.3.3 Marketing Mix



FIGURE 6. Marketing Mix Framework for a business development plan

Product: Traditional meals from Pakistan, Bangladesh, and India will be included on the restaurant's menu, which will be authentic and diverse throughout its offerings. In addition to a variety of appetizers, main meals, desserts, and beverages, this also offers options that are suitable for vegetarians and people who follow gluten-free diets. The emphasis will be on employing high-quality, fresh ingredients and traditional cooking methods to achieve flavour authenticity and richness.

Price: The prices will be set so that they reflect the high quality of the food while still being competitive in the Helsinki market. Items on the menu will be priced to appeal to both middle-class and wealthy eaters. Deals and value meals will also be available to attract customers on a budget. There may be a tiered pricing system where standard dishes are priced moderately and specialty things are priced higher.

Placement: The restaurant will be in the City Center of Helsinki, which was picked because it has a lot of foot traffic and is easy to get to. The site will be carefully chosen to appeal to both locals and tourists, which will increase visibility and customer flow. The style of the interior design will be South Asian, making it a warm and welcoming space that goes well with meals.

Promotion: There will be more than one way to promote, using both standard and digital marketing methods. Being active on social media sites like Instagram, Facebook, and Twitter to interact with possible customers and share news about the restaurant. People who are interested in South Asian food will be the focus of paid advertising efforts on these platforms. To communicate with a greater number of individuals through the use of local journals, newspapers, and culinary guides. In order to attract people's attention, you should post flyer and posters in places like hotels, offices, and popular tourist locations. Through the production of media events, the dissemination of press releases, and the collaboration with local celebrities, we are able to generate excitement for the launch of the restaurant as well as for ongoing marketing activities. One strategy that can help you attract more attention and increase your credibility is to organize tastings for food bloggers and critics. SAT terms account for twenty-five percent of the total number of words.

3.3.4 Marketing Campaigns

The campaign will generate excitement both prior to and during the launch of the restaurant. The multi-channel strategy has involved getting in touch with the community, as well as using social media and local media. Utilize social media to generate excitement by establishing a countdown, publishing menu teasers that include photographs of the preparations being made behind the scenes, and so on. Work with local food bloggers and social media influencer to provide them with an early taste of the restaurant and to provide reviews that are based on firsthand experience. This will help you build your reach and reputation. It is planned to distribute press releases in order to garner a significant amount of media coverage, including newspapers, magazines, and food guides. It is planned to schedule interviews as well as feature articles. The grand opening will have a ribbon-cutting ceremony, discounts, and free samples, and it will also be attended by local celebrities, influencers, and culinary reviewers. Participants will be asked to attend. It is possible to secure a large number of early visits by offering discounts on the first meal or the first month's package. When the business first opens its doors, marketing methods will be essential for attracting new consumers and keeping existing ones. There will be discounts on vacations and local occasions, such as summer festivals or Christmas, as well as themed

foods that will be offered as promotions. For the purpose of retaining customers, a loyalty program will be implemented. By participating in this program, repeat customers will receive points for each meal that they purchase. These points can be redeemed for discounts or free meals. Participating in local events, sponsoring community activities, and arranging cultural events like cooking lessons or tasting sessions will strengthen community relationships. To boost exposure and engagement, customers will be encouraged to write about their dining experiences on social media using branded hashtags, with the best postings displayed on the restaurant's social media sites.

Positioning

The restaurant will try to become the best place in Helsinki to get real Indian, Bangladeshi, and Pakistani food. The restaurant wants to stand out in a crowded market by providing a unique eating experience that mixes classic tastes with new technologies. It will serve both locals and guests who want to eat in a real, high-quality South Asian restaurant. The positioning will be shown through a mix of unique menu items, a unique culture atmosphere, and top-notch customer service.

TABLE 2. Marketing campaign plan

<p>Positioning</p>	<p>The restaurant will try to become the best place in Helsinki to get real Indian, Bangladeshi, and Pakistani food. The restaurant wants to stand out in a crowded market by providing a unique eating experience that mixes classic tastes with new technologies. It will serve both locals and guests who want to eat in a real, high-quality South Asian restaurant. The positioning will be shown through a mix of unique menu items, a unique culture atmosphere, and top-notch customer service.</p>
<p>Branding</p>	<ul style="list-style-type: none"> • The name will reflect the warmth and quality of South Asian food and hospitality. Its logo, color scheme, and other design elements will blend traditional South Asian style with modern elegance. • The business will be built around honesty, quality, and new ideas. These ideals will be upheld by using only the best ingredients, sticking to old-fashioned cooking methods, and making sure that every meal is an unforgettable experience. • The restaurant will communicate in a friendly, knowledgeable way that shows it loves South Asian food and culture. In

	marketing documents and conversations with customers, the restaurant will stress its unique offerings and dedication to being the best.
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3.3.5 Year Clock for the Marketing

The Year Clock for Marketing shows a planned way to do marketing activities all year long to keep people interested and bring more people to the restaurant. The first big campaign of the year will be a high-impact Initial Launch Campaign meant to get people excited about the business and make it known. After the store opens, the first three months will be spent using holiday deals like New Year's and Valentine's Day deals to bring in early customers. A focus on spring activities and Mother's Day sales will be incorporated into marketing efforts during the second quarter, along with the addition of local gatherings to attract more attention. Over the course of this summer, themed promotions that are based on local events and holiday specials will make eating outside the primary focus. As the fall season draws near, the marketing efforts will be directed toward foods that are associated with the fall season as well as the preparation of Halloween and Thanksgiving. Festivities commemorating the end of the year, Christmas specials, and New Year's Eve festivities are scheduled to take place throughout the final three months of the year. The holiday season will be concluded with marketing and sales that are centered around the holiday season. As a means of maintaining customer loyalty and securing their position in the market, the restaurant will implement continuous loyalty programs and participate in community activities. These activities will assist promote brand loyalty on a quarterly basis.

3.4 Financial Plan and Forecasting

A 3-year plan for the restaurant with its estimated financial performance and forecasting is illustrated below:

TABLE 3. Start-Up Cost (Estimated)

Category	Cost (EUR)
Renovations	20000
Kitchen Equipment	25000
Furniture and Decor	15000
Initial Inventory	10000
Marketing & Branding	5000
Miscellaneous	3000

TABLE 4. Monthly Cost (Estimated)

Category	Cost (EUR)
Rent	4000
Utilities	800
Salaries	10000
Marketing	1500
Food & Beverage Costs	7500
Miscellaneous	1000

TABLE 5. Break-even Analysis

Description	Value
Fixed Costs (Monthly)	17300
Variable Costs (as % of Revenue)	30
Break-Even Sales Revenue (Monthly)	24714

TABLE 6. Financial Summary (Estimated)

Year	Annual Revenue (EUR)	Annual Expenses (EUR)	Annual Profit (EUR)
1	300000	297600	2400
2	345000	330120	14880
3	396750	379638	17112

4 RESEARCH APPROACH

A quantitative approach will be utilized for the majority of the study. This is because the analysis of prospective customers' tastes, attitudes, and expectations for a new restaurant in Helsinki that serves authentic cuisine from India, Bangladesh, and Pakistan gives only quantitative data. This is the reason why this is the approach that the thesis intends to follow. A quantitative method offers statistical analysis, which makes it easier to gain precise insights into the preferences of customers and the levels of demand in the local market. Through the design of the study to be quantitative and measurable, this will ensure that the insights gathered are valid for the purpose of making informed business decisions and planning. The survey will be used as the primary source of the information which will capture the consumer mindset and preference. For the secondary sources, journals, articles, industry insights and reports, blogs, and other internet journals have been used to justify the research aims and objectives. Since the thesis intends to identify the profitability, there the direct influence of the consumer is captured using the survey.

4.1 Quantitative Research Method

For the purpose of gathering exact and measurable data from prospective customers regarding their dining habits, preferences, and expectations for a new South Asian restaurant in Helsinki, this study employs a quantitative research methodology that makes use of a structured survey. The primary goals of the survey will be to gather information about the customers and to conduct an analysis of the prospective demand in the Helsinki market.

From the population that is being targeted, a group of 25 people who are either residents of Helsinki or visitors to the city will be questioned. Alternatively, they should have an interest in learning knowledge about authentic dishes from India, Bangladesh, and Pakistan. They should have prior exposure with South Asian cuisine. As a result, it is possible to show a broad demographic of individuals who are most likely to frequent the restaurant, which increases the relevance and dependability of the data that was acquired.

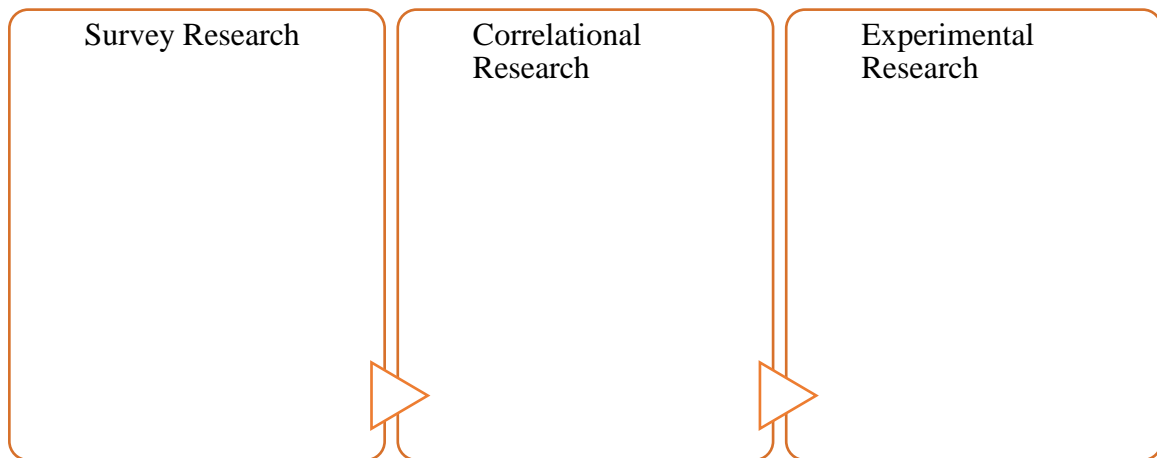


FIGURE 7. Survey Research used in Quantitative Methodology

As a result of this survey, individuals are prompted to indicate the type of South Asian cuisine or flavors that they prefer. This will be helpful in determining the types of food or flavour profiles that are most appealing to the customers the business is trying to attract. According to Luzano (2024), the purpose of this survey question is to investigate the expectations of authenticity in order to ascertain whether or not customers appreciate traditional cuisines and ways of preparation from specific South Asian countries. Taking into consideration the level of interest in fusion or modernized South Asian cuisine, it was determined that there is a potential for enthusiasm for new and contemporary options in addition to conventional choices on the menu. It is helpful in identifying the suitable services to provide by doing an analysis of the frequency with which customers dine out as well as their preference for using delivery services or dine-in services. In order to assist the pricing strategy in aligning with the budgets of consumers while yet retaining profitability, this poll evaluates the participants' willingness to pay within a particular price range. When it comes to establishing a setting that increases the authenticity and charm of the dining experience, the elements of ambiance and cultural features are vital components.

There is a correlation between the frequency of a customer's return and the quality and authenticity of the meal, which provides insights into the potential for customer loyalty and the commercial viability of the firm over the long term (Henline-Hall, 2024). The survey included multiple-choice questions,

ratings on a Likert scale for preference or satisfaction levels, and ranking questions, all of which were used to document the diversity of client preferences. This standardized technique makes quantifiable analysis easier to perform, which in turn makes it possible to conduct statistical analysis on each response in order to find patterns and trends. The achievement of results is essential to the development of operational and marketing strategies that successfully create, design, and price the restaurant's offerings, as well as cultivate an atmosphere that stimulates customer engagement. When business strategies are grounded in data, it will ensure that the market strategy of the restaurant is closely aligned with the preferences of the audience that it is supposed to attract.

4.2 Data Analysis

By employing charts and statistical tools, the data analysis will provide an illustration of the interpretation of the survey results, so providing a visual representation of the preferences and expectations of the clientele. Important indications, such as the average customer satisfaction scores, the frequency of preferred eating choices, and evaluations on the significance of authenticity, will be collected as a result of this. There are many different parts of the business development strategy, and each survey question offers insights that are pertinent to those aspects. Regarding the genuineness of one's culinary preferences, the decisions that are made about the design of the menu and the acquisition of ingredients will be supported by data that indicates the preference of customers for authentic Indian, Bangladeshi, or Pakistani flavors. The atmosphere and the cultural representation will shed light on the essential features of interior design and the cultural components that are required to improve the dining experience at the restaurant. The information that was obtained will be helpful in establishing restaurant prices, ensuring that they are both profitable and competitive. The quality of the food and service will be the determining factor in the likelihood of repeat patronage, which will in turn anticipate prospective revenue streams and customer loyalty.

The findings, which will be presented in the form of charts and graphs, will make it possible for the organization to immediately incorporate the input of the customer into the development strategy's components that can be put into action. As a consequence of this, it will ensure that the restaurant's offers are in significant accordance with the expectations of customers in Helsinki. This method not only bolsters the initial firm strategy, but it also lays the groundwork for continuous improvement and flexibility to the ever-changing tastes of customers over the course of time.

5 EVALUATION AND DISCUSSION

This chapter will provide an interpretation of the survey results in order to arrive at a conclusion that is meaningful and that supports the purposes and objectives of the thesis. Following that, an emphasis will be placed on the primary findings in order to provide recommendations for the business plan that are founded on the preferences of customers.

5.1 Interpretation of the Survey

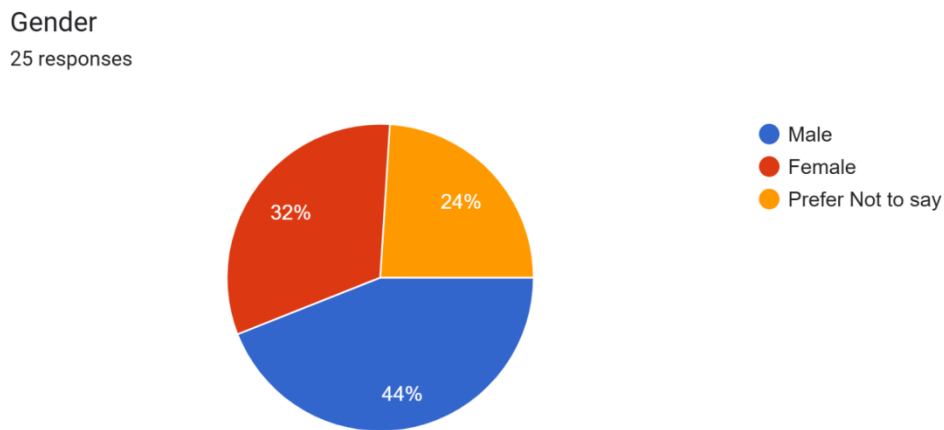


FIGURE 8. Demographic portfolio of the respondents for gender

With 44% men and 32% women among the surveyed participants, the pie chart below shows their gender distribution. Such demographic is helpful in that it implies relatively well-rounded interest in South Asian cuisine across gender lines and could thus suggest that both male and female audiences in Helsinki are possible clients for the new restaurant. Their involvement also revealed some awareness of Helsinki's gastronomic scene but concurrently a passion in many, real South Asian tastes which will help to justify the research aim.

Age
25 responses

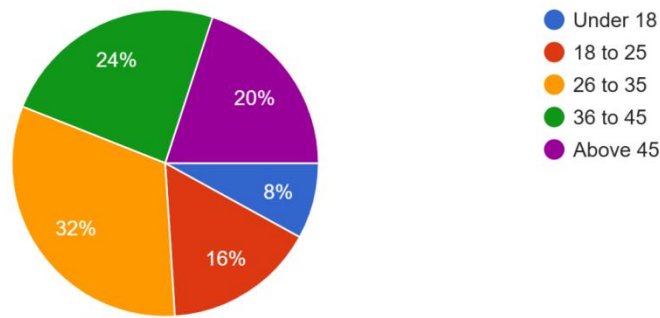


FIGURE 9. Demographic portfolio of the respondents for age

Of the respondents, most (32%), fall between the age range of 26 to 35 years; 24% fall between the age range of 36 to 45 years; and 20% fall between the age range of over 45 years old with just a very tiny proportion being within the age range of 18% to 18. This suggests that the people have significant background to spent money in dine in experience or the type of pricing the company wishes to communicate for their designed menu to guarantee profitability.

How frequently do you dine out at restaurants?
25 responses

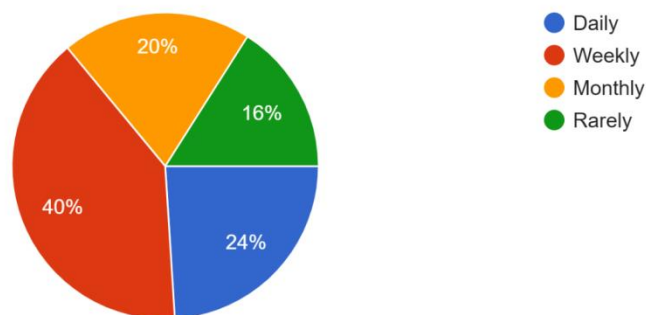


FIGURE 10. Frequent visits in the restaurant of the respondents

40% of those who participated in the survey prefer going out for a meal at a restaurant on a weekly basis, 24% dining out on a daily basis, and 20% dining out on a monthly basis. This suggests that there is the potential for the company to increase the demand for its cuisines, as individuals who frequently

dine out may be interested in exploring new meal options that are both more affordable and more innovative.

How familiar are you with South Asian cuisines like Indian, Bangladeshi, or Pakistani?

25 responses

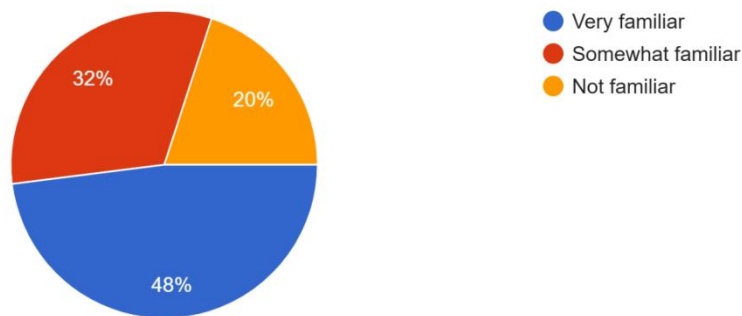


FIGURE 11. Familiarity of the South Asian Cuisines of the respondents

The survey indicates that 48% of respondents are knowledgeable with South Asian cuisines, specifically Indian, Bangladeshi, and Pakistani meals, while an additional 32% possess a moderate familiarity with these culinary types. This suggests that if the restaurant effectively presents its authentic South Asian cuisine, it might potentially attract and keep this customer, as there is a substantial baseline of interest and awareness. The "somewhat familiar" figures indicate the potential to acquire additional clients with effective marketing and promotion that highlights the uniqueness and heritage of their product. This is a restaurant business plan aimed at enhancing brand awareness and, consequently, client patronage in the Helsinki food industry.

How interested are you in trying new international cuisines?
25 responses

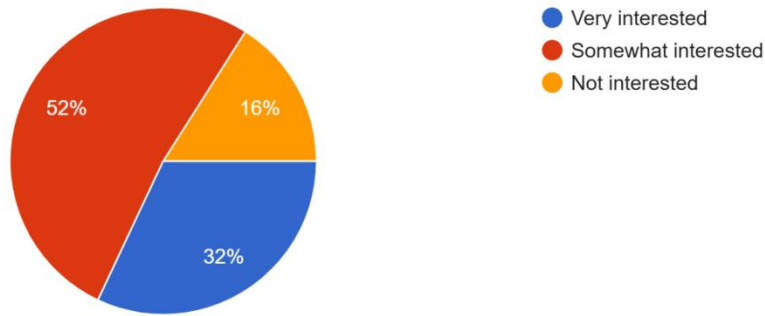


FIGURE 12. Interested in trying out new international cuisines of the respondents

The study indicates that 52% of respondents express a desire to explore new international cuisines, demonstrating a propensity towards diverse flavors and culinary experiences. While few genuinely embody authenticity, the traditional flavors of Indian, Bangladeshi, and Pakistani cuisine are plentiful in Helsinki's South Asian culinary offerings. This unique blend will fill a significant gap in the Helsinki market and provide the restaurant an opportunity to distinguish itself by delivering an authentic and comprehensive South Asian experience. The restaurant's brand reputation, the fulfillment of the local food market's demand for novelty, and the assurance of customer loyalty in a highly competitive landscape may all hinge on this comparative advantage.

What do you value most when choosing a restaurant? (Select up to 3)
25 responses

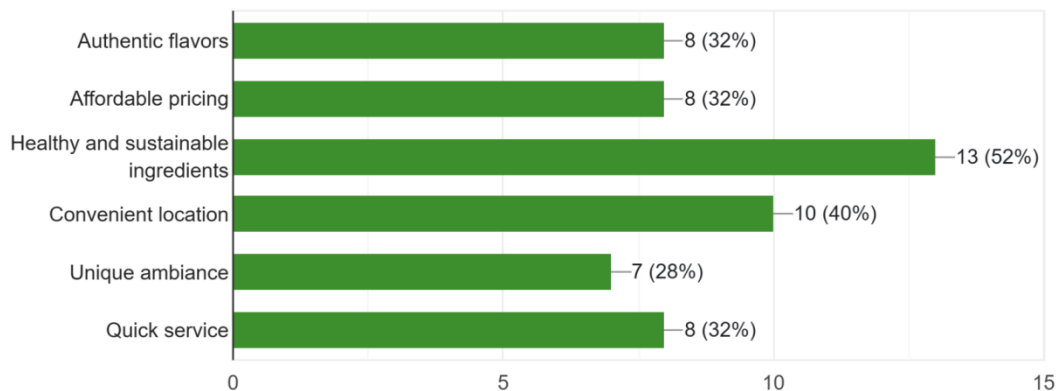


FIGURE 13. Preference of the feature in terms of selecting a restaurant of the respondents

52% of respondents responded that their restaurant selection will be influenced by the utilization of healthy and sustainable food, while forty percent cited the importance of a convenient location. Surveying consumers to identify the restaurant attributes they value most Thirty-two percent of respondents indicated a preference for prompt service, fair pricing, and authentic flavors; twenty-eight percent cited ambiance. This guidance emphasizes critical aspects for aligning company strategy with premium raw materials and sustainable sourcing, a strategically located and accessible site, and authentic flavors: These flavors directly address the primary values and aspirations of the market, so establishing a robust foundation for profitability strategies inside the business development framework.

What price range do you typically spend per person at restaurants in Helsinki?

25 responses

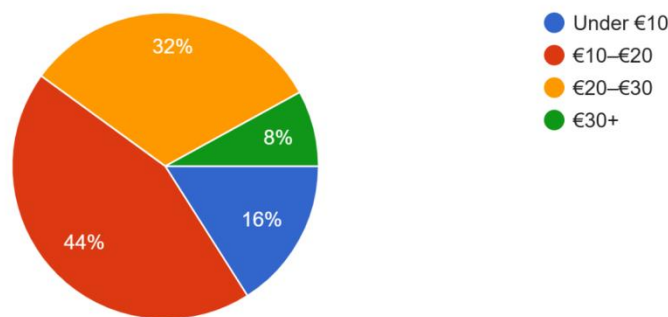


FIGURE 14. Preferred price range in the restaurant of the respondents

The pie chart indicates that 32% of respondents like to spend between 20 and 30 Euros, whereas 44% favor expenditures ranging from 10 to 20 Euros when dining in restaurants. A answer of 16% indicated that this group prefers to maintain the per-meal expenditure below 10 Euros. This clientele is really intriguing. This underscores the necessity for a pricing strategy that caters to diverse budgetary tastes, achieving an optimal equilibrium between affordability and quality, so attracting a broad clientele with differing dining budgets in Helsinki.

How likely are you to dine at a restaurant focused on authentic South Asian flavors if it opens in Helsinki?

25 responses

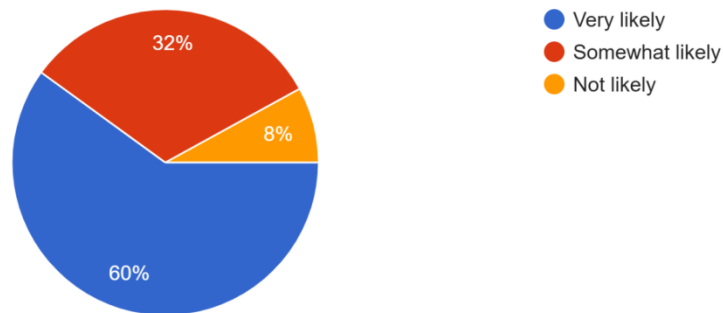


FIGURE 15. Likely to visit the new South Asian restaurant of the respondents

If a restaurant with this kind of menu opens in Helsinki, 60% of respondents would like to sample South Asian cuisine. USP opening in Helsinki also exhibit this trend. Another thirty-two percent exhibited a reasonable degree of curiosity; so, this presents a chance to attract this group with well-chosen and compelling advertising campaigns. The fact that these patrons show a moderate level of interest indicates the possibilities for more creative marketing campaigns to highlight the real restaurant with its special cultural experience that might make them frequent visitors.

What type of dining experience do you prefer?

25 responses

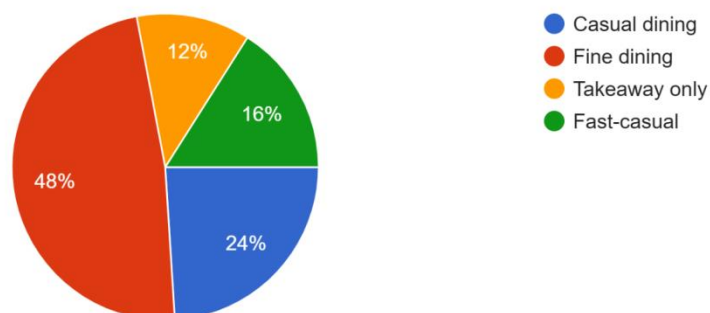


FIGURE 16. Preferred dine in experience of the respondents

The pie chart shows that, 48% of respondents indicate a preference for fine dining; 24% prefer a casual eating atmosphere; 16% favor fast-casual options; and only 12% express a desire for takeaway meals.

This indicates that while there is substantial demand for sophisticated dining, individuals also exhibit strong interest in casual environments. In the highly competitive Helsinki market, the limited preference for takeaway suggests that a restaurant's inviting atmosphere is essential for enhancing brand awareness and fostering customer loyalty.

5.2 Assessment of Success and Failure

Majority of respondents to the study indicated that they would like to try South Asian cuisine, indicating that there is a substantial interest in South Asian cuisine among residents of Helsinki. There is a demand for good dining, which is expressed by 48% of people; nevertheless, the actual performance of restaurants must be in line with this demand. According to the data, there is a market that is ready to receive a restaurant that is strategically located: forty percent of people eat out on a regular basis, and forty-eight percent are familiar with South Asian cuisine. If the actual performance is in line with the demand that was expected, then success is anticipated. An additional factor that may contribute to a restaurant's failure is its inability to deliver quality and atmosphere that are in accordance with the preferences of customers.

5.3 Comparison Between Actual Performance and Estimated Performance

TABLE 7. Analysis of the actual and estimated performance

Key Performance Indicator	Survey Result	Estimated Demand	Assessment
Interest in South Asian Cuisine	60% desire to try	High potential demand	Positive potential for customer attraction
Preference for Fine Dining	48% prefer fine dining	Significant market segment	High expectation for quality and service
Frequency of Dining Out	40% weekly	Indication of frequent diners	Suggests potential for consistent patronage
Knowledge of South Asian Cuisine	48% knowledgeable	Informed customer base	Opportunity to engage knowledgeable consumers
Expected Quality and Atmosphere	High expectations	Align with consumer preferences	Critical for maintaining customer satisfaction and loyalty

5.4 Business and Marketing Strategies

The restaurant would be able to increase the number of customers it serves by combining formal dining with casual dining, which would be beneficial for the establishment. By placing an emphasis on South Asian authenticity in flavor and making use of sustainable and nutritious foods, fifty-two percent of individuals who value those characteristics will be drawn to the brand. With the intention of ensuring that customers remain loyal, strategic marketing campaigns will place an emphasis on the genuine cultural dining experience and a restaurant that is dedicated to excellence. This will appeal to the 32 percent of respondents who claimed to have just a moderate level of familiarity with the establishment. The restaurants would be able to attract a larger variety of consumers if they increased their brand recognition through the use of social media and in collaboration with local food influencers.

5.5 Recommendations for Improvement

The next set of measures will assist the restaurant in fulfilling the requirements of its clientele and enhancing overall performance in the competitive Helsinki environment:

- The restaurant ought to include a diverse menu encompassing fine dining, casual, and fast-casual options. Consequently, the restaurant will be equipped to cater to the dining preferences highlighted in the survey, wherein 48% of participants expressed a preference for fine dining venues. The audience's preferences for a refined experience, a casual lunch, or a rapid meal necessitate a diverse array of culinary genres to expand the clientele base.
- It is essential to cultivate a congenial and culturally enriching environment. An appealing venue that reflects South Asian culture will enhance the dining experience, making dine-in more desirable than takeaway. This may encompass music and decor to enhance guests' recollection of their visit and immerse them in the cultural experience.
- It is also considered to develop a versatile pricing strategy that accommodates the diverse budgetary choices shown in this survey. There should be options across various cost tiers for budget-

conscious individuals, as 32% are willing to spend between 20-30 Euros, while an additional 44% prefer to remain under the 10-20-euro range. This ensures quality access at a competitive price, hence attracting a significantly larger consumer base.

- Engaging events and advertising targeting the local populace could significantly enhance brand loyalty and encourage repeat business. Cooking lessons, culinary festivities, or cultural events provide patrons with an initial encounter with South Asian culture, thereby fostering a deeper connection to the restaurant. Such projects will benefit the business while simultaneously demonstrating involvement in community activities.
- Continuous assessment of client satisfaction and the identification of areas necessitating ongoing improvement can be achieved through feedback systems.

Feedback may be obtained through surveys, suggestion boxes, or online reviews. By soliciting and responding to consumer feedback, the restaurant may intentionally modify its offerings and services to ensure it remains attuned to client preferences and desires. The iterative process will maintain high consumer satisfaction and commitment, so creating a feedback loop that ensures the business's long-term existence. Incorporating these recommendations into its business plan will enable the restaurant to effectively address client demand and thrive within the expanding culinary landscape of Helsinki.

6 CONCLUSION

In the course of the study into the possibility of creating a South Asian restaurant in Helsinki, it became apparent that the city's culinary environment possesses a great potential. The results of the survey showing that people are interested in South Asian cuisine indicate that people have a wide variety of interests, which leads to a significant propensity to go to new locations. The data reveal that a considerable majority of the respondents possessed a fundamental understanding of South Asian cuisine. This is despite the fact that they expressed desire in authentic flavors and creative concepts simultaneously. Having access to a good atmosphere, having food alternatives that are both nutritional and sustainable, and having a pleasant atmosphere are the key elements that influence restaurant choosing. Based on the replies received, it appears that an exceptional restaurant must not only provide its customers with a wide variety of authentic cuisine but also create an ambiance that is conducive to dining while they are there. In this highly competitive business, the company ought to give priority to these measures in order to satisfy the preferences of customers and differentiate the restaurant from its competitors.

In conclusion, it highlights the special desire for both fine dining and informal dining, which might be addressed through the utilization of a hybrid model that attracts additional customers. There will be a close connection between cultural representation and community participation as well as smart marketing initiatives that are meant to encourage brand loyalty and additional purchases from customers. The restaurant's ability to implement a variety of pricing methods and to continuously solicit input from customers will make it easier for the establishment to adjust to the ever-changing preferences of customers and will assure the restaurant's continued success in business. The presence of a South Asian restaurant in Helsinki that is more closely connected with the demographic backdrop and market demand is a source of reassurance. Our understanding of consumer behavior in the Helsinki food sector has been improved as a result of this thesis, and stakeholders and investors who are interested in capitalizing on this one-of-a-kind gourmet potential have been supplied with insights that are applicable to their situations. In order to develop a precise strategy that improves customer happiness while simultaneously maximizing revenue for the restaurant business, it is vital to conduct additional study into the growing dining trends in Helsinki, particularly those that place an emphasis on people of different cultural backgrounds.

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APPENDIX 1

Gender

- Male
- Female

Age

- Under 18
- 18 to 25
- 26 to 35
- 36 to 45
- Above 45

How frequently do you dine out at restaurants?

- Daily
- Weekly
- Monthly
- Rarely

How familiar are you with South Asian cuisines like Indian, Bangladeshi, or Pakistani?

- Very familiar
- Somewhat familiar
- Not familiar

How interested are you in trying new international cuisines?

- Very interested
- Somewhat interested
- Not interested

What do you value most when choosing a restaurant? (Select up to 3)

- Authentic flavors
- Affordable pricing
- Healthy and sustainable ingredients
- Convenient location
- Unique ambiance
- Quick service

How important is it for you that restaurants offer vegetarian or vegan options?

- Very important
- Somewhat important
- Not important

What price range do you typically spend per person at restaurants in Helsinki?

- Under €10

- €10–€20
- €20–€30
- €30+

How likely are you to dine at a restaurant focused on authentic South Asian flavors if it opens in Helsinki?

- Very likely
- Somewhat likely
- Not likely

What type of dining experience do you prefer?

- Casual dining
- Fine dining
- Takeaway only
- Fast-casual