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Starting a Shisha and Chai Café in Joensuu



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Title

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Abstract

A Shisha & Chai Café in Joensuu is indeed an amazing opportunity to supply a different form of cultural and social experiences. Tea, quality shisha, and a welcoming ambiance would target locals, students, and foreign visitors. Therefore, the approach needs a strategically designed business model, careful fulfillment of rules and regulations, and successful marketing practices.

The paper evaluates customer tastes, industry trends, and legal requirements in determining the potential revenue for a café in Joensuu. The advice offered in overcoming the challenges to supporting new businesses for café operations is also very useful. The research provided a basis for the management and commercial operations of the restaurant sector by utilizing a range of literary sources. The study collected client feedback together with quantitative research through an online survey using Webropol. The objective of the research was to assess the present situation in the market in view of new potential entrants.

The results indicated that Joensuu's diverse population and students are interested in the opening of a shisha and chai café. Proper licensing, effective marketing, excellent customer service, and overcoming challenges like competition and smoking prohibitions are all necessary for success.

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1 Introduction

Starting a shisha and chai café in Joensuu offers an exciting opportunity to introduce a distinctive social and cultural experience in a rapidly growing diverse population. Joensuu is depicted as serene within an emerging social scene, attractive to local residents and international guests. shisha cafés are very common in many countries in the Middle East and much of Europe. These are places where people can simply come in, sit, and enjoy flavored tobacco. Adding a warm and aromatic experience through serving chai-spiced tea with deep roots in South Asian culture, this type of café could go a long way in offering options for every taste and preference as a cozy space to socialize and wind down. The shisha and chai combination takes the world to a mix of both traditions of which people around the world are fond of. It gives them an experience different from others found in cafés in the same location.

On the other hand, starting a shisha and chai café in Joensuu poses serious challenges, notably because of the strong regulatory environment that Finland has towards smoking outdoors, a place where most of the particular cafés would be. Finland is one of the countries with the toughest anti-smoking regulations in Europe. Such a café would require careful adaptation to health, safety, and ventilation standards to be allowed. It would be vital to know these legal regulations in order to sustain the business. In addition, Joensuu is smaller in population than in most cities of this country. Thus, the market research conducted on the demand for such a niche service would be well spread out. By examining attitudes towards shisha smoking and the rising popularity of chai worldwide, this study finds whether this concept can be more viable in Joensuu's business environment.

This thesis aims at giving an all-round analysis of the market potential for a shisha and chai café in Joensuu using qualitative and quantitative methods of research. Customer interests are determined through conducting surveys and questionnaires,

and valuable insight into operational challenges are gathered from openings with local business owners and industry experts. Using the framework of the local cultural climate, legal bindings, and probable demand, the paper shall outline a road map for a successful shisha and chai café to be launched in Joensuu. The wider insight can be contributed to answering how culturally sensitive businesses would thrive in smaller cosmopolitan cities such as Joensuu, thereby offering insights to prospective business entrepreneurs in the region.

1.1 Objective

By rigorously evaluating the viability of opening a café in Joensuu, the goal is to provide a comprehensive study of all the variables that might affect the venture's success. By examining local market trends, customer preferences, and the regulatory environment, the report aims to identify possibilities and problems that potential café owners may encounter in this area. Most importantly, the findings would really help the new restaurant owners in their decision-making process, as they seek to investigate the complexity of establishing a business in a growing yet competitive sector like Joensuu's hospitality industry. Lastly, this research is meant to explore and enhance knowledge about the specificity of the obstacles faced when initiating a café in Joensuu: strategic recommendations that may ease the way entrepreneurs take strategic decisions.

1.2 Limitations of the study

There are limitations and restrictions in this study since there is never flawless research and planning in business. For example, a company plan is a very large topic that includes many areas. Thus, just a few components are provided in this work for theoretical purposes.

Primary data analysis and interviews form the general method of empirical study. Most of the target clients in the area surrounding the site where the research took place can be difficult to reach sometimes.

In addition to the above, I have certain limitations as a beginner in setting up a feasible business plan and doing research as an entrepreneur. Moreover, the fact that I am a foreign student in Finland adds more complications and challenges when doing the research, which could compromise the authenticity of the outcome.

2 Theoretical Framework

2.1 Business World in Joensuu

Joensuu wants to be the most business-friendly city in Finland, with internationally recognized advantages and areas for new expertise and investments. The city of Joensuu has prioritized employment, business, and vitality in its new strategy (2021-2025). (Business Joensuu 2024.)

Joensuu is a city for students and young people. The area provides excellent collaboration between businesses and educational institutions as well as flexible higher education. A job market for educated individuals is being actively created by the dynamic and youthful university city. In the area, employees typically have long work lives and are very committed to their employment. When compared to the rest of Finland, Joensuu's labor costs are competitive. (Business Joensuu 2024.)

Joensuu's special strengths are forest bioeconomy, industry, photonics, ICT, and the extractive industry, providing knowledge and networks for international cooperation. It has more than 20,000 students, with one-third of the city's population younger than 30. It has varied higher education opportunities and intensive industry-academia collaboration. These industries contribute to innovation and economic development in the region. Joensuu's vibrant setting encourages national as well as international business collaboration. (Business Joensuu 2024.)

Business Joensuu assists companies in acquiring a professional workforce and provides access to the professional staff through cooperation with educational institutions. Continuing education is also provided, if necessary, in cooperation with universities and training centers. More than 5,000 individuals in the area are employed in education, creating a robust learning environment. The most important institutions are the University of Eastern Finland, Karelia University of Applied Sciences, and Riveria Vocational School. Several other providers of education complement workforce development further. This extensive network of education supports companies to expand and flourish. (Business Joensuu 2024.)

The Joensuu area has business areas and land plots with good transport connections, such as rail, road, and water transport. But good connectivity is only the starting point—Joensuu's business areas also offer companies other advantages, such as energy production and streamlined material flows. As a multidisciplinary university city with a spirit of entrepreneurship, Joensuu provides a perfect setting for business development. This blend of infrastructure and innovation makes it an excellent location for companies that want to thrive. (Business Joensuu.)

2.1.1 Restaurant Business

Any business where customers can purchase and eat food and drinks is considered a restaurant. Although a restaurant may provide food and beverages for delivery or takeaway, this kind of establishment is distinguished by offering a seating area for patrons to enjoy their meals. Different culinary styles and standards are offered by a wide variety of restaurant kinds. (Barten 2024.)

In addition to traditional restaurants, the restaurant sector also encompasses fast food restaurants, gastropubs, coffee shops, and other business establishments. The cuisine could range from light snacks to gourmet dishes made by chefs with classical

training to typical everyday dinners. Restaurants can operate independently, but many are connected to other companies, such as hotels or entertainment centers. Train buffets are one example of a service that falls under the restaurant business. (Barten 2024.)

An organized project with the integration of production planning, financial projections, and return on investment analysis is vital for success. Creating a workable business plan specific to the needs and goals of the restaurant is necessary. This can be accomplished through self-effort or the advisement of a seasoned consultant who is knowledgeable in the complexities of the industry. (Boardman 2017, 123.)

Restaurant businesses are profit-driven and customer-service oriented. Any detail matters in the overall dining experience. Owners and staff work to create welcoming and unique environments that promote customer satisfaction. When carefully planned and executed, these spaces not only improve the dining experience but also warrant premium prices and higher sales. (Fields 2014.)

2.1.2 Business Plan Requirements

A written plan outlining how an organization put its company idea into action is called a business plan. The business plan serves as both a development tool and a road map for new ventures. (Uusyrityskeskus 2024, 22-23.)

The main details about the company and its prospects for success were given in the business plan. In addition to being a tool for planning, the business plan may be utilized in talks with possible partners and investors (Uusyrityskeskus 2024, 22-23.)

A documented business plan helps ease the process of outlining a business idea. The entrepreneurial abilities, the characteristics of the product or service marketed by the company, the target customers, and the plan of marketing and selling the product are all described in a business plan. The business plan also includes the operating environment and competitors of the company. The most complete and honest assessment of the forthcoming actions is necessary. A sound strategy also pinpoints the risk factors that might jeopardize the operation of the business (Uusyrityskeskus 2024, 22-23.)

The cash flow statement is an essential part of the business plan as it contains projections for sales volume, profitability, and financing. One may use them to assess a company's profitability and if investments are needed, or how much money is needed to start a firm (Uusyrityskeskus 2024, 22-23.)

A well-written business plan provides insight into a company's potential and profitability. Even if someone does not have any financial data, it enables demonstrating that an organization has a possibility to flourish. (Uusyrityskeskus 2024, 22-23.)

Only entrepreneurs should develop a company's strategy since it always reflects the thoughts and beliefs of the founders. The size of the business plan is determined by the corporation. An effective business strategy may include a concise summary of the organization's goals. Besides the description of the current situation, the business plan obviously explains the future goals of the company. Making the company's decisions becomes easier by means of an overall and defined business strategy (Uusyrityskeskus 2024, 22-23.)

Investors can evaluate a company's possibilities with the help of a business plan. When requesting outside funds, start-up capital, governmental business grants, or investments from possible shareholders, a business plan is necessary. Negotiations

with other company partners, including suppliers, subcontractors, and lessors, can also be conducted using a business plan (Uusyrityskeskus 2024, 22-23.)

The business plan is a document that changes as the company does; it is not intended to remain static. For the business plan to be helpful for the strategic development of the organization, it should be updated and altered on a regular basis (Uusyrityskeskus 2024, 22-23.)

2.1.3 Executive summary

An executive summary is a clear, compelling synopsis of a business plan (or just a report) that is intended to give readers—like investors, partners, or higher management—a rapid and clear grasp of the most important elements of the document. (Remi 2024.)

The business overview, market analysis, strategy plan timeline, and financial predictions are among the main topics that are summarized in a business plan. Although the executive summary is usually the first part of a business plan, it should be produced last to guarantee that it appropriately captures the essence of the whole document. An executive summary's main objective is to grab the reader's attention and persuade them to read the entire document. (Remi 2024.)

The executive summary is a key component in determining if a business plan leads to partnerships, finance, or other opportunities. It is crucial for creating a powerful, favorable first impression because stakeholders frequently read it first—and perhaps the only—part of the plan. (Remi 2024.)

2.1.4 Marketing and marketing strategies

Marketing is a social and management activity that allows people and organizations to create and exchange value with others in order to get what they need and want. Marketing, in a more focused corporate context, is the process of creating profitable, value-rich trade relationships with clients. In order to get value from clients, businesses must first provide value for them and then cultivate strong connections with them. (Kotler & Armstrong 2012, 29.)

A marketing plan is a dynamic document that needs to be adjusted as the company expands and changes. Marketers have put together a variety of different marketing strategies, ranging from creative websites and social media platforms to mobile devices. These innovative methods do more than simply broadcast messages to the general public. They make personal and direct contact. Marketers of today aspire to become involved in the lives of their customers and enhance their experiences with brands that improve comfort and quality of life. Marketing must be viewed in the new context of meeting client demands rather than the outdated one of telling and selling to make a sale. Products sell easily if the marketer comprehends customer demands, creates products that offer better customer value, sets pricing for them, distributes them, and effectively promotes them. (Armstrong & Kotler 2012, 29.)

Customers are the focus of marketing strategy more than any other aspect of business operations. Marketing in clearly defined target markets is the sharing of a passion for comprehending and meeting consumer needs. Marketing is the management of lucrative client connections. Successful businesses inspire everyone in their organizations to help create value that helps them build long-lasting customer relationships. Marketing's objective is to draw in new clients by offering better value, and to retain and expand existing ones by providing satisfaction. (Kotler & Armstrong 2012, 28.)

Sales and advertising are only two of the several elements that make up a larger "marketing mix," which also consists of a range of strategies intended to reach a company's diverse target customers. In marketing, a social and management activity in its broadest sense, people and organizations may achieve their objectives by creating and exchanging value with others. Building enduring business relationships with clients that are founded on mutual respect and benefit is the main objective of marketing in a smaller company environment. For this reason, businesses use marketing as a tool to build and preserve meaningful relationships with their customers so they may profit from those ties. Marketing is a process, which means how companies create strong relationships with their consumers and add value for them in order to receive value in return (Kotler & Armstrong 2008, 28-29.)

2.2 Marketing mix Strategy

The marketing mix, in itself, is a central concept in business strategy and, traditionally, rests on four key constituents - known as the 4Ps: product, price, place, and promotion. These elements help firms prepare and implement a successful marketing plan.

2.2.1 Product

Kotler and Keller state that goods incorporate new aspects, performance, and quality.(Kotler & Keller 2016, 429.) According to Chana, Siripipatthanakul, Nurittamont & Phayaphrom (2021, 6), a product is defined as an assortment of material goods, services, and experiences that a company provides to its target market. When consumers expect quality, quality, aesthetics, and brand value are integral elements that assure expectations in products meeting or exceeding consumer expectations. This resonates with findings that indeed support the understanding that goods are tangible or intangible offers intended to meet the needs and desires of the customers. (Limna et al. 2023, 17.)

2.2.2 Price

Customers' opinions about the value of a product or service are reflected in its price. This indicates how the customer evaluates the value they receive from the product or service. (Elgarhy & Moustafa 2022, 4.) Achieving profitability requires striking a balance between customer expectations and market rivalry. Prices should contain critical elements, such as price strategies, discounts, and payment options. A correct price strategy in terms of perceived value leads to high customer satisfaction. (Diputra & Yasa 2021, 26.) The price of a good or service is the highest amount that a buyer can and should pay for it; this price is closely related to the buyer's buying power and the offer's perceived worth. (Anjani et al. 2019, 263.)

2.2.3 Place

Place, as used in the marketing mix, refers to channels that are available so that the product or service can be given to the consumer at convenient times and places. It is concerned with stock management to ensure that the products are always available wherever and whenever the consumers want them to be. A retail outlet's location or the accessibility of its services might determine whether a customer feels comfortable or unable to access it. (Tanjung 2021.) Additionally, strategic distribution and positioning decisions is made at the location to ensure that products reach the target market directly. (Saidani & Sudiarditha 2019, 75.) Locations which are accessible to customers and are an attractive environment increase customer satisfaction.

2.2.4 Promotion

Promotion, as part of the marketing mix, includes advertising methods and tactics used to remind, inform, and convince consumers about their offers. (Sudari et al. 2019, 1386.) Effective promotion reduces ignorance and raises satisfaction among

customers. Promotions encompass a wide range of approaches from such basic forms of advertising as traditional ads, public relations, and sales promotions meant to transmit an offer effectively to the target audience. This is where the critical ingredient comes in, to enable the target audience to know the value of the products or services. In reality, it is one of the most important ingredients if an organization is to survive. (Liu et al. 2022.) Investments in publicity, ads, and other information mediums are necessary for promotion. It encompasses a wide range of strategies, including search engine optimization, social media marketing, direct marketing, sales promotions, public relations, and advertising. (Pinto et al. 2022, 886.)

3 Cafés in Finland

3.1 A Historical and Cultural Evolution of the Café's Origins

The idea of the café originated in the Middle East; it is closely related to its growth in consumption, and the café has evolved to become a giant global social, cultural, and intellectual institution over the centuries. To understand coffee's roots, one needs to study how it grew around the world and gave birth to businesses, which acted as meeting houses for art, conversation, and even political activism. (Taste of Pariscre Perie 2023.)

3.2 The First Cafés in the Early Years

The history of cafés begins with the first coffee shop in history. In the fifteenth century, coffee was discovered while traveling from Ethiopia's highlands to the Arabian Peninsula, where it soon became popular. The very first coffee shop in the

world, named Kiva Han, was opened in the Turkish city of Istanbul in 1475. This event is supposed to have given birth to a new form of socialization space based on consuming coffee. (Taste of Pariscre Perie 2023.)

3.3 The Role of Cafés in Society

Cafés became an essential part of European urban life during the 18th and 19th centuries. Cafés such as Les Deux Magots and Café de Flore were famous for being meeting spots for revolutionaries, artists, and intellectuals in Paris. In addition to serving as venues to have coffee, these cafés served as forums for intellectual discussion and as catalysts for social and political movements. (Standage 2006, 149.) For example, French cafés were gathering places for numerous Enlightenment intellectuals, and the same spaces subsequently sparked conversations that resulted in the French Revolution. (Standage 2006, 149.)

3.4 The Spread of Cafés Culture Around the World

Across nations, cafés have been a type of international phenomenon for over a century. Coffee houses are so imbued in the social psyche of most countries, beginning from Europe, then the Americas, Asia, and finally Africa. Some examples are found in the following sub-sections:

3.4.1 Europe

The quaint café culture of Europe, including Paris, Rome, and Vienna, is a special feature. They are places of frequent visit by locals in search of a calm spot as well as artists and thinkers. (Taste of Pariscre Perie 2023.)

3.4.2 Americas

Coffee arrived in the American colonies during a period of increasing tensions with Britain. At first, tea was the popular beverage, due to British tradition, but this later altered prior to the American Revolution. The Boston Tea Party of 1773 was a turning point when colonists dumped tea into Boston Harbor in protest of British taxes. This served to fuel a movement toward coffee, which came to symbolize patriotism and defiance of British rule. As coffee became popular, it became economically important, with American traders increasing commerce with South America and the Caribbean. Coffee houses, such as Boston's first in 1676, became central social and political gathering places, featuring revolutionaries and influencing early American politics. Through time, coffee continued to be a necessity, powering pioneers and settlers as the new nation pushed westward. (Taste of Pariscre Perie 2023.)

3.4.3 Asia

For example, cafés are very contemporary and trendy places to go in Japan, South Korea, and Vietnam. Today's modern café is offering much more than exotic coffee; it offers innovative coffee experiences that blend traditional brewing methods with loads of modern aesthetic appeal. (Taste of Pariscre Perie 2023.)

3.4.4 Africa

In Morocco and Egypt, in the North African countries, in qahwah, some of the oldest coffeehouses in the world exist. These are, basically speaking, places where

locals come to socialize and share an overly strong coffee. (Taste of Pariscre Perie 2023.)

3.5 Café industry in Finland

Coffees are among some of the distinct selling points of a café. To survive in the market competition, these cafés use innovative strategies. Other menu options prevail besides the upselling and cross-selling strategies. (Adeleke 2019, 62.) The growing demand for coffee is the chief factor behind the growth of the café industry.

Finns consume over 12 kilograms of coffee annually per person, which is the highest rate in the world. Brazil is the main supplier of coffee to Finland, which imports almost all of its coffee from developing countries. A growing number of Finnish customers desire more choice and better quality. The emergence of small specialty coffee roasters create space in the Finnish market for a wider range of suppliers and origins. (Not Not Coffee 2025.)

Finland is said to be one of the most stable countries in the world. According to Bloomberg (2008) foreign enterprises are allowed to enter the nation to expand. Bloomberg (2008) claimed that Finnish officials are very much supportive of the growth of private companies and actually encourage them. In addition, the legal system in Finland is well-established and current with new matters concerning international trade and economic integration. In this regard, there is a likelihood that the functionality of the administration depends on having no corruption within it (Bloomberg 2008.)

Since the global financial crisis, Finland's spending on coffee has not really changed. The Nordic countries are also experiencing an increase in the number of coffee shops and alternatives for takeout coffee, which is motivating coffee outside of the home.

Other brands that are similarly well-known around the world are few in the Finnish market. The second largest selling coffee in Finland is Meira Oy, which has been part of the Massimo Zanetti Beverage Group since 2002. A small group of importers include Kaffa Roastery, Porvoon, Mokkaestari, Caracol, and Cafétoria. Paahtimo, Kaffiino Oy, Turun Kahvipaahtimo, and Helsingin Kahvipaahtimo. Especially worth mentioning is Jyväskylän Tuorekahvipaahtimo and Kashiwa Coffee Roasters, as they would like to facilitate direct trade with exporters from developing countries. (Finnpartnership 2017.)

3.6 The Impact of the 2020 Pandemic on Finland's Restaurant Industry

The restaurant business is one of the many areas of the globe that coronavirus has attacked and claimed to have a detrimental effect on. The Finnish Hospitality Association (MARA) was reported that companies have reported a decline in profits during the epidemic year. The chances of things getting better anytime soon were slim to nonexistent. Of the 700 journalists polled between May 11 and May 13, 2020, 9% said they were confident they could return to their normal work in the next six months. In the meantime, 15% of those entrepreneurs claimed to be on the verge of filing for bankruptcy. Many restaurants shifted to takeout service in response to the crisis, limiting their dining areas to lower the risk of viral transmission. The owner notifies employees of layoffs and only keeps those employees essential to operating the business. Employees who receive a layoff notice should be aware that it may become permanent; this is what happened to the author in August 2020. This scenario would arise because a prolonged pandemic might lead to a global economic catastrophe, particularly for the restaurant sector. This was also an extremely bad summer period to travel both in Finland and outside the country because of the epidemic. If anything, it might have been brighter all the summer, but in May, June, and July, it was definitely less so. Many events of various sizes were canceled by authorities in an attempt to suppress the coronavirus. In addition, because international borders were closed, the restaurant and tourism sectors could only expect local service from Finns rather than foreign visitors. (Mara 2020.)

3.7 Tea culture in Finland

“Tea is a friend of meditation, keeping the heart immersed in profound tranquility”. (Tong 2005.) Drinking tea together, for example is considered an act of "relating" action between family or workmates. *Aisatsu* is the exchanging of teacups as the way of welcoming one another in Japan. (Sen 1999.) A teacup can therefore be perceived to be a souvenir of a good relationship, gratitude, or the uttermost respect of someone.

Tea's global travels gave birth to its nickname. As everybody knows, tea was called [tú] when it first came out in China. (Thoma et al. 2002.)

According to Ranta (2020), tea culture in Finland was initiated when there was provision of tea to the elite in the country in the early 1700s. However, it was not until the 19th century that people in Finland became familiar with the beverage. (Ranta 2020.) For historical reasons, tea entered Finland from both western and eastern routes.

The earliest mentions of Finnish tea consumption go back to 1707, the Great Northern War. While Turku was the capital of Finland, the earliest references to tea are found in Helsinki. The prototypes were imported from France through Stockholm, and on the other side from Russia from St. Petersburg. Tea was seemingly brought to Sweden in the 1670s, but the Russian Tsar was served tea as early as 1638. (Ranta 2020, 171.)

In the 1980s, Chinese tea was also accessible. In addition, Lapsang Souchong, a smokey black tea, expanded Finnish customers' tea selections with its introduction in the late 1970s. (Ranta 2020, 173.) Black tea is credited to its creator, Lapsang Souchong, a classic Chinese pure tea. In this decade of tea trending awareness,

Ranta (2020) claims that tea culture has evolved thanks to the efforts of tea experts and Friends of Tea Society. (Ranta 2020, 173.)

How is the Finnish tea today? Ranta (2020, 180) claims that the new tendency began in the early 2000s. Compared to coffee consumption, which is around 10 kg annually, the typical individual in Finland drinks 300 grams of tea on a yearly basis. (Ranta 2020.)

In the early years of the twentieth century, the culture and heritage of tea started to become more important. Increased literature in regards to tea began as the interest in how tea originated and was prepared grew. Because of this tea explosion, new tea houses and homes have started cropping up as well. The "Friends of Tea Society" (Teen Ystävät ry) was formed in 2003 by journalist Pirkko Arstila to promote tea culture. Among the aims are increasing public consciousness of tea and its preparation, improving the standard of tea served in cafés and restaurants, and allowing even more people to enjoy the pleasure of tea. (Ranta 2020, 147.)

3.8 Origin of shisha

The origins of shisha can be connected to the Mughal Empire in the 16th century, in what is now India and Pakistan. Most people agree that the oldest shisha was created by a Persian doctor working at the Mughal court named Abu'l-Fath Gilani. By cooling and filtering the smoke, he invented a way to smoke tobacco by passing it through water. This invention quickly won over the Indian nobility and quickly spread throughout the empire. (Loco's Shisha 2024.)

India was the first home of shisha smoking, which spread to the Middle East and Persia (modern-day Iran). To fit local preferences and customs, shisha's appearance and usage were altered in each location. In Persia, the "qalyan," or waterpipe, was a typical element of social gatherings and leisure activities. The Ottomans, who ruled

over a vast empire that spanned parts of Southeast Europe, Western Asia, and North Africa, also adopted and enhanced the waterpipe. It was referred to as "hookah" or "nargile." (Loco's Shisha 2024.)

The Ottoman Empire played a major role in shisha's rise in popularity. "Kahvehane," or shisha cafes, became popular meeting spots by the 17th century where people could smoke shisha, drink coffee, and discuss politics and culture. The elaborate and detailed designs of Ottoman shishas demonstrated the creative sensibility and proficiency of the time. Shisha smoking has been associated with serenity and contemplative conversation. (Loco's Shisha 2024.)

During the 18th and 19th centuries, shisha smoking was most prevalent in the Ottoman Empire. As Shisha cafés expanded in cities like Istanbul, Cairo, and Damascus, they played a significant role in the local social and cultural life. Shishas' designs continued to evolve, becoming increasingly ornate and ornamental while incorporating materials such as silver, brass, and glass. (Loco's Shisha 2024.)

The fall of the Ottoman Empire in the early 20th century and the rise of cigarette smoking caused a brief dip in shisha's popularity. However, shisha never went extinct. The second half of the 20th century witnessed a rebirth of interest in Shisha, particularly in North Africa and the Middle East. The primary forces behind this resurgence were a renewed appreciation for traditional cultural practices and a growing interest in a range of smoking experiences across the globe. (Loco's Shisha 2024.)

Shisha has beyond its traditional roots and is now a global phenomenon. From Tokyo to New York, major cities worldwide have shisha cafes and bars. In the modern shisha experience, traditional elements and technological advancements are often blended. For example, many people who enjoy shisha prefer flavoured tobacco, which became popular in the late 20th century. These flavours, which vary

from minty to fruity, add a new dimension to the shisha experience. (Loco's Shisha 2024.)

The indirect heat from flavor-infused tobacco smoked in a pipe powers a water pipe. The smoke is inhaled after passing through water. Shisha tobacco is delicious and moist, with a range of fruity flavours to attract clients and enhance the appeal of its tobacco product. It is widely used in Asian and Arabic countries. For a moderate shisha user, three to four smoking sessions per day, lasting anywhere from fifteen to ninety minutes each, constitute an average exposure. In a single shish kabob session, 10 to 12 cigarettes are smoked for every quantity of tobacco. Because the typical user smokes a lot of Hagars during a session, using them is riskier than smoking cigarettes. (Amin 2021, 29.) It is riskier to use Hagars than to smoke cigarettes since most users inhale a lot of them throughout a session. (Amin 2021, 29.) However, smoking a water pipe emits more smoke than smoking cigarettes. Strong users may be exposed to 50–100 cigarettes during a session, or up to 90,000 millilitres of smoke each unit—more than 50 times the amount they would be exposed to if they were cigarette smokers. (López-Ozuna et al. 2020, 2.)

3.9 The Perceived Benefits of Smoking and the Serious Risks

Smoking is deeply embedded in many countries since it has long been associated with social interaction, stress reduction, and even historical and cultural customs. Smoking may be a short-term stress relief, a way to strengthen social ties, or even a symbol of individuality and flair for certain people. In some cultures, shisha smoking as part of hospitality and social interactions is one's social glue in social gatherings. Some individuals also find that smoking enhances their ability to concentrate or reduces their hunger, contributing to its continued popularity over time. These apparent benefits aside, smoking poses far more risks than advantages. Smoking shisha, cigars, and cigarettes exposes the body to hundreds of harmful substances-many of which are known carcinogens. Heart disease, stroke, lung

cancer, and chronic obstructive pulmonary disease (COPD) are all mostly caused by it.

Smokers may not quit smoking despite these risks because nicotine is the most addictive part of tobacco. It causes dependency. Just like secondhand smoke exposes nonsmokers to cardiovascular and respiratory disorders, passive smoking is also dangerous. Smoking gradually degrades physical attractiveness as well, causing premature aging, yellowing of teeth, and immune system impairments. Smoking is also expensive in that tobacco products and related health costs can pile up quickly. Among the approaches that have been adopted to discourage smoking include anti-smoking advertising, smoking restriction laws, and nicotine replacement therapy among others; still, smoking is one of the leading world problems. Smoking may provide a temporary relief or social enjoyment, but with long-term impacts on one's health, finances, and quality of life, quitting is the right decision for any person trying to improve their lifestyle.

4 Methodology

4.1 Research Method

Market research is frequently categorized by differentiating between qualitative and quantitative methods. (Esomar 2007, 37.) Quantitative procedures usually involve gathering and analyzing numerical data, which may involve the use of statistical analysis or even surveys. Qualitative approaches are the collection and analysis of non-numerical data, which may include information categorized or acquired through interviews. While qualitative research explores the underlying meanings, settings, and experiences, quantitative research focuses on measurable variables and statistical pattern. (Saunders et al. 2019, 175.)

With the goal of testing hypotheses, quantitative research uses a deductive method in the collection and analysis of numeric data. This involves the observation of how the variables are correlated with each other through statistical and graphical methods sometimes with controls for the purpose of ensuring the truthfulness of findings. One method of data collection, like a questionnaire and quantitative analysis, or a combination of methods, such as structured observation, and questionnaires which are then statistically assessed, can be used in research projects. Questionnaires, structured interviews, and structured observation are frequently used survey methods in quantitative research. (Saunders et al. 2019, 175-178.)

This thesis employed a mixed-methods approach, which entails gathering both qualitative and quantitative data. By using this method, I could get more comprehensive and detailed data on the feasibility of opening a café in Joensuu. Objective, measurable preferences from prospective clients and subjective, in-depth insights from industry experts are the two approaches I want to employ to fully understand the business environment and consumer interests.

For the qualitative component, interviews with Joensuu restaurant and café owners were conducted. Two owners of restaurants were interviewed. These were going to examine their experiences, difficulties, and methods for managing food and beverage establishments in the city. Speaking with these entrepreneurs directly provided me with a variety of firsthand accounts on the challenges of operating a café in this area. Important topics like navigating local laws and interacting with rivals were covered. Then, cost management focused on grasping and knowing what the customer wanted. This allows for the provision of extensive, contextualized knowledge into the real criteria for local market success as well as the hidden obstacles that new business owners may encounter when opening a café in Joensuu.

I also used surveys in addition to interviews to gather quantitative information from local potential customers. It allows the public's interest in cafés to be measured and provide information on consumer behavior, including how often people visit a café and what they seek for in terms of menu items, atmosphere, cost, etc. It allows us to evaluate customer preferences and follow regional developments in the café sector. By knowing the preferences and needs of the target market, I can identify potential customer categories and assess the need for a new café in Joensuu. The combination of qualitative and quantitative data supports the feasibility of establishing a successful café in the city and helps to provide a complete and balanced picture of market conditions. However, a major barrier in achieving this objective was the reluctance of restaurant owners to take part in the interviews. Their reluctance is a result of their uneasiness disclosing sensitive and in-depth information about their companies, including operational plans, client demographics, financial performance, and distinctive competitive advantages.

4.1.2 Data collection and analysis

In order to collect primary data for the study, two primary approaches were used: surveys sent to the students at Karelia University of Applied Sciences and interviews with café proprietors. Questionnaires were made to capture the interests, tastes, and behaviors of potential consumers. This helps determine whether there is a market for the new café in the region. Furthermore, the practical context is better understood through interviews with café owners, who provide us with additional insights into their experiences, challenges, and tactics for operating a successful café company locally. Such comprehensive approaches ensure integrated industry viewpoints coupled with insights into client demands.

In quantitative analysis, certain statistical techniques that are suited to the kind of data being examined and the study's goals—whether they be to characterize,

depict, investigate, or forecast particular phenomena—must be used. The quantitative analysis uses computer-based analysis software for calculations and diagram development. Some of the sophisticated software packages are Webropol, Stata, IBM SPSS, and SAS Statistics. These offer data management and extensive statistical analysis, whereas the simple spreadsheets include Excel. (Saunders et al. 2019, 186.)

I used Webropol to process and decode the replies to the questionnaire in order to analyze the quantitative data. Webropol is a statistical program used to analyze very large datasets and execute various kinds of statistical tests and discover multiple trends or patterns within the dataset. Using Webropol allows users to ensure the correctness of results which come out from quantitative questionnaires so that the exact knowledge of the customers' preferences and behaviors in reference to the operation in the café emerge.

This study's data processing makes use of descriptive statistics. Following data collection, data organization and cleaning are typically necessary. This may involve dealing with duplicate numbers, outliers, missing values, etc. For this study, Excel is utilized for computations and diagram creation. Descriptive statistical analysis techniques, such as frequency distribution, mean, standard deviation, etc., are often employed data analysis techniques. The frequency table is a tool for data analysis. Frequency analysis determines the number and percentage of people in each group for a given variable. It may be used to analyze the distribution of different kinds of variables across groups or categories. (Bryman 2016, 330.) Data analysis outputs, including numerical values and statistical significance, are often shown as tables, charts, etc.

The topic of the thesis report is "Starting a shisha and chai café in Joensuu", Finland. I talk about the 4 Ps of the marketing mix in this thesis. The four

categories that I focused on during the study planning phase are: Place, Price, Promotion, and Product. In order to assess the market conditions required to open a new café in Joensuu, it is an essential tool for us to select and create the finest business plan. Although always having an influence on the 4 Ps, these internal and external marketing environments, if they can be relatively controlled, would rarely affect our plans. Here, I concentrate on a SWOT analysis which may help defend our company against market risks and vulnerabilities. At the same time, I have known our benefits and the scope of new markets.

The respondent was able to provide an in-depth SWOT analysis of the idea of opening a café in Joensuu, going through the various opportunities and threats, weaknesses and strengths, and potential factors associated with the business venture. This kind of study is essential to assess the strategic factors that may affect the viability and performance of the café. It also provides very useful guidance to future business owners entering the local market.

4.1.3 Validity and reliability

The aim of validity and reliability reviews is to get rid of some of the mistakes. The notions of validity and reliability are employed to assess the caliber of research. The consistency of a measurement across time or under many circumstances is known as reliability. It shows how consistently a technique may yield the same outcomes when used again in comparable situations. A measurement is considered dependable if it regularly produces the same result. (Middleton 2019.)

The reliability and validity of research findings are shaped by the construction of a robust research framework, the selection of suitable methodologies and participant samples, and the diligent and consistent execution of the research process.

(Middleton 2019.) One of the most important ways to guarantee the dependability of research findings is to use a suitable sample, which is one way to test reliability requirements in quantitative research.

One way to distribute the questionnaire was by using a link on the Webropol survey management platform. This data-gathering method, in turn ensured rationality while it minimized errors and bias in its results. As a tool of achieving its objectives in meeting research questions or hypotheses, descriptive statistics summarized the computed and sample data while the use of a frequency table was one approach in interpreting data. This data analysis technique was able to produce findings reliably and consistently while also successfully extracting significant information from the data. Ultimately, the data were interpreted with an eye toward external validity, or if the findings applied to a larger population or circumstance.

4.2 SWOT analysis

A SWOT analysis is a broad evaluation of a company's opportunities, threats, weaknesses, and strengths. It is a means of managing the marketing environment both inside and outside. SWOT analysis is a comprehensive examination of important internal components, including strengths and weaknesses as well as outside variables like business opportunities and dangers. By doing a SWOT analysis, the business can concentrate on the areas where it has the most potential and strongest capabilities. The business simultaneously searches for methods to lessen its vulnerabilities and creates plans and strategies to get rid of any hazards that could pose a threat. Being truthful about your strengths and shortcomings is essential when performing a SWOT analysis. (Kotler & Keller 2016, 89.)

4.2.1 Strengths

Strengths are the areas in which the business really shines, or its superpowers. A company's internal operations are the source of these advantages. They may be attributed to a number of things, including cutting-edge technology, a strong brand presence, an outstanding workforce, or extremely effective operating procedures. Finding these strengths is like identifying the unique skills that make the company stand out from the competition. (GeeksforGeeks 2024.)

4.2.2 Weaknesses

Weaknesses are the areas in which a company has internal difficulties or restrictions. These might be compared to the organization's weakness. Weaknesses could be anything from old machinery to a lack of qualified staff to ineffective processes or any internal area that needs to be improved. Finding flaws is the first step in fixing the problems, similar to diagnosing a disease to seeking a cure. (GeeksforGeeks 2024.)

4.2.3 Opportunities

Opportunities for a business present themselves like wide-open doors. They stand for outside opportunities to develop and improve. These chances frequently result from changes in the external environment, such as new technology, developing markets, changing consumer tastes, or changes in industry patterns. Identifying and taking advantage of these chances is like having a treasure map that directs your company's strategic strategy to get those priceless rewards. (GeeksforGeeks 2024.)

4.2.4 Threats

Threats seem like dark clouds that are about to pass. These are outside variables that could interfere with or destroy the company. These risks could show themselves as heightened competition, downturns evolving laws, or changes in customer preferences that could have an adverse effect on business operations. Being alert and ready for such risks is like having an umbrella on hand; it keeps your company safe and strong in the face of hardship. (GeeksforGeeks 2024.)

5 Financial Plan

5.1 Start-up Cost

A total of €310,000 is needed for the initial financing of a shisha and chai café in Joensuu. The building worth €150,000, machinery and equipment worth €43,000, utensils and other appliances worth €23,500, furniture worth €90,000, and shisha for €800 are all included in this investment. Every asset is scheduled to have a write-off term of two to forty years. The building contributes € 3,750-year, machinery and equipment €4,300 annually, kitchenware and appliances €11,750 annually, and furniture €6,000 annually, making up a substantial portion of the €26,840 total annual depreciation. This financial planning helps ensure smooth long-term operations for the café.

INITIAL FINANCING			
INITIAL INVESTMENT, ANNUAL DEPRECIATION			
Asset	Acquisition cost	Write-off time (years)	Depreciation €/year
Building	150,000	40	3,750

Building	-	20	-
Machine, equipment	43,000	10	4,300
Coffee machine	700	5	140
IT equipment	2,000	4	500
Program	-	4	-
Car	-	6	-
Utensils and other appliances	23,500	2	11,750
Furniture	90,000	15	6,000
Shisha	800	2	400
Other	-	1	-
Other	-	1	-
TOTAL	310,000		26,840

Table 1. Start-up Cost

5.2 Need and source of finance

The total amount of funding required for starting a shisha and chai café in Joensuu is €330,000. This includes a €310,000 investment, €12,000 in pre-operation expenses, €5,000 in inventory, and €3,000 set aside for cash and bank account. The funding sources include a loan of €250,000, which makes up the remaining 80%, and €80,000 in equity, which represents a minimum 20% participation. Enough funding has been obtained to cover the entire amount needed. Over a five-year period, the loan payments are projected to be €2,500 per month, or €50,000 annually. Based on a 5% interest rate, the yearly cost of financing is approximately €12,500.

NEED OF FINANCE, SOURCES OF FINANCE, INTEREST			
NEED OF FINANCE			
investment			310,000
pre-operation cost (cost before launch)			12,000
inventories			5,000

cash, bank account			3,000
NEED OF FINANCE TOTAL			330,000
SOURCES OF FINANCE			
Subsidies (assume 0 %)		0%	-
Equity (minimum 20 %)			80,000
Loan (maximum 80%)			250,000
SOURCE OF FINANCE TOTAL			330,000
SOURCES OF FINANCE - NEED OF FINANCE			-
	Is there enough finance?		ENOUGH
	Loan repayment (E/MONTH)	(€/month)	2,500
	Loan repayment (E/MONTH)	(€/year)	50,000
	Pay-back time (years)		5
INTEREST (COST OF FINANCE)	interest (%)	5%	12,500

Table 2. Need and source of finance

5.3 Fixed Cost

A shisha and chai café in Joensuu is expected to have annual fixed costs of €84,800 to run successfully. A cashier (€18,000), a manager (€3,500), and kitchen workers and waiters (€22,500) are paid as part of the fixed labor costs, which total €57,200 per year. An extra 30% labor cost (€13,200) is required to pay employee benefits and social security obligations.

The remaining fixed operating costs, which include marketing (€12,000), travel (€2,400), utilities (€2,400, water, heating), phone and internet (€1,200), cleaning and machine maintenance (€2,400), office supplies (€1,200), insurance (€840), accounting (€1,200), professional resources (€360), and recreation and other services (€2,400), come to a total of €27,600 annually. Notably, this strategy assumes that there will be no machine lease or rent. These expenses serve as the

foundation for maintaining a professional and friendly environment in the café and making sure that daily operations run smoothly.

FIXED COST PER YEAR			
FIXED LABOUR COST	labor input (months/year)	salary (€/month)	salaries (€/year)
In Kitchen + waiters	9	2,500	22,500
Cashier	6	3,000	18,000
Manager	1	3,500	3,500
salaries total (€/year)			44,000
additional labor cost (%)			30%
additional labor cost (€/year)			13,200
FIXED LABOUR COST (€/year)			57,200
OTHER FIXED COST		€/kk	€/v
Rent		-	-
leas of machines etc		-	-
Travelling		200	2,400
Marketing		1,000	12,000
phone, internet		100	1,200
office supplies		100	1,200
electricity, heating, water		200	2,400
Cleaning		100	1,200
maintenance of premises		100	1,200
maintenance of machines		100	1,200
Recreation		100	1,200
professional publications and literature		30	360
insurance of premises		50	600
general liability insurance		20	240
Accounting		100	1,200
other external services		-	-
other fixed cost		100	1,200
OTHER FIXED COST TOTAL		2,300	27,600
TOTAL FIXED COST PER YEAR			84,800

Table 3. Fixed Cost

5.4 Forecast for a profit and loss statement

The estimated total revenue for starting a shisha and chai café in Joensuu is €933,805, with the primary products including coffee, tea, bakery items, and shisha flavors. While the gross margin is €473,295 (51 percent of turnover), the total variable costs is €460,509 (49 percent of turnover). The estimated EBITDA is €281,295 after deducting €192,000 in fixed expenditures, which include €57,200 for labor and €134,800 for other costs. An operational profit (EBIT) of €254,455 is estimated after depreciation expenses of €26,840. The estimated profit before tax is €241,955 after interest expenditures of €12,500 are deducted. The net profit is expected to be €193,564, representing a net margin of 21%, after 20% tax on profit (€48,391).

FORECAST FOR A PROFIT AND LOSS STATEMENT						
Turnover by product:						
	Name of product	Shisha				
		Double Apple	Mint	Grape	Watermelon	Blueberry
	unit to be priced	Portion	Portion	Portion	Portion	Portion
	volume	3,600	4,320	2,160	2,880	1,440
	price	15	15	20	15	25
TURNOVER		54,000	64,800	43,200	43,200	36,000
variable cost per unit		7	7	7	7	7
- total variable cost		25,398	30,478	15,239	20,318	10,159
of which labour cost		20,250	24,300	12,150	16,200	8,100
= Gross margin		28,602	34,322	27,961	22,882	25,841
gross margin %		53 %	53 %	65 %	53 %	72 %

- fixed cost						
of which labour cost						
other fixed costs						
= EBITDA						
- depreciation						
= Operating profit (EBIT)						
- interest (net financial cost)						
= Profit (or loss) before tax						
- tax (on profit)						
= Net profit (or loss)						

FORECAST FOR A PROFIT AND LOSS STATEMENT						
Turnover by product:						
	Name of product		Piece of Cake	Rye Bread	Karellian Pies	Kaalisalaatti (Cabbage Salad)
	unit to be priced	Tea	Slice	Per Loaf	Per Pie	Per serving (bowl)
	volume	36,500	7,200	2,700	21,500	5,400
	price	3	8	4	3	3
TURNOVER		102,200	57,600	10,530	59,125	13,500
variable cost per unit		1	4	3	2	1
- total variable cost		43,168	29,592	8,397	35,475	5,054
of which labour cost		15,793	27,000	6,075	29,025	4,050
= Gross margin		59,032	28,008	2,133	23,650	8,446
gross margin %		58 %	49 %	20 %	40 %	63 %
- fixed cost						
of which labour cost						
other fixed costs						

= EBITDA						
- depreciation						
= Operating profit (EBIT)						
- interest (net financial cost)						
= Profit (or loss) before tax						
- tax (on profit)						
= Net profit (or loss)						

FORECAST FOR A PROFIT AND LOSS STATEMENT					
Turnover by product:					
	Name of product	Pulla	Coffee		
	unit to be priced	Per piece	Per serving		
	volume	37,550	108,000		
	price	3	5		
TURNOVER		131,050	559,800	933,805	100%
variable cost per unit		3	2		
- total variable cost		95,193	243,630	460,509	49%
of which labour cost		79,207	175,500	336,650	
= Gross margin		35,857	316,170	473,295	51%
gross margin %		27 %	56 %		
- fixed cost				192,000	
of which labour cost				57,200	
other fixed costs				134,800	
= EBITDA				281,295	30%
- depreciation				26,840	
= Operating profit (EBIT)				254,455	27%

- interest (net financial cost)				12,500	
= Profit (or loss) before tax				241,955	26%
- tax (on profit)			20%	48,391	
= Net profit (or loss)				193,564	21%

Table 4. Forecast for a profit and loss statement

In conclusion, the financial plan shows that Joensuu's shisha and chai café is sustainable and profitable. The café is estimated to provide consistent cash flow and turn a profit in the first year with a well-balanced investment structure, obtained capital, and a favorable profit forecast. Strong market demand, smart resource allocation, and practical cost control offer a strong basis for long-term success and growth.

6 Results and Discussion

6.1 Method of Reaching Respondents

Data collecting for this research was done through questionnaires distributed online using the Webropol application. The approach was chosen based on its efficacy, accessibility, and wide reach. Students at Karelia University of Applied Sciences in Joensuu were given 369 questionnaires for this study because they are a lively, multicultural, and socially active group that is perfect for assessing the possibilities of a café with a cultural focus. The survey was completed by 158 students out of the total, giving a response rate of almost 43%. The primary dataset for the study consisted of these answers. I had contact with these individuals via the student services department of the institution, which helped distribute the survey through student networks and internal communication channels like email. Students are a significant population that is likely to attend a Shisha and Chai Café, especially one

that has a distinctive social and cultural milieu, and they were specifically targeted since they are attracted to new cultural experiences.

6.2 Gender

One of the first questions of the online survey was targeted to define the gender of the participants. The results are shown in Figure 1.

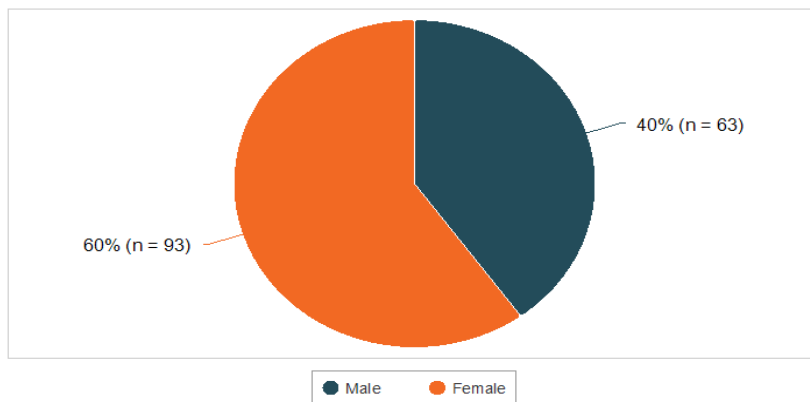
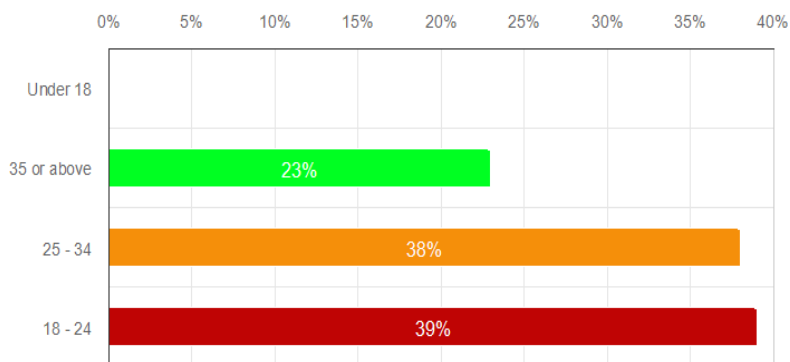


Figure 1. Gender

According to the results of the survey, approximately 40% of the respondents were male, and 60% were female.

6.3 Age



	n	Percent
Under 18	0	0,0%
18 – 24	60	38,4%
25 – 34	60	38,5%
35 or above	36	23,1%

Figure 2. Age

The second question of the survey was related to the age group. The age groups were organized as follows: under 18, 18–24, 25–34, and 35 years or over. The survey's lack of participation among respondents under the age of 18 suggests that the topic is neither relevant nor interesting to this group. On the other hand, those who were at least 18 years old took part in the survey with varying degrees of interest in opening a tea and shisha café.

The red section of the graph is for the age group 18–24 years, which amounts to 39% of the responses. This group showed the most interest in the idea, indicating that younger folks in this range are quite excited about the idea of a tea and shisha café. The 25–34 age group is represented by the orange part, which includes 38% of respondents. Being the second most engaged group, this indicates that those in this slightly older generation are also very much interested in the concept.

Last but not the least, there is the part of the respondents who are above 35 years old, with a representation of 23%, as shown by the green bar. Compared with the other groups, this particular age group expressed a modest level of interest in the survey. However, with their participation in the survey, it shows that they were active in their interests.

6.4 Consume Tea

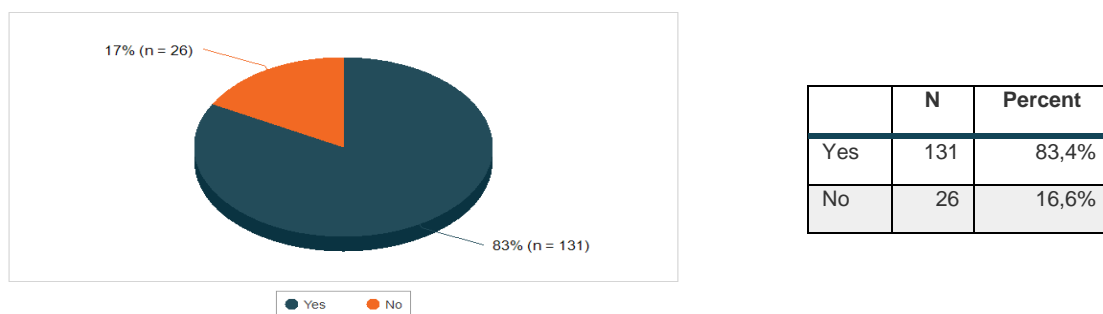


Figure 3. Consume Tea

According to Figure 3, 83% respondents consume tea while 17% respondents do not consume tea. This indicates that the majority of consumes tea. With the majority of respondents indicating a preference for tea, this data strongly indicates that tea is a very popular beverage. It is evident from the high percentage of tea drinkers that tea is a popular beverage and an essential element of many people's daily routines. Given the high proportion of tea drinkers, it is sense to assume that there is a significant demand for tea-based café services. Therefore, the inclusion of a variety of tea alternatives in a café menu may attract a wide range of customers and make the business successful. The findings of the research reveal the significant cultural and social role of tea in the lives of the respondents, thus making it a popular, warm, and familiar drink.

6.5 Consume shisha

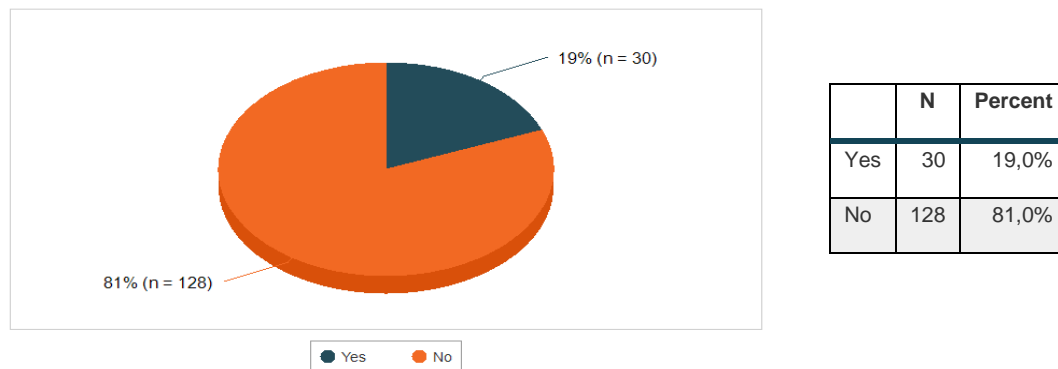


Figure 4. Consume shisha

According to Figure 4, 81% of the respondents do not consume shisha while 19% participants like to consume shisha. This suggests that the majority of the respondents do not consider shisha to be a very popular activity. Shisha is still a popular choice for a smaller but significant population, as shown by the fact that 19% of respondents still appreciate it. A percentage of customers is attracted by shisha though it is a product that does not compete equally with other available

leisure products. The knowledge required to understand a customer's or prospect's desires is thus enabled through the aid of this knowledge, especially for a business seeking to add this product to their offerings. Although the shisha products may not attract the general population, the statistics show the potential niche market. Considering this, companies may be able to customize their product and service offerings more effectively to the diverse preferences of their customers.

6.6 Frequency of shisha consumption

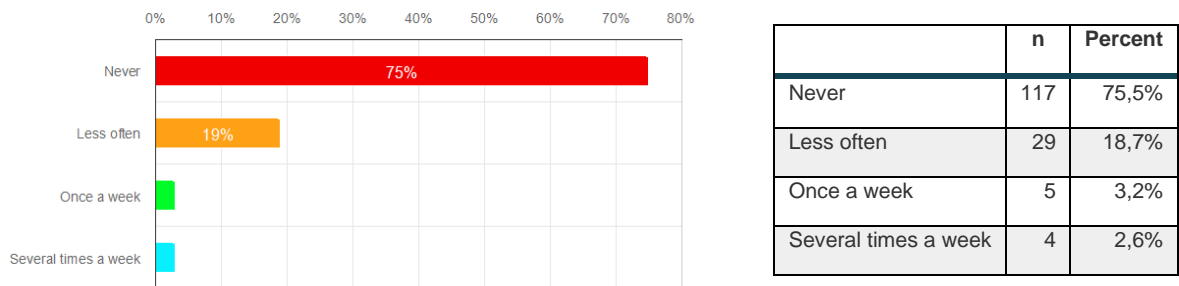


Figure 5. Frequency of shisha consumption

According to figure 5, majority of respondents avoid shisha completely. A lesser percentage indulges once in a while or once a week. The smallest fraction of shisha consumers are regular users, who use shisha many times per week. These results indicate that respondents do not frequently consume shisha.

6.7 Frequency of tea consumption

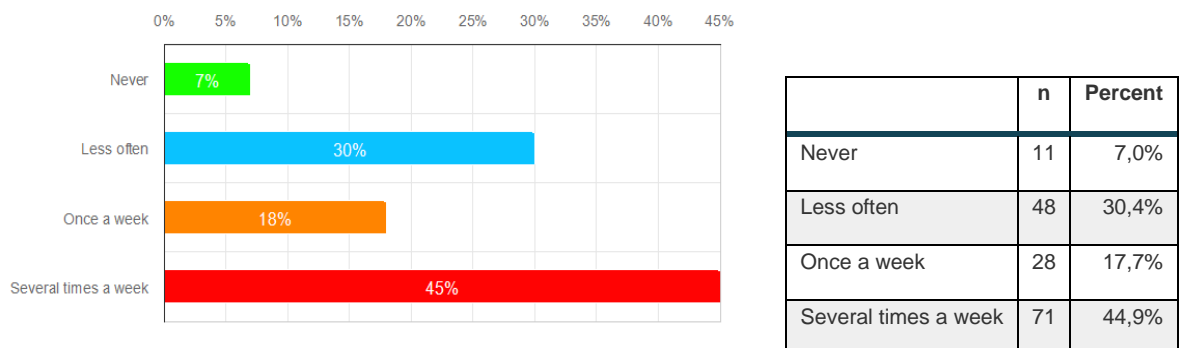


Figure 6. Frequency of tea consumption

According to Figure 6, the red bar shows that 45% of the respondent's drink tea several times a week. The blue bar shows that 30% of respondents less often consume tea. The orange bar shows that 18% of the respondent's drink tea once a week and green bar indicates that only 7% of the respondents never drink tea.

According to the research, many of the participants drink tea regularly. Additionally, large numbers of people sometimes or monthly consume tea. Nonetheless, a tiny portion of those surveyed do not drink any tea at all. These results show that tea is widely preferred at different frequencies, which may be useful for companies who provide goods or services related to tea.

6.8 Frequency of café visits

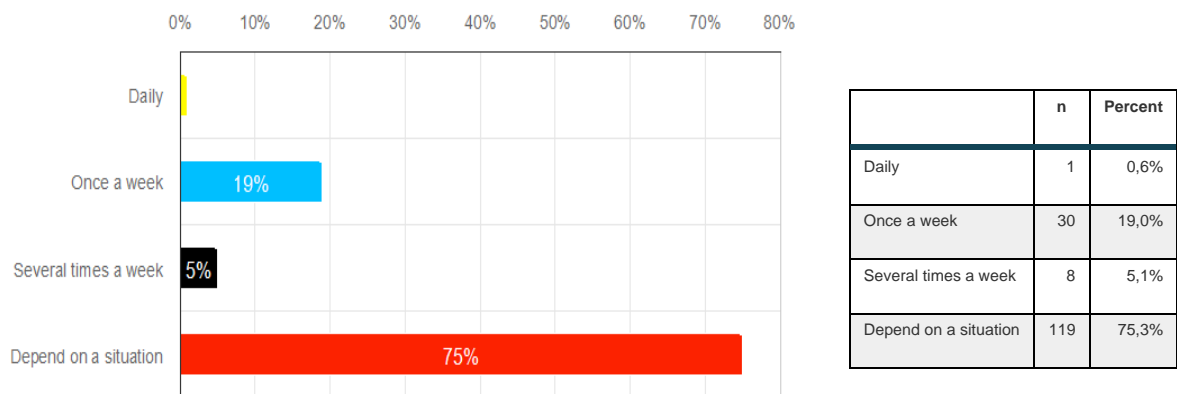


Figure 7. Frequency of café visits

Figure 7 is about the frequency of the respondents visit to cafés. According to the figure, the red bar (75%) indicates that majority of the respondents visits café depending on a situation. The blue bar indicates that 19% of respondents visit café once a week. The black bar shows that 5% of the respondents visit café several times a week and yellow bar highlights that only 1% of the respondents visit café daily.

According to the study, everyday visits are comparatively uncommon, but situational visits are the most frequent. A significant number of customers only visit cafés once a week, indicating a consistent but modest level of involvement. A greater affinity for café culture is shown by the lesser proportion of respondents who visit cafés many times per week. Understanding these trends in customer traffic allows café owners to actively modify their services and offers to cater to the various demands of their customers, improving the experience for both infrequent and regular customers.

6.9 Average spending at a café

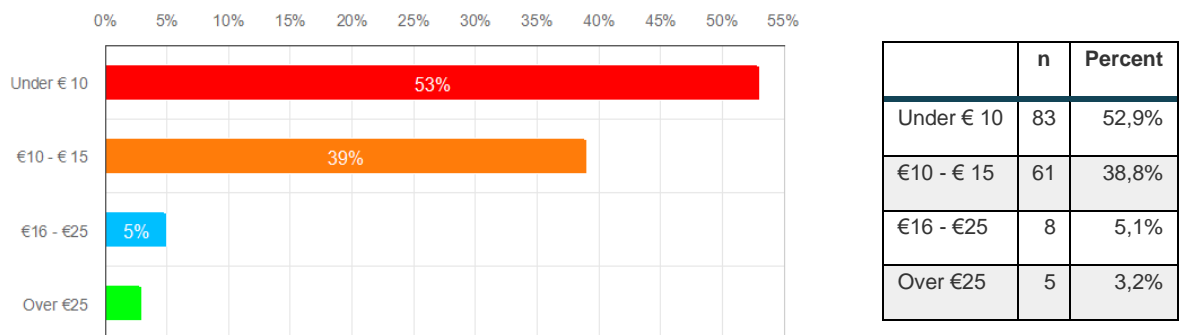


Figure 8. Average spending at a café

Figure 8 shows how much respondents spend at a café. The red bar shows that 53% respondents spent under 10€ at a café. The orange bar indicates that 39% spent €10- €15 at a café. The blue bar shows that 5% respondents spend €16 - € 25 at a café and the green bar shows that only 3% of the respondents spend over € 25 at a café.

According to this research, the majority of consumers prefer to spend less than €15 at cafés, with a small percentage paying more. Cafés may modify their services and prices to better fit the budgets of their customers by being aware of these spending trends.

6.10 Ways to choose a café

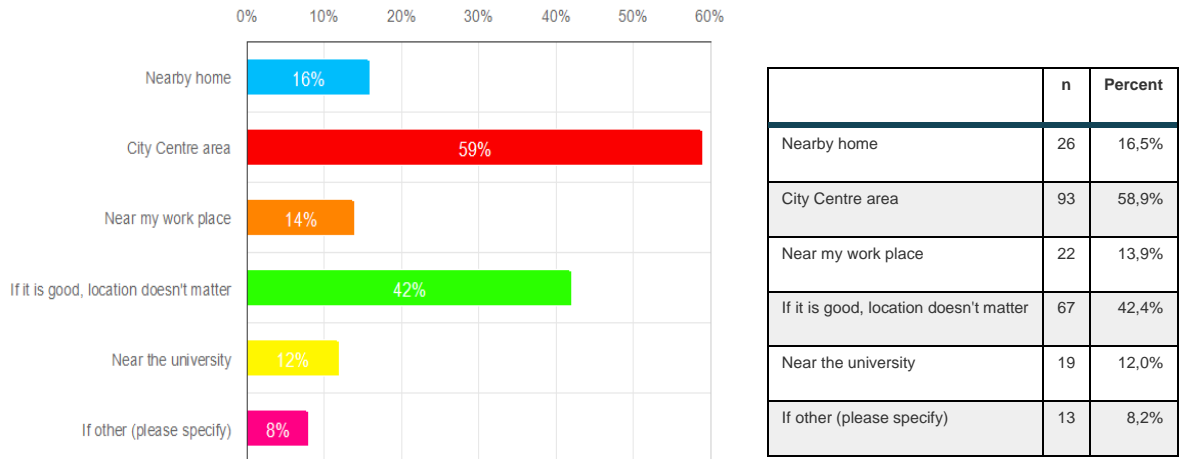


Figure 9. Ways to choose a café

Figure 9 considers how to choose a café. The red bar indicates that 59% of the respondents choose café in a city center area. The green bar shows that 42% of respondents prefer café over location. The blue bar shows that 16% of the respondents choose café near their homes. The orange bar shows that 14% of the participants choose café near their workplace. The yellow bar shows that 12% respondents prefer cafés near their universities and pink bar shows that only 8% respondents choose café based on other reasons like good prices and nice environment. Even if they are less common, these factors represent the tastes of a certain customer that highlights particular qualities while selecting a café. By improving their pricing methods, establishing a welcoming atmosphere, and utilizing positive feedback or ideal locations close to transport lines, café operators may better target this specific population.

This implies that location is important when one picks a café to go to. According to figure 9, the most frequented sites are city centers, followed by areas adjacent to

places of residence, workplaces, or other learning institutions. This information can be helpful in knowing their best locations for cafés to attract more clients.

6.11 Exploring new cafés

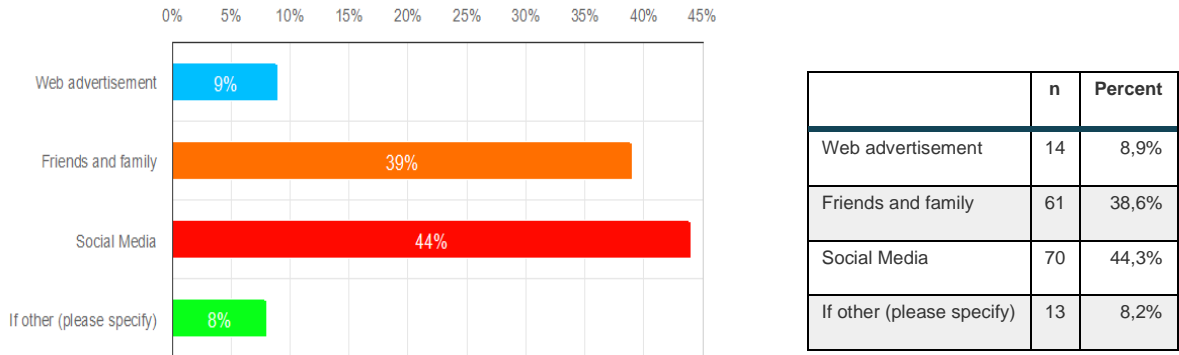


Figure 2. Exploring new cafés

Figure 10 indicates how get to know a new café. The red bar shows that the majority (44%) of the respondents get to know about a new café through social media. The orange bar highlights that 39% of the respondents learn to know about new cafés through their friends and family. The blue bar indicates that 9% of the respondents explores new cafés through web advertisements, and the green bar indicates that only 8% of the respondents discover a new café through other means. One of these is discovering cafés through newspaper articles, which is appealing to people who depend on conventional media for news and suggestions. This group of people also discovers new cafés by just wandering about and coming across new places. This emphasizes how crucial it is to have a visually appealing storefront or striking signage since these features can draw in customers who are walking around the area. Despite making up a smaller portion of the population, this group highlights the necessity for cafés to take into consideration a variety of strategies, such local media promotion and increasing visibility to draw in customers.

According to these statistics, social media is the most effective way to introduce consumers to new cafés. An important source of recommendations includes relatives and friends. Other strategies and online ads have less of an impact. Successful café owners may concentrate their marketing efforts by being aware of these trends.

6.12 Frequency of recommending a café to others

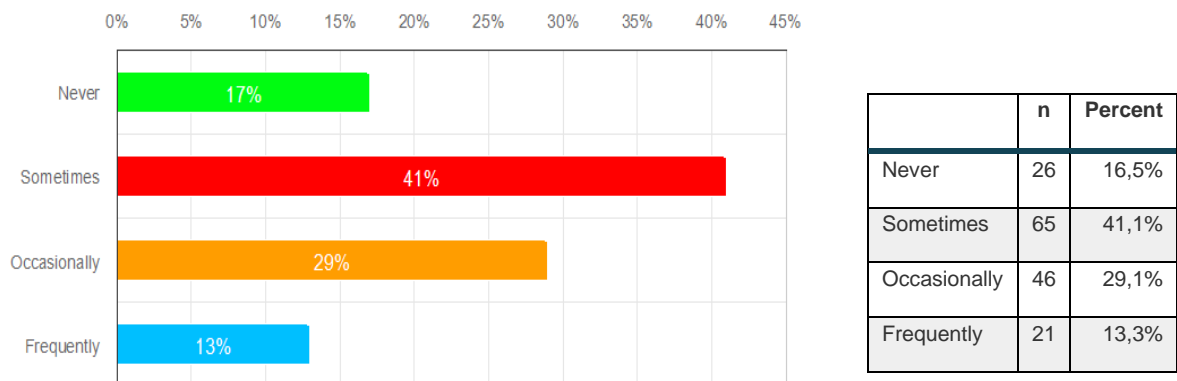
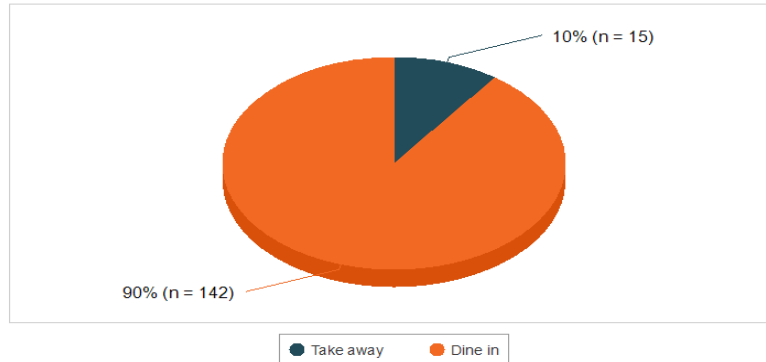


Figure 3. Frequency of recommending a café to others

Figure 11 shows the frequency of recommending a café to others. The red bar highlights that 41% of the respondents sometimes recommending a café to others. The orange bar shows that 29% of the respondents sometimes recommend a café to others. The green bar indicates that 17% of the respondents never recommend a café to others, and the blue bar indicate that 13% of the respondents frequently recommend a café to others.

According to figure 11, many customers rarely recommend their favorite cafés and tend to give recommendations only occasionally. A relevant proportion, though, of people reported never giving recommendations to cafés. Such patterns of customers make cafés change or upgrade the aspects they sell for higher customer responses in word-of-mouth advertising.

6.13 Most preferred type of café



	n	Percent
Take away	15	9,6%
Dine in	142	90,4%

Figure 4. Most preferred type of café

Figure 12 looks at the most preferred type of café. The orange bar highlights that majority (90%) of the respondents preferred to dine in at a café, while the blue bar shows that only 10% of the respondents prefer to take away service.

According to this research, more people would prefer to sit in and spend some time at the café rather than having their order out. A dine-in type of café is more favored as it would offer a location for relaxation or socializing while at work. On the other hand, takeout alternatives, although a lesser percentage, are liked because they are easy. While providing takeout options for customers who want speedy service, the operators of the cafés should focus more on establishing inviting environments by knowing their preferences.

6.14 Preferred food items to offer in a café

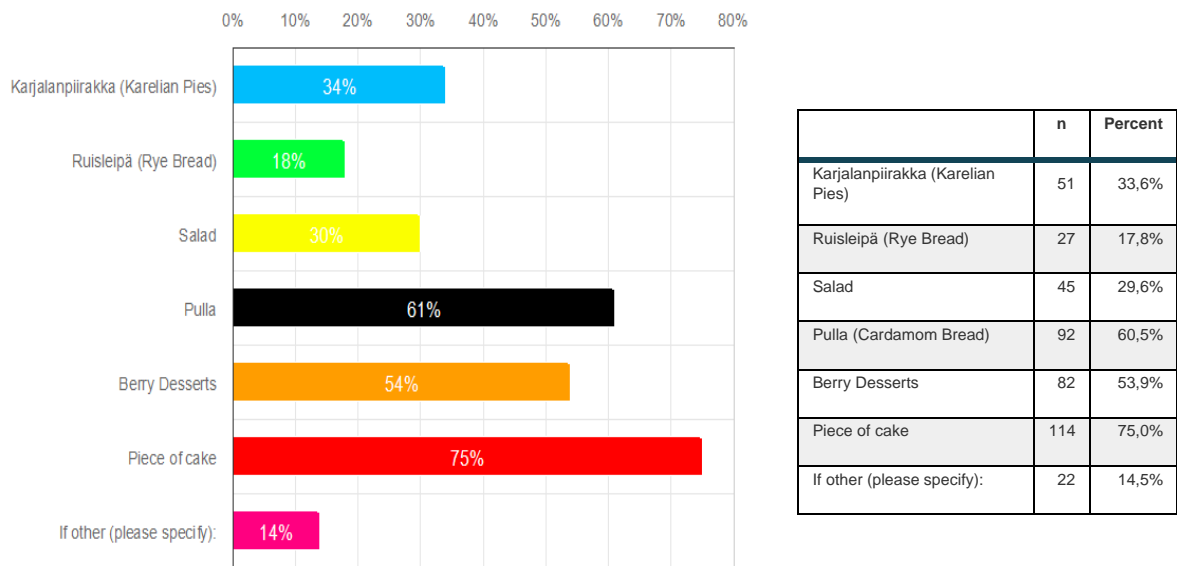


Figure 5. Preferred food items to offer in a café

Figure 13 considers the preferred food items in the menu in a café. The red bar shows that 75% of the respondents likes to eat piece of cake in a café. The black bar highlights that 61% of the respondents preferred Cardamom Bread to offer in a café. The orange bar indicates that 54% respondents prefer Berry deserts in the menu. The blue bar shows that 34% of the respondents prefer Karelian Pies. The yellow bar shows that 30% of the respondents like to have a salad in a café. The green bar highlights that 18% of the respondents prefer (Rye Bread). The pink bar show that only 14% of the respondent prefer other food items like cookies, crispy snack, baklava, tiramisu, sandwiches, Quiches, Pizza.

According to this statistics, savory choices like Rye Bread and Karelian Pies are less popular than desserts like cake and Cardamom Bread. Cafés may utilize this information to create menus that successfully accommodate customer preferences.

6.15 Preferred coffee type

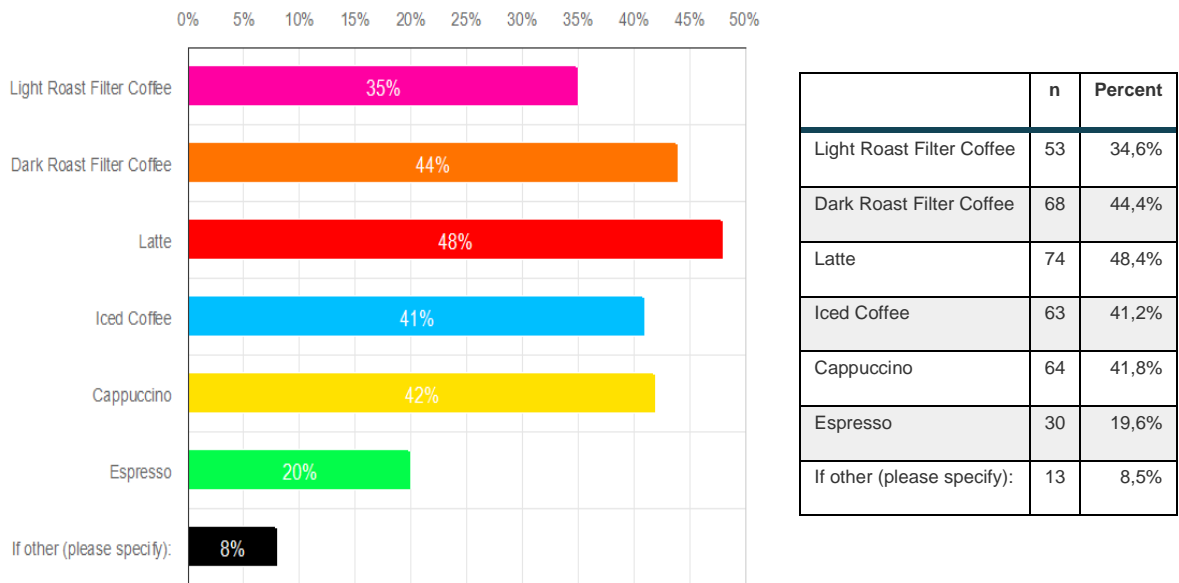


Figure 6. Preferred coffee type

Figure 14 shows the preferred type of coffee in Joensuu. The red bar shows that 48% of the respondents likes to drink latte. The orange bar highlights that 44% of the respondents preferred dark roast filter coffee. The yellow bar indicates that 42% respondents prefer cappuccino. The blue bar shows that 41% of the respondents likes to have iced coffee. The pink bar shows that 35% of the respondents like to have a light roast filter coffee. The green bar highlights that 20% of the respondents prefer espresso. The black bar show that only 8% of the respondent prefer other types of coffee like chocolate coffee, decaf, irish coffee, hot chocolate, Greek: freddo espresso.

According to the research, respondents most frequently choose lattes, dark roast filter coffee, and cappuccinos, while espresso and other coffee varieties are less popular. Joensuu cafés can utilize this data to provide coffee selections that suit customer tastes.

6.16 Preferred shisha flavor

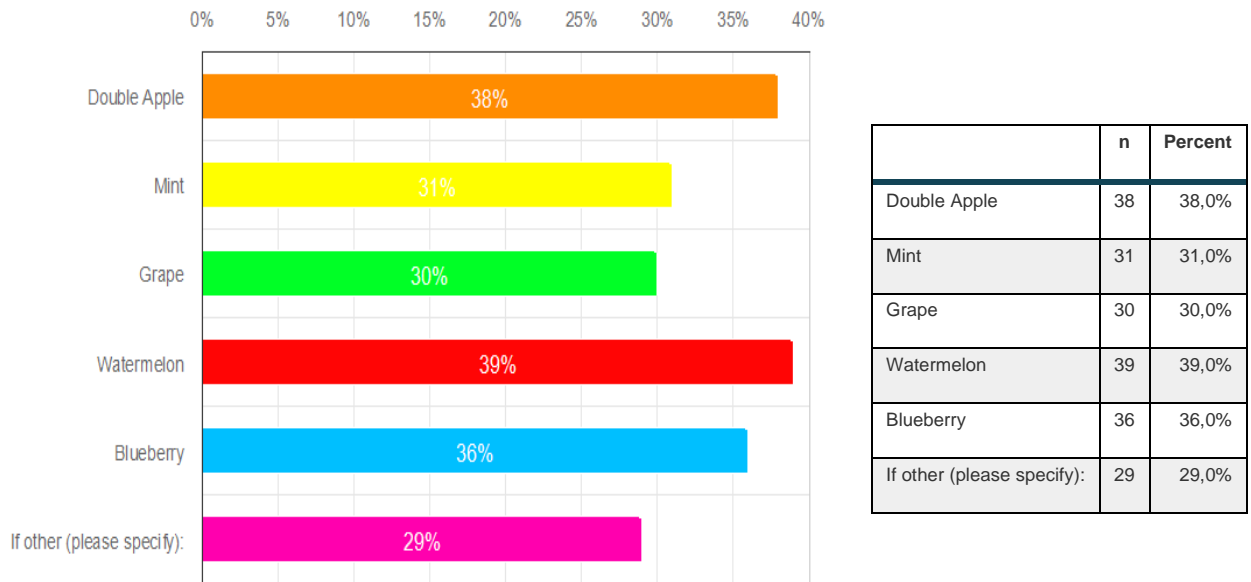


Figure 7. Preferred shisha flavor

Figure 15 shows the type of shisha flavor preferred by people in Joensuu. The red bar shows that 39% of the respondents prefer watermelon flavor. The orange bar shows that 38% of the respondent likes to have double apple flavor. The blue bar highlights that 36% of the respondent enjoys blue berry. The yellow bar indicates that 31% of the respondent prefer mint flavor. The green bar shows that 30% of the respondents prefer grape flavor. The pink bar highlights that 29% of the respondents like other shisha flavors like cherry, Lemon, or Pan Masla.

According to the research, the most popular flavors are blueberry, double apple, and watermelon. Though fewer people mentioned it, mint, grape, and other tastes are also preferred. Joensuu shisha cafés might emphasize these tastes to draw in more customers.

6.17 Preferred activities in a shisha and tea café

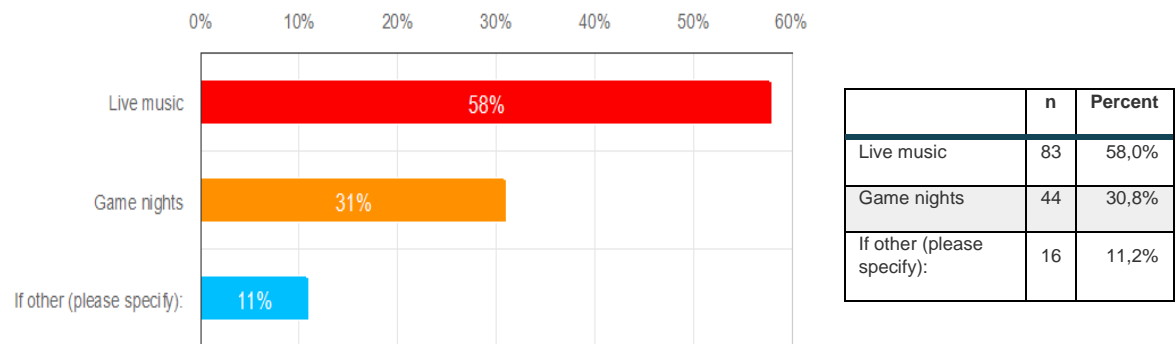


Figure 8. Preferred activities in a shisha and tea café

Figure 16 highlights the preferred type of activities in a shisha and tea café. The red bar shows that 58% of the respondents enjoys live music. The orange bar indicates that 31% of the respondents prefer game nights while blue bar indicate that 11% of the respondents enjoys other activities like board games, social events, etc.

According to this research, the most popular activity in these cafés is live music. Another popular option for many people is game evenings. Different activities, such as games and social meetings, are preferred by smaller groups. By including these activities, a café can bring in a more variety of customer and create a vibrant environment.

6.18 Preferred atmosphere in a shisha and tea café

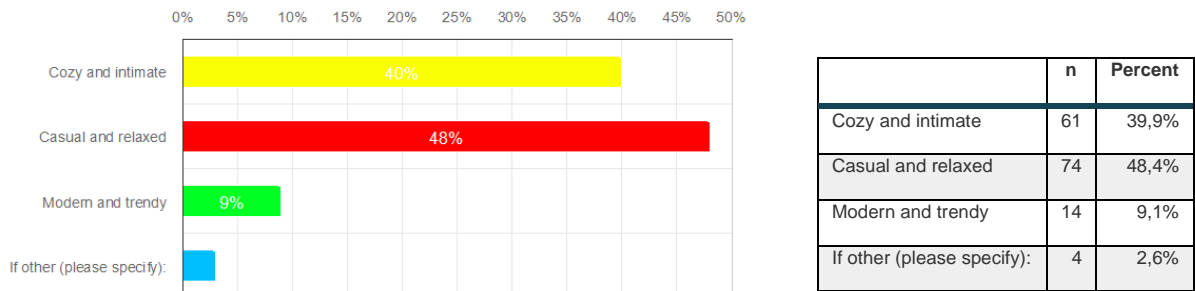


Figure 9. Preferred atmosphere in a shisha and tea café

According to figure 17, the majority of individuals prefer a relaxed and pleasant setting. Cafés might concentrate on designing calm and comfortable areas that bring in more clients. Fewer people choose other unique ambiences, and a smaller fraction favors modern designs. Cafés may create environments that satisfy customer expectations by taking these preferences into consideration.

6.19 Customer perspective on the most important aspects of a café

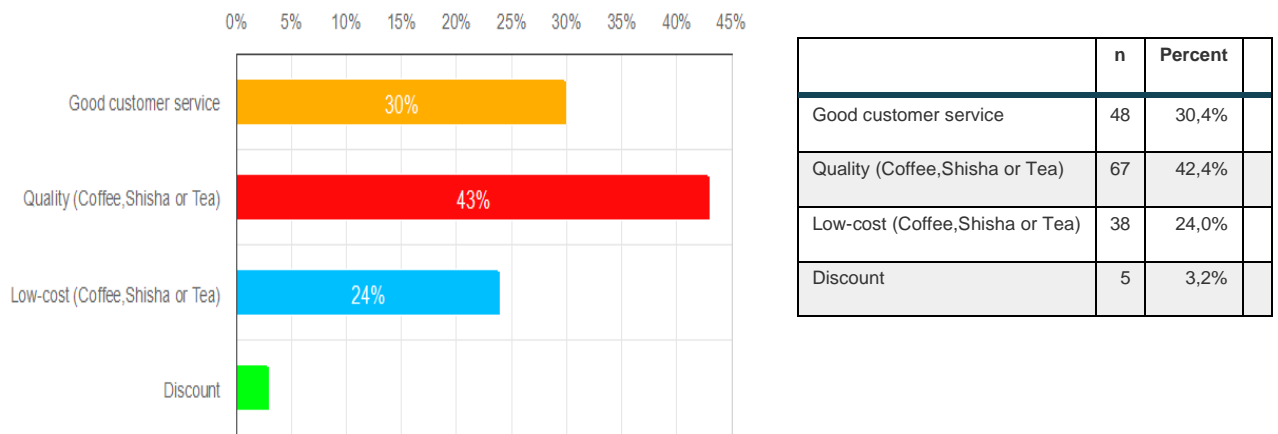


Figure 10. Customer perspective on the most important aspects of a café

Figure 18 highlights the customers perspective on the important aspects of a café. The red bar shows that 43% of the respondents value the quality of coffee, shisha, or tea. The orange bar indicates that 30% of the respondents enjoys good customer service. The blue bar indicates that 24% of the respondents prefer low-cost coffee, shisha, or tea, and the green bar indicates that 3% of the respondents prefer discount.

According to the above data, most customers place a higher value on quality and service than on price or discounts. Cafés may utilize this data to concentrate on enhancing their offerings in order to bring in more clients.

6.20 Interest in shisha and tea café in a Joensuu

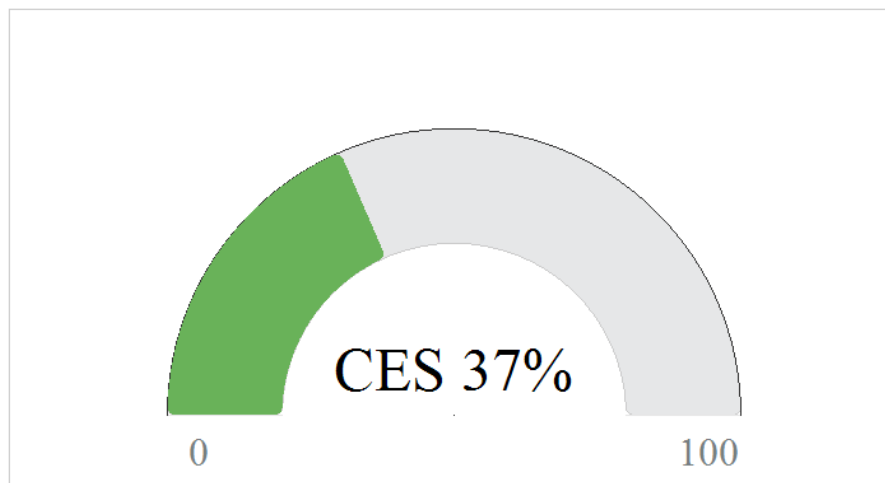


Figure 19. Interest in shisha and tea café in a Joensuu

	Very Difficult	Difficult	Neutral	Easy	Very Easy	Total	Mean	CES	
Percent	21.5%	14.6%	27.2%	21.5%	15.2%	100.0%	2.9	36.8%	

N	34	23	43	34	24	158	2,9	58
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Figure 19 is about the Interest in shisha and tea café in a Joensuu. The customer effort score (CES) is 37%, indicating that only 37% of the respondents show interest in a shisha and tea café in Joensuu.

The remaining responders might not find the concept attractive or uncertain. According to this research, there is some curiosity, but not a lot. Understanding this interest is crucial for companies aiming at building cafés. They can use it to determine whether the market is prepared for this kind of business. The findings indicate a reasonable degree of interest from the participants.

To get more information from responders, a comment and suggestion area was added at the end of the questionnaire. In all, 39 people offered their opinions and ideas. The responses showed that the concept of starting a shisha and chai café is quite popular with the respondents. Many respondents expressed the need for low prices so that more customers can be attracted. Others recommended offering discounts for students or for groups as such, believing these would make the café more attractive to the student crowd or any large gathering of people. This recommendation shows great emphasis on how affordability and access are essential parts of the café's business approach and, obviously, reflects on the desire for value-based answers and a people-oriented strategy.

7 Final Analysis

7.1 SWOT Analysis

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Unique Concept • Growing demand for social spaces • High-profit margins • Cultural attraction • Community building 	<p style="text-align: center;">Weakness</p> <ul style="list-style-type: none"> • Regulatory compliances • Seasonality • Operational costs • Limited target audience
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Growing student market • Tourism • Event Hosting Collaborations • Digital marketing 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Competitive environment • Economic Pressures • Health and Lifestyle • Trends • Regulations

Table 5. SWOT Analysis

7.1.1 Strengths

- **Unique Concept**

Shisha and chai café provides Joensuu with an experience of different culture rather than restaurants and bars. This uniqueness is helpful to attract specific customers.

- **Growing Demand for Social Spaces**

Shisha cafés are increasingly gaining popularity as the places where people like to unwind and socialize, which really meets the demand of youth and students.

- **High-Profit Margins**

Shisha products are very profitable since they are operationally affordable in comparison to the high price that customers are ready to pay for their enjoyment.

- **Cultural Attraction**

Customers who are curious about other cultures, especially Middle Eastern, may be attracted to the café because of their atmosphere and offers.

- **Community Building**

The café might turn out to be a hot spot for social gatherings, cultural activities, and artistic performances that could attract faithful patrons.

7.1.2 Weaknesses

- **Regulatory Compliance**

The prohibitions on smoking shisha could be difficult and costly, especially regarding ventilation and health safety aspects.

- **Seasonality**

If such a business strictly relies on its outdoor sitting arrangements or seasonal walk-in customers, the extreme lengths and severity of Joensuu's winters can be quite unsightly for customer visits.

- **Operational Costs**

It can be costly to maintain top-notch ingredients, staff, and equipment, especially for a startup.

- **Limited Target Audience**

Niche markets have the potential to increase customer loyalty, but they can also reduce the number of possible customers. To increase attractiveness, successful marketing techniques are needed.

7.1.3 Opportunities

- **Growing Student Market**

Joensuu's international students constitute a reachable client market for an unpretentious inter-culture mingling environment.

- **Tourism**

Promotion of the café experience may also be able to reach tourists seeking more off beat and indigenous cultures.

- **Event Hosting**

Hosting live music nights, cultural nights, or discussions on shisha could increase footfall and deepen community connections.

- **Collaborations**

Awareness and relevance can be increased by associations with local artists, academic institutions, and community groups.

- **Digital marketing**

Digital marketing has a positive ability to attract customers and build brand awareness for the shisha and chai café in Joensuu. Utilizing social media platforms like Instagram, Facebook, and TikTok, the café can promote its unique ambiance, exceptional chai flavors, and cultural activities, and attract young professionals and students. Google My Business, SEO strategies, and influencer collaborations can increase online visibility and attract local and visitor traffic. Email marketing, loyalty programs, and targeted ads can also bring customers back and repeat purchase, ensuring long-term loyalty and growth.

7.1.4 Threats

- **Competitive Environment**

If leading coffee shops, bars and restaurants take on similar products, the café may face competition.

- **Economic pressures**

If leading coffee shops, bars and restaurants take on similar products, the café may face competition.

- **Health and Lifestyle Trends**

With growing health awareness, some customers might avoid or have a bad perception about shisha.

- **Regulations**

Strict restrictions on smoking or shisha usage may affect business operations, requiring ongoing flexibility.

7.2 4 Ps

In addition to being a unique cultural concept, opening a Shisha and Chai Café in Joensuu has great business potential. The company offers a calm and friendly environment while adhering to contemporary café trends, as determined by market research and local interest. Product, price, place, and promotion—the four Ps of marketing—are essential to this café's strategic positioning.

7.2.1 Product

The café's environment and menu will provide a distinctive fusion of Finnish and South Asian culture. The main selection consists of popular shisha flavors (double apple, mint, grape, etc.), a variety of coffee alternatives (espresso, cappuccino, filter coffee, iced coffee), and traditional Pakistani teas like Karak and Kashmiri chai. In order to provide for to the local Finnish community, the café will also serve well-known dishes including salads, berry desserts, Karjalanpiirakka (Karelian Pies), Ruisleipä (Rye Bread), and Pulla (Cardamom Bread). Traditional and local items are combined to appeal to a wide range of consumers, including residents, tourists from other countries, and students.

7.2.2 Price

The pricing plan will be competitive and reasonably priced, considering Joensuu's general cost sensitivity and student population. There will be promotions like tea and snack sets, happy hour shisha specials, and loyalty savings. The goal is to deliver a genuine experience and high-quality products at a reasonable cost. By keeping prices, a little lower than those of cafes in the city center, we hope to attract in repeat business and foster enduring loyalty.

7.2.3 Place

The café will be ideally situated close to residential areas for students, making it convenient for both young professionals and students. The café will provide both indoor and outdoor seating in a welcoming, culturally themed setting that encourages relaxation and social interaction. Extended reach will also be guaranteed by an online presence through social media, Google Maps, and food delivery services.

7.2.4 Promotion

Social media campaigns, student-focused advertising, and cooperation with local events and university communities will be the main focusses of marketing initiatives. Initial foot traffic will be helped by opening discounts, referral bonuses,

and culturally themed events (like Shisha Social Sundays or Desi Chai Evenings). Customer interaction through interactive content, influencer collaborations, and recommendations will all help to increase brand awareness.

8 Interpretation

8.1 Summary

A shisha and chai café in Joensuu provides an excellent opportunity for targeting a niche market with local and tourist-oriented cultures. By offering a blend of Middle Eastern atmosphere, shisha varieties, and traditional chai drinks, this café can differentiate itself from other cafés and gain loyal customers. For this to become an enduring business, though, there must be much planning and bright execution that would facilitate its survival.

8.2 Discussion

Although the idea of a shisha and chai café in Joensuu has much potential, it is now necessary to undertake some stern action to get around the obstacles. The secret for success is in having a deep business strategy in place, especially on the enforcement of local law, a focus on giving great service to customers, and artful promotion of what makes the café unique. The café may build a loyal customer base by creating a cozy and inviting atmosphere, providing top-notch services, and adjusting to the shifting demands and tastes of its customers.

Digital marketing techniques, cultural programs, and strategic collaborations would enable the café to overcome initial difficulties and be one of the popular leisure time spots in Joensuu that offer involvement with the culture of the region. With proper design and ongoing adaption, the shisha and chai café have the opportunity

to contribute towards an enriched cultural and social climate of Joensuu besides the monetary success.

Shisha smoking has many negative social and health effects that are often overlooked due to the misconceptions that it is harmless compared to cigarettes. The health effects of shisha are one of the main concerns since it contains tobacco, which exposes the users to harmful substances such as tar, carbon monoxide, and carcinogens. An hour-long session of shisha can expose people to harmful substances for a considerably longer period; sometimes, that is the equivalent of smoking hundreds of cigarettes. High levels of carbon monoxide are also formed when shisha is heated up with charcoal; this can sometimes cause headaches or dizziness as well as causing carbon monoxide poisoning in ill-ventilated places. Frequent shisha smoking causes a higher chance of heart diseases and cancer. These diseases also include lung and mouth cancers and respiratory illnesses, such as chronic bronchitis and pneumonia.

Additionally, sharing the mouthpiece among several users increases the chance of spreading infectious illnesses including hepatitis, herpes, and TB. Smoking shisha can cause nicotine addiction, which increases the likelihood that users may turn to cigarettes or other tobacco products, posing health dangers as well as social and economic problems. Regular use of shisha is costly, especially for young people and students. There are also legal issues as smoking is prohibited in most countries, and legal changes may have an effect on businesses and venues that rely heavily on shisha as a product. Proper disposal of waste charcoal and cigarette waste also turns into an environmental concern as it results in waste and air pollution. Although many believe that flavored tobacco and water filtering make it safer, shisha is a major public health threat and requires awareness as well as legislation to reduce its long-term effects.

8.3 Recommendations

It is essential to follow local regulations and legislations on health before starting a shisha and chai café at Joensuu. Since totally smoking is strictly prohibited in the country of Finland, the restaurant needs proper permission and good airflow. Involvement with such local authorities means that the restaurant runs fine and avoid future legal issues.

Effective marketing brings in more clients into the café. The café can attract more clients by marketing it on social media, giving a discount to students, or performing events such as music evenings. Creating a comfortable and welcoming space encourages people to come over frequently and bring friends.

Ideal locations for the cafés must be chosen. These should be on major streets or campuses, which are enjoyed areas, or within walking distances and easily accessed with public transport. Good budgeting aids expansion and profitability for business.

It all depends upon giving the most wonderful customer satisfaction. Diversified food offers, welcoming services, and surrounding all increase attractiveness of the café. Herbal shisha and a starter can invite more people toward the place to make them cigarette-free. One can increase its sale of chai by providing deliverables or takeaway.

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Starting A shisha and chai café in Joensuu

INTRODUCTION

This questionnaire explores the potential and challenges of launching a shisha and chai café in Joensuu, blending cultural flavors to create a unique social haven in a diverse, growing community.

(This survey is collected for my thesis and all responses will remain anonymous.)

1. Gender

- Male
- Female

2. What is your age group?

- Under 18
- 18 - 24
- 25 - 34
- 35 or above

3. Do you consume Tea?

- Yes
- No

4. Do you consume shisha?

- Yes
- No

5. How frequently do you consume shisha?

- Never
- Less often

Appendix 1

- Once a week
- Several times a week

6. How frequently do you consume Tea?

- Never
- Less often
- Once a week
- Several times a week

7. How often do you visit a café?

- Daily
- Once a week
- Several times a week
- Depend on a situation

8. How much do you generally spend while visiting a café?

- Under € 10
- €10 - € 15
- €16 - €25
- Over €25

9. How do you choose a café?

(You can choose one or more options.)

- Nearby home
- City Centre area
- Near my workplace
- If it is good, location doesn't matter
- Near the university
- If other (please specify): _____

10. How do you get to know about a new café?

Appendix 1

- Web advertisement
- Friends and family
- Social Media
- If other (please specify): _____

11. How often do you recommended a café to the people you know?

- Never
- Sometimes
- Occasionally
- Frequently

12. What kind of café do you prefer the most?

- Take away
- Dine in

13. What food items would you like to see on offer in café?

(You can choose one or more options.)

- Karjalanpiirakka (Karelian Pies)
- Ruisleipä (Rye Bread)
- Salad
- Pulla
- Berry Desserts
- Piece of cake
- If other (please specify): _____

14. What kind of coffee do you prefer?

(You can choose one or more options.)

- Light Roast Filter Coffee
- Dark Roast Filter Coffee
- Latte
- Iced Coffee
- Cappuccino

Appendix 1

- Espresso
- If other (please specify): _____

15. Which shisha Flavour do you prefer?

(You can choose one or more options.)

- Double Apple
- Mint
- Grape
- Watermelon
- Blueberry
- If other (please specify): _____

16. What types of activities would you like to see in a shisha and tea café?

- Live music
- Game nights
- If other (please specify): _____

17. What type of atmosphere would you prefer in a shisha and tea café?

- Cozy and intimate
- Casual and relaxed
- Modern and trendy
- If other (please specify): _____

18. Being a customer, what do you think is the most important for the café?

- Good customer service
- Quality (coffee,shisha or tea)
- Low-cost (coffee,shisha or tea)
- Discount

19. How interested are you in the idea of a shisha and tea café in Joensuu?

Appendix 1

	1	2	3	4	5	
Very Interested	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Interested

20. Feedback and Suggestions: Do you have any additional comments or suggestions for a shisha and chai café in Joensuu?
