

Feasibility of Establishing a Vietnamese-Style Coffee Shop in Finland

Signature Drinks: Salted Cream Coffee

Abstract

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<p>The thesis examined the feasibility of launching Ca Phe Muoi Chu Long, a Vietnamese-style coffee shop, in Finland. The aim was to assess whether salted cream coffee and Vietnamese coffee culture could succeed in the Finnish specialty coffee market. The target organization was a small business seeking to expand internationally by offering culturally distinctive coffee experiences.</p> <p>The research was based on consumer behavior theory, the Business Model Canvas, and market feasibility analysis, including Porter's Five Forces. A quantitative approach was used, with data collected through a survey of 50 Finnish coffee consumers, supported by secondary sources from academic and industry literature.</p> <p>Findings showed that Finnish consumers value quality, sustainability, and unique coffee experiences. Although salted cream coffee was unfamiliar, it sparked strong interest. Preferences were influenced by price, ambiance, and cultural storytelling. The business model and financial analysis suggested potential profitability within 3–6 months, supporting the conclusion that the concept holds both cultural appeal and commercial viability in Finland.</p>		
Keywords		
Vietnamese coffee, salted cream coffee, consumer preferences, Finnish market, Porter's Five Forces, Business Model Canvas, coffee culture, market feasibility		

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1 Introduction

1.1 Background

Coffee is an essential part of Finnish culture, with Finland consistently ranking among the top coffee-consuming nations globally. Finns consume more coffee per capita than any other country, averaging approximately 12 kilograms (26.45 pounds) of coffee annually. The traditional Finnish coffee landscape has been characterized by its preference for light roasts and simple brewing techniques, primarily filter coffee, which is evident in the coffee grounds available in supermarkets. (Business Insider 2020.) However, in recent years, there has been a noticeable shift toward specialty coffee, fueled by consumer demand for unique flavors, high-quality beans, and culturally distinct brewing styles. The turnover generated from the sales of specialty coffee beans increased by 164% in 2021, indicating a growing interest in diverse and artisanal coffee experiences. (Daily Finland 2021.)

Vietnamese coffee culture is one such tradition that offers a fresh perspective on coffee preparation and consumption. Known for its bold, robusta-based brews and innovative recipes, such as “cà phê sữa đá” (iced coffee with condensed milk), Vietnamese coffee provides a flavorful and culturally rich alternative to traditional coffee markets. Among its most unique offerings is salted cream coffee (“cà phê muối”), which combines the boldness of Vietnamese coffee with a creamy, lightly salted foam layer. This beverage originated in Hue, Vietnam, in 2010 and has since gained popularity both domestically and internationally. Given the growing appreciation for specialty coffee in Finland, salted cream coffee has the potential to attract coffee enthusiasts seeking novel experiences.

The global coffee market has increasingly focused on third-wave coffee trends, emphasizing quality, traceability, and uniqueness. Research suggests that consumers are drawn to coffee products that provide experiential value, particularly those that reflect a cultural narrative or introduce novel flavors (Aalto University 2023, 5). Despite extensive studies on consumer preferences for specialty coffee, there is still a gap in research regarding Vietnamese coffee’s entry into Western markets. Salted cream coffee remains largely unexplored in international contexts, making it an intriguing subject for market analysis (Aalto University 2023, 7).

Ca Phe Muoi Chu Long, a specialty coffee shop based in Vietnam, has built its reputation on offering authentic Vietnamese coffee beverages, with salted cream coffee as its flagship product. The company’s success in Vietnam has sparked interest in expanding to international markets. Finland, with its coffee-loving population and increasing demand for special-

ty coffee, represents an ideal test market for Ca Phe Muoi Chu Long's expansion efforts. However, to ensure a successful entry, a comprehensive business plan is required to assess market potential, identify target customer segments, and develop effective marketing strategies tailored to the Finnish context (see Daily Finland 2021).

As someone with a deep appreciation for Vietnamese coffee culture and firsthand experience with Ca Phe Muoi Chu Long, I am inspired to bring its unique offerings to a global audience. This thesis represents a personal and professional endeavor to bridge cultural gaps while contributing to the company's strategic growth.

1.2 Objectives and Research Questions

The objective of the thesis is to evaluate the feasibility of establishing a Vietnamese-style coffee shop in Finland, with Ca Phe Muoi Chu Long's salted cream coffee as the signature drink. Customer needs and the market will be explored to support the evaluation. Also, the business model of the coffee shop will be created and described by using the business model canvas.

The main research question is as follows:

- What is the feasibility of establishing a Vietnamese-style coffee shop in Finland?

The sub-questions, which elaborate on the main research question, are:

- What are Finnish consumers' perceptions of Vietnamese coffee culture and salted cream coffee?
- What factors influence coffee shop preferences in Finland?
- What pricing, marketing, and branding strategies would best position Ca Phe Muoi Chu Long in the Finnish market?
- What is the market potential for salted cream coffee and other Vietnamese-style coffee beverages in Finland?

This study focuses on Finland's urban areas, such as Helsinki, Tampere, and Turku, where specialty coffee trends are most prominent. Data collection is mainly limited to quantitative methods, specifically surveys targeting Finnish coffee consumers. While the findings aim to provide actionable insights, they may not fully capture the cultural nuances and qualitative aspects of consumer behavior due to the exclusion of qualitative research methods. Therefore, some open questions are also included in the questionnaire to increase understanding of the topic.

1.3 Knowledge Base and Methods

The theoretical framework integrates consumer behavior theories, business planning models, and market feasibility analysis:

- **Consumer Behavior Theory:** To understand the factors influencing coffee preferences and purchasing decisions in Finland.
- **Business Model Canvas:** To develop a structured and sustainable business model for the new coffee shop market entry.
- **Market Feasibility Analysis Framework:** To assess demand, competition, and profitability in the Finnish coffee market.

This study adopts a quantitative approach. Primary data will be collected through a structured survey, distributed online and in-person, targeting 50-100 Finnish coffee consumers. Secondary data, such as industry reports, academic articles, and market trends, will be used to carry out the market feasibility analysis. A deductive approach will guide the study, applying established theories to evaluate the specific market conditions for Vietnamese coffee in Finland.

Structure of the Thesis

The thesis is structured into interconnected chapters, each building upon the previous to address the research questions and assess the business feasibility of launching a Vietnamese-style coffee shop in Finland. The first chapter introduces the research topic, justifies its relevance, and presents the main objectives and research questions, along with an overview of the chosen research method and limitations. Chapter two reviews the theoretical background, drawing from consumer behavior theory, the Business Model Canvas, and market feasibility analysis frameworks to provide a foundation for the business evaluation. Chapter three outlines the empirical research, which was conducted using a quantitative survey method to gather insights from Finnish coffee consumers. Chapter four presents the business plan for Ca Phe Muoi Chu Long, translating the research findings into a practical strategy that includes product positioning, branding, financial projections, and market entry planning. Chapter five discusses the results in relation to the research objectives, assesses risks, and explores implementation strategies, while chapter six concludes the study by summarizing key findings, reflecting on limitations, and offering recommendations for both business execution and future research.

2 Strategic Planning and Evaluation of Business Operations

2.1 Business Planning Framework

A well-structured business model is essential for evaluating the feasibility and sustainability of a new business venture. The Business Model Canvas (BMC), developed by Osterwalder and Pigneur, provides a strategic framework that simplifies the process of business planning by dividing it into nine essential building blocks: customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure (Osterwalder & Pigneur 2010, 14–15). This structured approach enables entrepreneurs and business developers to visualize the overall logic of how their organization intends to create, deliver, and capture value.

The BMC is particularly effective in rapidly evolving markets, where adaptability and clarity of strategy are crucial. It supports decision-making by illustrating how each component of the business interrelates, allowing planners to anticipate potential challenges and align their strategies with customer needs, market demand, and competitive dynamics. Studies have shown that using tools like the BMC can improve business performance by promoting a more systematic evaluation of market entry strategies and long-term value creation (Osterwalder & Pigneur 2010, 16–44).

Business Model Canvas

Developing a business plan is crucial for evaluating the feasibility of launching a new business concept in a competitive environment. A comprehensive business plan defines strategies related to operations, marketing, and finance, while also identifying potential risks and opportunities that could affect performance. One widely adopted framework for structuring such plans is the Business Model Canvas (BMC), developed by Osterwalder and Pigneur. The BMC simplifies complex planning processes by dividing a business into nine essential components, including customer segments, value propositions, channels, revenue streams, and key resources (Osterwalder & Pigneur 2010, 14–15). This framework allows entrepreneurs to visualize the core logic of how a company creates, delivers, and captures value.

The BMC is particularly useful in emerging or specialized markets, where adaptability and clarity are essential. Its flexibility and visual structure support strategic decision-making by enabling planners to identify interdependencies among business elements and anticipate market demands. Research has shown that the BMC contributes to improved business alignment and competitiveness, particularly for startups and ventures in the food and beverage sector, by helping them understand their customer base and refine their offerings

accordingly (Osterwalder & Pigneur 2010, 16–44). Furthermore, the BMC encourages a customer-centric mindset by emphasizing the value proposition and the mechanisms through which it is delivered. By offering a clear, structured view of operations, the BMC helps businesses align their strategic goals with consumer expectations and evolving market conditions.

To structure a business concept effectively, the Business Model Canvas (BMC) framework can be applied to map out the essential components of a business model. The BMC enables entrepreneurs and managers to visualize and organize key elements such as customer segments, value propositions, channels, customer relationships, key resources, revenue streams, and cost structure (Osterwalder & Pigneur 2010, 14–15). This model is particularly valuable in emerging and specialized markets, where clear strategy and adaptability are crucial.

Different customer segments may include specialty coffee enthusiasts, young professionals seeking new experiences, environmentally conscious consumers, and those interested in international food cultures. A strong value proposition might consist of unique beverage offerings inspired by cultural traditions, delivered with high-quality ingredients and an immersive customer experience. Businesses often deliver value through multiple channels, such as physical locations, takeaway services, digital marketing, and social media engagement.

Revenue can be generated through a variety of streams, including beverage sales, dessert pairings, branded merchandise, subscriptions, and workshops. Essential resources typically involve trained staff, authentic ingredients, appropriate equipment, location setup, and marketing assets. Strategic partnerships with suppliers, logistics providers, and marketing agencies can support operational efficiency and authenticity. The cost structure generally includes fixed and variable expenses such as rent, wages, utilities, and raw material costs, all contributing to operational sustainability and long-term scalability. Figure 1 illustrates the Business Model Canvas, which breaks down a business model into nine interconnected components.

Customer segment	Finnish Specialty coffee enthusiasts
Value Proposition	Authentic Vietnamese coffee experience
Channels	Physical shop, social media outreach, marketing collaborations.
Revenue streams	Beverage and merchandise sale
Key resources:	Specially Vietnamese coffee beans, expert barista
Key partnerships:	Coffee suppliers, marketing partners
Cost Structure	Raw materials, rent, operational expenses.

Figure 1. Business Model Canvas Framework for the new coffee shop in Finland (adapted from Osterwalder & Pigneur 2010, 14–44)

These include customer segments, such as specialty coffee consumers or experience-driven urban professionals; value propositions that emphasize uniqueness, authenticity, or product quality; and channels that range from physical retail environments to digital and social media platforms. Revenue streams are derived from core product sales, merchandise, and service-based offerings like workshops. Key resources may involve high-quality ingredients, expert personnel, or strategic locations, while key activities encompass production, customer engagement, and branding. Partnerships with suppliers, agencies, or logistics providers play a role in efficiency and brand delivery. Finally, the cost structure includes essential operating expenses such as raw materials, rent, and staffing. Visualizing these elements helps businesses align strategic goals with market demands.

SWOT analysis

Another essential tool in strategic business planning is SWOT analysis, which is used to evaluate a company's internal strengths and weaknesses alongside external opportunities and threats. This framework enables organizations to develop actionable strategies by capitalizing on their strengths and market opportunities while minimizing vulnerabilities and mitigating external risks (Kotler & Keller 2016, 50). In the context of entering new or culturally distinct markets, a SWOT analysis can guide decision-makers in identifying competitive advantages and anticipating barriers to success.

Figure 2 illustrates a general SWOT framework relevant to businesses entering the specialty coffee sector in a foreign market. Strengths may include unique cultural offerings and signature beverages that differentiate the brand. Weaknesses could involve limited brand recognition or unfamiliarity with local consumer behavior. Opportunities often emerge from trends such as rising demand for specialty coffee, consumer curiosity about global flavors, and an interest in authentic experiences. Threats may include strong local competition, market saturation, or shifting consumer preferences.



Figure 2. SWOT analysis for the new coffee shop in Finland

By mapping these factors, businesses can more effectively align their offerings with market expectations and prepare contingency plans for potential challenges.

2.2 Consumer Behavior Theory

As the global coffee market continues to evolve, understanding consumer preferences has become increasingly important for businesses aiming to expand into new markets and engage diverse customer bases. In Finland, coffee culture plays a significant role in everyday life, with consumers demonstrating high expectations regarding product quality, taste, and ethical sourcing (Solomon 2020, 245). Finnish consumers are particularly known for their appreciation of sustainability, transparency, and authenticity when selecting coffee products, often favoring brands that align with their environmental values and cultural interests.

Consumer behavior theory suggests that understanding how individuals choose, purchase, use, and dispose of products is essential for market success. In the context of coffee consumption, this includes analyzing preferences for flavor profiles, brewing methods, ethical production practices, and experiential factors associated with the consumption environment. Businesses operating in culturally distinct or quality-driven markets must align their offerings with these behavioral insights to deliver a compelling customer experience.

By identifying the key motivators behind Finnish consumers' coffee choices such as sustainability concerns, curiosity about global flavors, and loyalty to artisanal or specialty brands companies can strategically position their products to meet local expectations. Aligning product design and marketing strategies with these insights not only enhances customer satisfaction but also strengthens competitive positioning in the specialty coffee segment.

Understanding Consumer Preferences

Consumer behavior refers to how individuals choose, purchase, use, and dispose of products and services (Solomon 2020, 5). In the context of coffee consumption, understanding consumer behavior allows businesses to identify key preferences, motivations, and concerns that shape purchasing decisions. These insights include factors such as taste profiles, consumption frequency, sustainability awareness, and health-related considerations (Solomon 2020, 245–246).

Research has shown that Finnish coffee consumers value high product quality, ethical sourcing, and unique sensory experiences. As specialty coffee culture continues to grow in Finland, there is an increasing openness to global flavors and innovative beverage options. This trend presents opportunities for coffee businesses to diversify offerings and incorporate storytelling, authenticity, and cultural richness into their brand experience. Figure 3 illustrates the primary factors influencing Finnish consumers' coffee preferences and purchasing decisions. It highlights five key elements: taste preferences, sustainability concerns, cultural curiosity, quality expectations, and health and lifestyle trends.

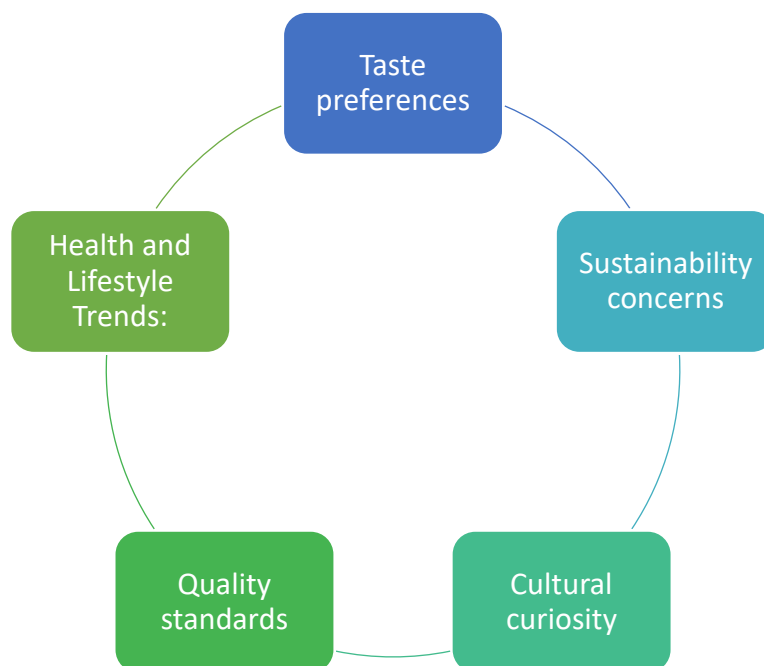


Figure 3. Key Factors Influencing Finnish Coffee Consumers (Adapted from Solomon 2010, 245-261)

Finnish consumers tend to favor smooth, light to medium roasts, though interest in stronger and more distinctive flavors is growing. Sustainability plays a central role in product evaluation, with a strong preference for ethically sourced beans and eco-conscious packaging. Consistency in quality from bean origin to preparation is essential for building consumer trust. Furthermore, Finnish consumers increasingly seek cultural narratives and global diversity in their food and beverage experiences. Health-conscious trends also influence choices, with a preference for natural ingredients and balanced indulgence. Understanding these consumer priorities enables businesses to align product development, marketing strategies, and customer experience with local expectations in a competitive specialty coffee market.

Cultural Perception and Engagement

Cultural perception plays a pivotal role in how consumers experience and engage with foreign products and services. In cross-cultural consumer behavior, the way individuals interpret and connect with a product's cultural origin can significantly influence their willingness to try and adopt it. Studies have shown that Finnish consumers are increasingly open to global influences, especially those that offer distinctive flavors, rich cultural narratives, and experiential value (Paulig Group 2024). This openness reflects a broader trend within the specialty coffee sector, where authenticity and cultural storytelling are important drivers of consumer engagement.

Engaging consumers through cultural narratives can enhance emotional connection and brand loyalty. According to consumer behavior theory, individuals are more likely to adopt products that align with their identity, values, or curiosity about other cultures (Solomon 2020, 262). Offering educational elements, such as information about preparation techniques, ingredient origins, or historical background, can enhance perceived authenticity and deepen consumer involvement. Interactive experiences—such as tastings, brewing demonstrations, and storytelling—create memorable encounters that can differentiate a brand in a saturated market. Figure 4 visualizes the relationship between cultural storytelling, interactive engagement, and consumer response in specialty coffee markets.



Figure 4. Cultural Perceptions and Engagement Opportunities

As shown in the figure, emphasizing cultural authenticity and consumer interaction can positively influence customer loyalty and perceived product value. This aligns with trends indicating a rise in demand for sustainable and ethically sourced coffee, as well as novel sensory experiences (GlobeNewswire 2024). Coffee cultures from emerging regions such as Vietnam can appeal to consumers seeking meaningful, culturally enriched alternatives to mainstream offerings (Nguyen 2019). By understanding how cultural perception and storytelling influence consumer behavior, businesses can position themselves more effectively in culturally conscious markets and create deeper emotional resonance with their target audiences.

2.3 Market Feasibility Analysis Framework and Competitive Advantage

The analysis of market demand and emerging trends is a critical element in assessing the feasibility of entering a new market. It provides a structured approach to understanding customer behavior, market size, growth potential, and external forces that may affect business operations. Evaluating demographic profiles, purchasing power, lifestyle patterns, and consumer preferences enables businesses to identify and target viable customer segments effectively (Kotler & Keller 2016, 112–114).

In addition to consumer-side analysis, understanding industry dynamics is essential for long-term competitiveness. Tools such as Porter's Five Forces framework help evaluate the intensity of competition, the threat of new entrants, the bargaining power of buyers and suppliers, and the risk posed by substitute products (Porter 2008, 80–83). This comprehensive view of the competitive landscape allows businesses to anticipate challenges and adjust their positioning accordingly. The insights derived from market demand and trend analysis serve as a foundation for strategic planning and resource allocation. When supported by visual frameworks and data-driven tools, such analysis enhances forecasting accuracy, informs marketing and pricing strategies, and ultimately supports sustainable market entry and growth.

Assessing Market Demand and Trends

Market feasibility analysis is essential for evaluating demand, competition, and profitability when entering a new market. A comprehensive feasibility study typically includes the assessment of market size, growth trends, target customer segments, competitive landscape, and financial projections (Kotler & Keller 2016, 70). This analytical approach allows businesses to identify potential opportunities and recognize possible market challenges in advance. Figure 5 highlights the main elements in assessing market feasibility, including customer demographics, growth projections, competitive benchmarking, and profit potential.

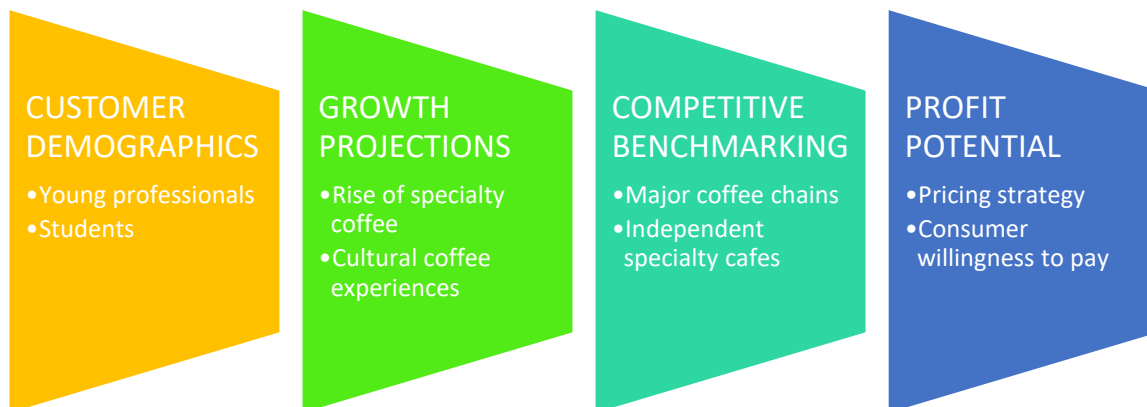


Figure 5. Market Demand and Trend Analysis Framework (Adapted from Kotler & Keller 2016, 70)

By visualizing these factors, organizations can make more informed decisions regarding market positioning and strategic planning. Each component provides critical insight into understanding how a business can align its offerings with current market dynamics and consumer expectations.

Competitive Landscape Using Porter's Five Forces

Porter's Five Forces model (Porter 2008) offers insights into the competitive dynamics of the specialty coffee market. In Finland, the threat of new entrants is relatively high due to low barriers to entry for small cafés, although strong brand positioning can reduce this risk. The bargaining power of suppliers is moderate, particularly for those offering niche or specialty beans. Meanwhile, the bargaining power of buyers is significant, as Finnish consumers have a wide range of coffee choices. The threat of substitutes, such as teas and smoothies, is also high, and market rivalry remains intense due to saturation and innovation-driven competition. These dynamics are summarized in the analysis below.



Figure 6. Porter's Five Forces Analysis for Specialty Coffee Market in Finland

The specialty coffee sector in Finland is characterized by high industry rivalry due to market saturation and the presence of numerous independent and chain cafés. The threat of new entrants remains relatively high, given the low barriers to opening small coffee businesses. Meanwhile, suppliers particularly those offering niche or specialty coffee beans—exert moderate bargaining power, while consumers maintain strong bargaining power due to the wide availability of alternatives. Substitutes such as teas, smoothies, and other café-style beverages further increase the competitive pressure. By analyzing these five forces, businesses can identify critical threats and opportunities within the industry and develop strategies that leverage differentiation, pricing, or partnerships to achieve a sustainable competitive advantage.

2.3.1 Risk Assessment and Mitigation Strategies

Launching a new coffee business in Finland entails a variety of risks, including financial, operational, and market-related challenges. A structured risk assessment is crucial to identify potential threats and outline corresponding mitigation strategies (Hubbard 2020, 57). One of the most pressing concerns is the competitive landscape, as Finland's coffee market is saturated with well-established brands. Addressing this requires differentiation through unique product offerings, cultural storytelling, and strong brand identity, aligning with Porter's emphasis on competitive positioning (Porter 2008, 80). Another significant challenge is consumer acceptance, particularly regarding unfamiliar products like salted cream coffee. To mitigate this, it is recommended to conduct preliminary market research, provide product sampling opportunities, and educate consumers about Vietnamese coffee traditions (Kotler & Armstrong 2022, 145).

Supply chain reliance is another vulnerability, given the use of imported Vietnamese coffee beans. Disruptions in logistics or international trade could lead to inventory shortages. This risk can be managed by developing relationships with multiple suppliers and maintaining a contingency stock of essential ingredients (Christopher 2016, 102). Additionally, high operational costs particularly in urban centers with elevated rent and wage structures pose a threat to profitability. Effective financial planning, pricing strategies, and lean operations will be vital for maintaining economic sustainability (Hubbard 2020, 59).

2.3.2 Legal and Regulatory Considerations

Establishing a coffee shop in Finland requires strict compliance with legal frameworks that govern business operations, food safety, and labor practices. One of the primary steps is to register the business with the Finnish Patent and Registration Office (PRH) and obtain a

valid Business ID before commencing operations (PRH 2025). Compliance with food safety regulations is mandatory and includes meeting hygiene standards and securing appropriate food handling permits issued by local health authorities.

Employment law must also be observed, requiring the company to provide fair wages, employment contracts, and ensure adherence to employee rights as outlined by national labor policies (Finnish Ministry of Economic Affairs and Employment 2025). Furthermore, the business must fulfill its tax obligations, including registration for value-added tax (VAT), accurate income reporting, and regular financial disclosures in accordance with Finnish taxation laws. Failure to comply with these regulatory requirements could result in fines or disruptions to business continuity (Finnish Tax Administration 2025).



Figure 7. Legal and Regulatory Checklist

3 Empirical Research

In order to evaluate the feasibility of introducing a Vietnamese-style coffee shop in Finland, this chapter presents the results of an empirical study conducted through a structured quantitative survey. The objective of this research is to collect relevant data on Finnish consumers' coffee-drinking habits, preferences, and perceptions of Vietnamese coffee culture, especially their interest in salted cream coffee - Ca Phe Muoi Chu Long's signature product. By employing a data driven approach, this study aims to provide clear, measurable insights that can inform product design, pricing, marketing strategy, and overall market positioning.

This chapter is structured into six main sections. It begins by explaining the research approach and data collection methods used in the study. The following sections present and analyze the market potential for Vietnamese-style coffee in Finland, key factors influencing coffee shop preferences, and consumers' pricing sensitivity and branding expectations. The chapter also outlines a business model for Ca Phe Muoi Chu Long using the Business Model Canvas framework. Lastly, it discusses consumer perceptions of Vietnamese coffee culture, identifying both opportunities and potential challenges in adapting and introducing culturally distinct products to the Finnish market.

3.1 Research Approach and Data collection

This study employs a quantitative research approach to assess the feasibility of establishing a Vietnamese-style coffee shop in Finland. Quantitative research is suitable for measuring consumer preferences and identifying market trends through structured data. The data was collected via an online survey distributed through Google Forms to Finnish residents, primarily students and young professionals in Helsinki, Turku, and Tampere. A total of 50 valid responses were gathered. The survey included both multiple-choice and Likert scale questions covering coffee consumption habits, awareness of Vietnamese coffee, pricing expectations, and preferences regarding coffee shop characteristics.

3.2 Consumer Perceptions of Vietnamese Coffee Culture

Cultural perception plays a crucial role in the adoption of international food and beverage concepts. The survey showed that although awareness of Vietnamese coffee culture in Finland is still limited, there is a strong emotional receptiveness to cultural authenticity and storytelling. Among participants unfamiliar with Vietnamese drinks, 78.6% expressed interest in learning more through visual or experiential formats. Descriptors such as "unique,"

“creative,” and “exotic” were often used to describe Vietnamese coffee when introduced through visual references and descriptions.

Despite this enthusiasm, there are also cultural barriers to consider. Some participants expressed concern that Vietnamese coffee may be “too sweet” or “strong,” pointing to a need for clear communication around customization (e.g., sugar levels, milk alternatives). Educational marketing such as workshops, tasting events, and Instagram reels can address these perceptions and foster more inclusive engagement. Overall, the findings indicate that Finnish consumers are open to new coffee cultures when introduced thoughtfully. By respecting and presenting Vietnamese traditions in a relatable and accessible manner, Ca Phe Muoi Chu Long can carve out a niche in Finland’s dynamic specialty coffee scene.

3.3 Key Factors Influencing Coffee Shop Preferences in Finland

Understanding what drives consumers to choose one coffee shop over another is critical to establishing a competitive advantage. When asked to select up to three most important factors influencing their café preferences, the majority of survey respondents prioritized coffee quality (85%), followed by price (70%), ambiance (65%), and convenient location (60%). While traditional marketing efforts often focus on promotions or pricing, these results suggest that product quality and in-store atmosphere are much more central to consumer decision-making. Interestingly, 40% of participants also highlighted cultural uniqueness as a reason to visit a new café, indicating that a distinctive offering especially one that introduces a new coffee culture can enhance brand attraction. This insight underscores the opportunity for Ca Phe Muoi Chu Long to differentiate itself by highlighting Vietnamese coffee culture not just through its drinks, but also in its interior design, music, storytelling, and service rituals. Preferences for minimalistic yet cozy spaces, soft lighting, and natural materials were noted in open comments, showing alignment with both Nordic aesthetics and the traditional ambiance of Vietnamese street cafés. This hybrid approach can build emotional resonance with local consumers.

3.4 Pricing, Marketing, and Branding Strategies for Market Entry

A successful market entry requires alignment between product value and customer expectations. In the survey, the majority of respondents indicated they are comfortable paying €4 to €5 for a specialty drink, which positions salted cream coffee well within the acceptable pricing bracket. By benchmarking against local café prices and adding a cultural “premium,” Ca Phe Muoi Chu Long can price competitively without compromising its perception as a

high-quality and novel option. From a marketing standpoint, the most attractive formats reported by respondents were storytelling and social media engagement, rather than traditional advertisements or heavy discounting. Many noted that learning about the drink's origin, its preparation process, and the people behind the business made them feel more emotionally connected. Platforms like Instagram and TikTok were cited as the most effective tools for discovering new food and beverage trends. Consequently, the café's marketing strategy should involve visually rich, authentic content such as coffee preparation videos, behind-the-scenes footage, and Vietnamese cultural snippets. Moreover, loyalty programs, student discounts, and collaboration with influencers and local food events were also favored strategies to improve engagement and encourage repeat visits.

3.5 Market Potential for Vietnamese-Style Coffee in Finland

Finland consistently ranks among the top coffee-consuming nations per capita in the world, with an average adult consuming nearly four cups per day (Statista 2025). This cultural affinity for coffee presents a promising landscape for new entrants offering distinctive value propositions. Results from the survey showed that 92.9% of respondents drink coffee either daily or several times per week, confirming the deep-rooted presence of coffee in their routines. However, beyond volume, the nature of coffee consumption in Finland is evolving, particularly among younger demographics who are increasingly drawn to specialty coffee experiences and international trends.

More than half of the respondents (54.8%) reported having tried Vietnamese coffee before, indicating a baseline familiarity that can be leveraged in future marketing. Among those who had not, interest was still high, with 66.7% expressing curiosity toward salted cream coffee when the concept was explained. On a scale of 1 to 5 measuring likelihood of trying the drink, the average score was 4.05, showing above-average willingness to explore new flavors. This finding is significant because it reveals that novelty when framed within cultural storytelling has clear appeal in the Finnish market. Combined with consumers' increasing interest in ethically sourced, experiential products (Globe news wire 2024), this suggests that Vietnamese-style coffee, and specifically salted cream coffee, has untapped potential.

4 Outputs for Ca Phe Muoi Chu Long

4.1 Business Model Canvas

The Business Model Canvas (Table 1) summarizes the strategic building blocks of Ca Phe Muoi Chu Long's operations in the Finnish market. The café's value proposition centers around delivering an authentic Vietnamese coffee experience, featuring specialty drinks like salted cream coffee that are unique in Finland. Its key customer segments are young professionals, university students, and culturally curious consumers in urban areas.

Key resources include high-quality Vietnamese robusta beans, traditional phin filters, and a cozy café space that blends Vietnamese charm with Nordic design. In the early phase, the café will be operated directly by the owner, thereby minimizing cost structure, especially in terms of salaries. Key partners include Vietnamese suppliers, Finnish dairy producers, and digital marketing collaborators. Revenue streams will primarily come from coffee sales, followed by merchandise and potential workshops or tasting events. The model supports scalability while remaining lean and cost-efficient in its foundational phase.

Table 1. Business Model Canvas for Ca Phe Muoi Chu Long

Component	Details
Key Partners	Vietnamese coffee suppliers, Finnish distributors, local coffee influencers, café equipment providers.
Key Activities	Coffee sourcing, brewing, branding, community engagement, online sales.
Value Proposition	Unique salted cream coffee, premium Vietnamese coffee experience, cultural authenticity.
Customers Relationships	Loyalty programs, interactive social media campaigns, personalized service.
Customer Segments	Young professionals, university students, specialty coffee lovers
Key Resources	High-quality coffee beans, trained baristas, prime café location, strong digital presence.

Channels	Physical café, takeaway service, social media platforms, e-commerce for coffee beans and merchandise.
Cost Structure	Rent, ingredient procurement, marketing expenses.
Revenue Streams	Coffee sales, specialty beverages, branded merchandise

This framework ensures that Ca Phe Muoi Chu Long is strategically positioned to attract and retain customers while maintaining financial sustainability. Considering the readiness of the market and the unique appeal of Vietnamese coffee, the business model for Ca Phe Muoi Chu Long is crafted to emphasize quality, authenticity, and a unique customer experience. This approach ensures the coffee shop's alignment with market demands and consumer preferences.

4.2 Business Plan

This chapter outlines the strategic business plan for launching Ca Phe Muoi Chu Long—a Vietnamese-style specialty coffee shop introducing salted cream coffee as its signature drink to the Finnish market. The plan integrates insights derived from the empirical findings in Chapter 3 and is designed to respond directly to the research questions posed in the introduction. Based on the high level of daily coffee consumption in Finland, the growing interest in culturally unique coffee experiences, and the openness to new flavors observed among young Finnish consumers, the establishment of such a coffee shop is considered not only feasible but timely.

Strategic Growth and Expansion Opportunities

After successfully establishing initial operations in Finland, the business can pursue several growth strategies to expand its market reach and strengthen its competitive position. One of the primary avenues for expansion is to open additional branches in high-traffic locations throughout Finland. This approach enables broader customer access and enhances brand visibility, thereby reinforcing consumer trust and loyalty over time (Kotler & Keller 2016, 379). Another scalable growth option is franchising, which offers the potential for rapid expansion while maintaining control over product quality and customer experience through standardized operational procedures (Kotler & Keller 2016, 380).

Beyond physical expansion, product diversification also plays a critical role in sustaining customer interest and capturing new market segments. Introducing seasonal beverages, regionally adapted items, and additional Vietnamese-inspired drinks can enrich the product portfolio and encourage repeat purchases (Solomon 2020, 382). Furthermore, leveraging e-commerce as part of the growth strategy offers significant potential. Selling branded merchandise, coffee brewing equipment, and subscription-based products via an online store not only creates an additional revenue stream but also extends the brand's presence beyond physical store locations (Kotler & Keller 2016, 512).

The integration of these strategies, geographic expansion, product innovation, and digital commerce will support the business in building a long-term competitive advantage. By diversifying its operations across multiple channels, the company can ensure adaptability and resilience in an evolving specialty coffee market.

Table 2. Strategic Growth Plan

Growth Strategies	Description
New Locations	Opening branches in major Finnish cities
Franchising	Licensing the brand to franchise partners
Menu Expansion	Adding new seasonal and signature drinks
E-commerce	Selling coffee beans and brewing kits online

Target Market and Customer Segmentation

The survey results indicated that the primary target segment comprises young professionals and students aged 20 to 35, particularly those living in urban centers such as Helsinki, Turku, and Tampere. These consumers regularly visit cafés, are interested in cultural diversity, and are responsive to experiences that combine taste, design, and storytelling. This segment also showed a high willingness to try new beverages like salted cream coffee, with an average interest score of 4 out of 5. The market is further supported by the broader Finnish coffee culture, which places a premium on daily consumption, quality, and ethical sourcing.

Products and Services

Ca Phe Muoi Chu Long will offer a curated menu of Vietnamese-style beverages, with salted cream coffee positioned as the flagship item. Other products will include egg coffee, cà phê

sữa đá (iced coffee with condensed milk), seasonal drink specials, and Vietnamese desserts. To increase engagement and educational value, the café will offer tasting flights, and merchandise such as phin filters, branded mugs, and packaged beans. These offerings directly address the observed demand for cultural authenticity and interactive experiences identified in Chapter 3.6.

Brand Identity and Marketing Strategy

The brand's identity will be built around three core pillars: authenticity, storytelling, and sensory exploration. As seen in Chapter 3.4, Finnish consumers prefer marketing that communicates meaning and value over promotional tactics. Marketing efforts will therefore center around visual storytelling through platforms like Instagram and TikTok featuring preparation videos, behind the scenes narratives, and cultural touchpoints from Vietnam. The café's interior design will reflect this identity through warm lighting, traditional motifs, Vietnamese-style seating, and decorative elements that evoke Hanoi café culture while incorporating Finnish minimalism. In addition to digital campaigns, the business will engage with local communities through collaborations with universities and cultural festivals. Loyalty programs, student discounts, and tasting events will be used to build long-term customer relationships. This multi-channel marketing strategy will help position Ca Phe Muoi Chu Long as a distinct and authentic addition to the specialty coffee landscape in Finland.

Pricing Strategy

As demonstrated in Chapter 3.4, most respondents were comfortable with a price range of €4–€5 for specialty coffee drinks. Salted cream coffee will be positioned within this range, providing both accessibility and perceived premium value. Pricing will reflect the drink's unique flavor profile, cultural appeal, and high-quality ingredients such as Vietnamese robusta beans and locally sourced dairy. Additional items like dessert pairings or merchandise will be priced to maintain profitability while encouraging bundling and upselling.

Operational plan

To reduce financial risk and ensure quality control, the café will initially be self-managed by the founder. This owner-operated model, highlighted in the financial strategy, minimizes labor costs while allowing direct interaction with customers. Tasks such as brewing, customer service, and daily administration will be handled by the owner until customer volume requires hiring part-time staff. The café will operate 6 days a week in a mid-sized urban location (starting in Helsinki), with flexible seating for 15–25 customers and takeaway services supported by delivery platforms such as Wolt and Foodora.

Financial Plan and Feasibility

Based on cost estimates and survey-based demand projections, the financial outlook is promising. Start-up costs are estimated between €35,000 and €60,000, including equipment, interior renovations, lease deposits, licensing, and marketing. Monthly operating expenses without staff are expected to stay between €5,000 and €8,000. Revenue projections suggest a potential of €18,000 to €25,000 per month, with net profits ranging from €10,000 to €18,000. The break-even point could be reached within 3–6 months. These figures are conservative and supported by consistent daily foot traffic estimates (100–150 customers) and average spend (€4–€5). The decision to operate without salaried staff during the initial phase further strengthens short-term viability and allows for reinvestment into brand growth. A detailed breakdown of estimated startup and monthly operating costs is provided in Appendix 3. These include expenses such as lease deposits, equipment, renovation, and raw materials. Cost ranges are based on market research and quotations from Finnish service providers.

Strategic Fit and Research question response

The business plan for Ca Phe Muoi Chu Long effectively addresses the research questions set out in this thesis. The feasibility of opening a Vietnamese-style coffee shop in Finland is supported by strong market demand, cost-efficiency, and consumer curiosity. Survey results show that Finnish urban consumers especially young adults are highly engaged with coffee culture and interested in trying culturally unique drinks like salted cream coffee. Respondents showed openness toward Vietnamese coffee culture, particularly when communicated through storytelling and experiential marketing. Key purchasing factors—such as coffee quality, ambiance, price, and cultural uniqueness—are fully embedded in the café's concept. The pricing strategy (€4–€5) and digital marketing plan align with consumer expectations. Overall, the strong market potential, combined with limited competition and high interest in global flavors, supports both the commercial and cultural viability of the business model in Finland.

5 Conclusion

5.1 Discussion

This thesis explored the feasibility of launching Ca Phe Muoi Chu Long, a Vietnamese-style specialty coffee shop, in the Finnish market, with salted cream coffee positioned as its signature beverage. The quantitative survey conducted among 50 Finnish consumers showed high levels of engagement with coffee culture, with the majority of respondents drinking coffee daily or several times a week. These findings align with the theory of consumer behavior that habits and cultural context significantly influence product acceptance, particularly in high-consumption categories like coffee (Solomon 2020, 35). Furthermore, respondents demonstrated a strong willingness to try new and culturally unique offerings, with salted cream coffee receiving an average interest rating of 4 out of 5. This reflects a growing openness among Finnish consumers to experiential value in food and beverage, consistent with the assertion that unique product experiences can differentiate a brand in a saturated market (Kotler & Keller 2016, 193).

The key factors influencing café choice—such as coffee quality, pricing, ambiance, and cultural uniqueness mirror the value propositions emphasized in the Business Model Canvas (Osterwalder & Pigneur 2010, 22). These preferences support the business plan's focus on delivering a culturally engaging experience through Vietnamese coffee storytelling, aesthetic ambiance, and product authenticity. The theoretical framework predicted that offering products that reflect cultural narratives would enhance customer engagement and loyalty, a notion confirmed by the positive consumer response in this study. Thus, the empirical findings not only validate the market potential identified through secondary research but also reinforce the strategic direction outlined in the business model. Overall, the comparison between theory and practice suggests strong cultural and commercial viability for Ca Phe Muoi Chu Long in the Finnish market.

5.2 Answers to Research Questions

The main research question regarding the feasibility of establishing a Vietnamese-style coffee shop in Finland is supported by both consumer interest and financial projections. The business concept proves to be viable, given the strong coffee culture in Finland, increasing openness to global flavors, and the cost-efficient operational model proposed. Regarding the perception of Vietnamese coffee culture and salted cream coffee, the results show a high level of curiosity, with consumers expressing positive attitudes when the drinks are introduced through compelling and authentic storytelling. In terms of influencing factors for

café preferences, the most commonly cited were quality, pricing, cozy ambiance, and cultural uniqueness. The findings also guide pricing and branding strategies, suggesting that positioning the drinks within a €4–€5 range and focusing on visual storytelling through platforms like Instagram would be most effective. The market potential for Vietnamese-style coffee, especially salted cream coffee, is evident in the desire for new, sensory rich experiences and in Finland's globally aware consumer base.

5.3 Validity, Limitations and Implementation

Assessing the validity and limitations of the study is essential to ensure that the research findings are credible and applicable within the intended market scope. According to Saunders et al. (2019, 200), the reliability and validity of business research depend on factors such as sample representation, research design consistency, and the accurate interpretation of collected data. By critically evaluating the study's methodology and acknowledging its potential weaknesses, this chapter strengthens the trustworthiness of the conclusions and offers practical recommendations for implementing the business strategy of Ca Phe Muoi Chu Long in Finland.

Although the study provides practical insights and data-driven conclusions, certain limitations should be acknowledged. The survey sample, while useful in reaching young and urban target groups, was relatively small and not fully representative of the entire Finnish population. It focused on digitally active consumers, mostly students and professionals, potentially excluding other important segments such as older adults or rural residents. Such sampling bias is common in survey-based research and can limit the generalizability of findings (Saunders et al. 2019, 218). Additionally, while the financial plan is grounded in conservative estimates, market dynamics such as regulatory changes or local competition could affect real-world outcomes. Despite these limitations, the consistent alignment between survey results and the proposed business model reinforces the internal validity of the study and the relevance of its conclusions within the intended market scope.

Considering the research findings, several practical recommendations are suggested to improve the chances of successful implementation. The café should place cultural storytelling and authenticity at the core of its brand identity, incorporating Vietnamese aesthetics, traditions, and preparation rituals into both the menu and interior design. It is advisable to begin operations in a mid-sized, well-located venue in Helsinki, targeting young professionals and students who are most open to trying new experiences. In terms of product strategy, offering customization options such as sweetness level or milk alternatives would address common

concerns about Vietnamese coffee being too sweet or strong. Marketing should focus heavily on visual content, especially on platforms like Instagram and TikTok, highlighting the uniqueness of salted cream coffee and the cultural richness behind it. Engaging customers through workshops, tastings, and loyalty programs would further build brand attachment and encourage repeat visits.

5.4 Suggestions for Further Research

To build upon this research, future studies could expand the sample size and include participants from different age groups and geographic regions across Finland. A mixed-methods approach combining surveys with qualitative interviews or focus groups could uncover deeper emotional and cultural associations with food and beverage choices. Comparative studies between different Nordic countries could also offer valuable insights into how Vietnamese coffee culture is perceived across borders. Finally, further research into long-term consumer retention and loyalty in ethnic-themed cafés would help assess sustainability beyond the initial launch phase.

Although this study provided useful insights, its small and demographically limited sample focused mostly on urban, digitally active young adults reduces the generalizability of findings (Saunders et al. 2019, 218). Broader studies involving varied age groups and regions in Finland could strengthen future results. A mixed-methods approach, including interviews or focus groups, would also help explore emotional and cultural motivations behind coffee preferences. Additionally, cross-country comparisons within the Nordics could offer a wider perspective on the acceptance of Vietnamese coffee culture.

While the financial plan is based on conservative estimates, unforeseen market shifts such as regulation or competition may impact real outcomes. Nonetheless, the alignment between survey responses and the business model supports the study's internal validity. To support implementation, the café should emphasize cultural authenticity through Vietnamese-inspired design, storytelling, and preparation rituals. Starting in a mid-sized location in Helsinki and targeting curious young professionals is recommended. Customization options, such as milk or sweetness levels, can help localize offerings. Marketing efforts should focus on visual platforms like Instagram and TikTok, while workshops, tastings, and loyalty programs can enhance customer engagement and retention.

6 Summary

This thesis set out to explore the feasibility of establishing a Vietnamese-style coffee shop Ca Phe Muoi Chu Long in Finland, with salted cream coffee as its signature offering. The study was prompted by the recent rise in demand for specialty coffee in Finland, as well as the growing interest in international flavours and culturally immersive consumption experiences. With Finland ranking among the highest in global coffee consumption per capita, yet still relatively underexposed to Southeast Asian coffee traditions, the opportunity to introduce a culturally rich concept such as Vietnamese coffee culture appeared both timely and promising.

The research began with a comprehensive review of literature related to consumer behavior theory, market feasibility analysis, and business model development. Special attention was given to understanding the third-wave coffee movement and the role of cultural storytelling in food and beverage branding. The Business Model Canvas framework was used to structure the operational strategy for Ca Phe Muoi Chu Long, while consumer behavior insights were applied to ensure market alignment. Furthermore, secondary sources including industry reports, academic publications, and statistical data provided a foundation for understanding market trends and pricing dynamics in the Finnish café sector. To ground the business concept in real-world insights, a quantitative research method was used. An online survey targeting Finnish coffee consumers gathered 50 responses from young adults and professionals living in urban areas such as Helsinki, Turku, and Tampere. The survey covered areas such as coffee consumption frequency, preferred beverage types, willingness to try new products, pricing expectations, and perception of Vietnamese coffee. Results revealed that over 90% of respondents drink coffee regularly, with a strong preference for quality, ethical sourcing, and uniqueness. More than half had tried Vietnamese coffee before, and among those unfamiliar, a majority expressed interest in salted cream coffee when presented with a description and image.

The most influential factors in choosing a coffee shop were coffee quality (85%), price (70%), ambiance (65%), and cultural uniqueness (40%), confirming that consumers are looking for both excellence and experience. Pricing preferences aligned well with the proposed strategy, with €4–€5 being the most accepted range for a specialty beverage. Respondents also favored marketing strategies based on cultural storytelling, authenticity, and engaging visual content over conventional advertisements or price promotions. These findings were directly translated into the business plan, which emphasized a lean startup model operated initially by the founder to minimize labor costs, supported by strong branding, social media engagement, and event-based community building. Financially, the business

plan forecasts startup costs between €35,000 and €60,000, with monthly operating expenses ranging from €5,000 to €8,000 in the initial phase. Revenue projections suggest earnings between €18,000 and €25,000 per month, based on 100–150 daily transactions. With these estimates, the business is expected to break even within the first 3 to 6 months, assuming moderate growth and effective brand positioning. The Business Model Canvas further supports the feasibility of the venture by outlining key partners, activities, customer segments, and revenue streams tailored to the local market.

In conclusion, the thesis demonstrates that launching Ca Phe Muoi Chu Long in Finland is not only feasible but well-aligned with current trends in consumer behavior and specialty coffee culture. The fusion of Vietnamese coffee tradition with Finnish appreciation for high-quality and culturally engaging experiences creates a unique value proposition. While certain limitations such as sample size and geographic focus must be acknowledged, the consistency between research findings and the proposed business model strengthens the argument for market entry. This study provides a useful reference for future entrepreneurs interested in cross-cultural business models and highlights the potential of bringing Vietnamese coffee culture to new international audiences.

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Appendix 1. Survey Questionnaire

Feasibility of establishing a Vietnamese-style coffee shop in Finland

phantandat092021@gmail.com [Switch account](#)



* Indicates required question

Email *

Your email _____

How often do you drink coffee ?

- Daily
- Several times a week
- Occasionally
- Rarely
- Never

What type of coffee do you usually prefer?

-

- Espresso
- Latte
- Cappuccino
- Iced coffee
- Specialty drinks (Coffee with condensed milk, Salted cream coffee,...)
- Other

What factors influence your choice of a coffee shop?

- Quality
- Price
- Ambiance
- Location
- Uniqueness
- Service

Have you ever tried Vietnamese coffee before?

- Yes
- No
- Maybe

If yes, what type did you try and what was your impression?

Your answer _____

On a scale of 1 to 5, how likely are you to try Salted Cream Coffee?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

What price range do you find acceptable for a specialty coffee?

- €2–€3
- €3–€4
- €4–€5
- Over €5

What kind of café environment do you prefer?

Your answer _____

What kind of marketing do you find most appealing?

- Social media
- Word-of-mouth
- Discounts
- Cultural storytelling
- Other

Do you think a Vietnamese-style coffee shop could succeed in Finland?

- Yes
- No
- Maybe

Send

Delete all answers

Appendix 2. Survey Summary Statistics

Survey Item	Summary Result
Respondent Count	50
Coffee Consumption Frequency	Daily: 66.7%, Several times a week: 26.2%, Occasionally: 7.1%
Preferred Coffee Types	Espresso: 33%, Latte: 57%, Iced Coffee: 48%, Specialty Coffee: 67% (multiple answers allowed)
Tried Vietnamese Coffee	Yes: 54.8%, No: 45.2%
Average Interest in Salted Cream Coffee (1–5)	4.05
Most Important Café Selection Factors	Coffee Quality: 85%, Price: 70%, Ambiance: 65%, Location: 60%, Cultural Uniqueness: 40%
Preferred Price for Specialty Coffee	€4–€5: 76%, Over €5: 12%, €3–€4: 12%

Appendix 3. Startup and Monthly Operating Cost Estimates for Ca Phe Muoi Chu Long

Category	Estimated Cost (€)
Lease deposit	8,000–12,000
Interior renovation	7,000–10,000
Equipment & tools	10,000–15,000
Licensing & permits	3,000–4,000
Initial marketing	4,000–6,000
Raw materials (monthly)	2,000–3,000
Rent & utilities (monthly)	2,000–3,000
Marketing & misc. (monthly)	1,000–2,000