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# **A Marketing Plan for a Nepalese Restaurant**

Understanding Customer Perceptions of Eth-  
nic Dining in Finland

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## ABSTRACT

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The thesis investigates how the Nepalese restaurant Everest Himal in Rauma, Finland, can enhance its visibility and interaction with customers based on a specific marketing strategy. The study uses qualitative data, provided by a customer survey (35 responses) and a semi-structured interview with the co-owner of the restaurant. The idea was to understand the customer preference and behaviour pattern, along with the perceived gap in the current promotional activities, and build a marketing plan based on these findings. Key marketing models such as marketing mix(4Ps), STP, SWOT analysis, and Porter's Five Forces are used in structuring the analysis.

The results indicate that the customers are more concerned with the quality of the food, cultural geniuses, and stable online appearances as the factors that determine the choice of ethnic restaurants. Nevertheless, Nepalese restaurants (such as Everest Himal) are mixed with Indian food and have a poor digital presence. The co-owner accepted these complaints and was willing to make some improvements. The data-driven marketing strategy was designed, which is reasonable and affordable, and that includes organized content, menu clarity, visual narration, and differentiated offers. The plan also includes the activities in the digital and traditional marketing arena, including the planned social media posts, review management, local events, and targeted discounts on major customer segments.

This paper exemplifies the value that small businesses can gain by implementing the systematic marketing models in the event that they are guided by actual client information. Blending academic theory and realities of operation, the proposed plan provides Everest Himal with a realistic opportunity to raise awareness, build the brand, and appeal to its target market segments

Keywords: Marketing, Digital, Segmentation, Restaurants, Ethnic, Dining, Cultural, Customer, Strategy, Models, Organizing, Management.

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## 1 INTRODUCTION

A competitive restaurant industry in which customers favour changing their preferences, globalization and widely accepted taste in new cuisine is to be found in Finland. Specifically, Nepalese cuisine has achieved special status among Finnish consumers for the aromatic flavours and cultural options they offered (Garg & Amelia, 2016). In this context of evolving environment, Everest Himal, a Nepalese restaurant located in Rauma, Finland is trying to become stronger in its marketing by creating a structure and effective marketing plan (Everest Himal, n.d.). Everest Himal is operating in a small but vibrant city and runs a small but still vibrant department as well, facing the problems of visibility, customer retention, and market differentiation every new piece of work must be professional and research based (Tripadvisor, 2025).

The main reason for doing this thesis is to solve these challenges through the design of a how Everest Himal's visibility can be increased to attract new customers and keep the customer loyal. The study is practice based, and it takes place in real word applications of marketing theories and tools related to small ethnic restaurants in Finland. The main part of this will focus on key areas including Marketing mix: 4ps, segmentation, targeting and positioning (STP model), digital marketing strategy, consumer behaviour analysis and competitive positioning. These frameworks will help define the actionable marketing recommendations specific to Everest Himal's market context.

The aim of this thesis is to not only add to Everest Himal's business hrowth but also to offer suggestions that may be useful to Nepalese and ethnic resturants operating in a similar environment. The study uses systematic research, primary data collection from stakeholder, and proven marketing models to create detail and practice marketing strategy that can be applied effectively by Everest Himal's management team.

Because I am studying International Business, this thesis relies on concepts such as how people in different nations behave as consumers, how to plan marketing strategies and what works in cross-cultural business situations. The project mirrors what happens to small ethnic business from Nepal who have set up in Finland. It helps me use theory I learned during my degree in areas like digital marketing, making a market entry strategy and figuring out a company's competitive position. By practicing this type of research, I enhance my school subjects and get ready for my future career in international business.

## 2 PURPOSE & OBJECTIVES

### 2.1 Purpose

This thesis has its purpose to create an independent and practical marketing strategy for Everest Himal, a Nepalese restaurant which is in Rauma, Finland. In this study, it seeks to offer the restaurant with structured recommendations of what marketing could do to increase visibility, attract and keep customers, and grow the overall profitability. This thesis will analyse what the current marketing environment is, what are the customer behaviour and with what competition and will then give some strategic insights to which Everest Himal can apply directly to its marketing activities. This research presents the necessity for the ethnic restaurants in Finnish cities to apply innovating marketing ways to survive in a highly competitive industry.

Through this thesis will show how the Nepalese restaurant can capitalize on the uniqueness of the restaurant's cultural and culinary references to have a strong presence in the market. It will also show the taking care of segmentation, targeting, positioning and utilizing combined digital and traditional marketing channels can drastically boost customer engagement and loyalty.

## 2.2 Objectives

The main objectives of this thesis are as follows:

- To conduct a marketing analysis of Nepalese restaurants operating in Finland, focusing on current practices and industry trends.
- To identify the target section of customers for Everest Himal and understand their preferences, expectations, and behaviour patterns.
- To formulate effective digital and conventional marketing strategies that Everest Himal can implement in its daily operations
- To develop an integrated marketing plan with actionable recommendations that align with Everest Himal's goals for business growth and customer loyalty.

These objectives, therefore, aim to make the marketing plan being practical and having research base as well as directly applicable to Everest Himal's specific market situation at Rauma.

## 3 DEFINING THE BOUNDARIES OF THE THESIS

This is deliberately the scope of this thesis to keep it clear and relevant. This paper focusses on analysing marketing situations of Everest Himal and not other aspects of business like operational management, financial modelling, supply chain logistics, human resource practices. Although they can indirectly affect marketing outcome, the thesis will limit its analysis to marketing related initiatives. Also, the geographical boundary of the study is the Finnish market (Rauma area only) (Kauhanen et al., 2024) However, the references to framework that apply to other parts of Finland would be broad when in reference to Nepalese restaurants but the focus would most directly be on the strategies relevant within Everest Himal's immediate operating environment.

There shall be little industry analysis but rather research of Everest Himal's management and customer base. Therefore, this study will be low on data

collection as measurements will be confined to surveys and interviews with Everest Himal's internal stakeholders and its customers.

### 3.1 Research Problem and Sub-Problems

The research problem that this thesis addresses is:

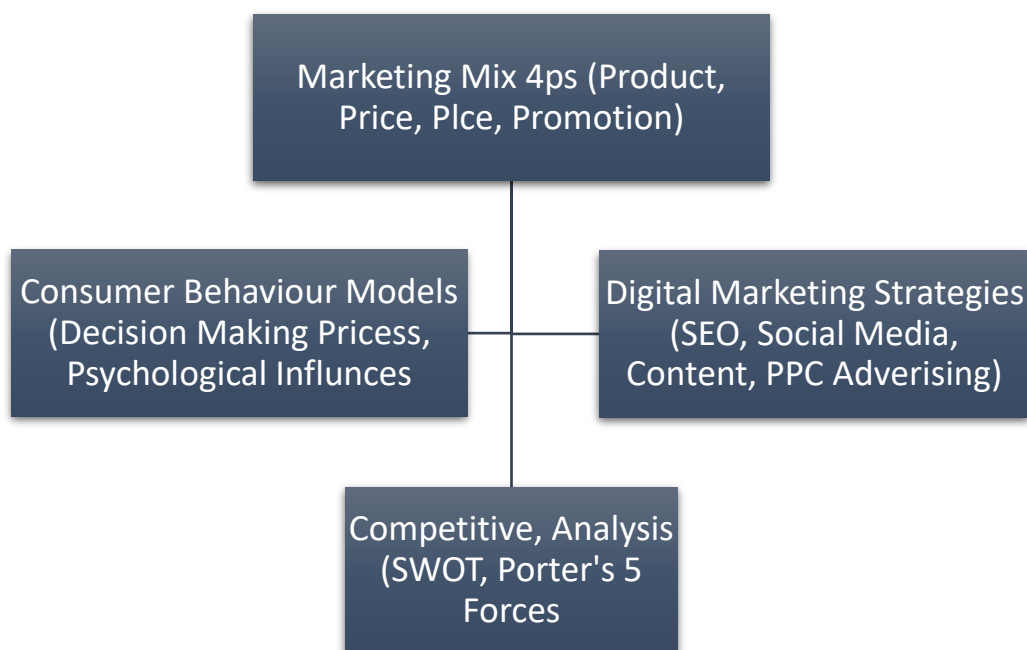
How can the marketing of a Nepalese restaurant in Rauma increase its success in reaching out to more customers and thereby attain customers' loyalty?

Supporting this main research question are the following sub-questions:

- What are the common problems and favourable conditions in sales for Nepalese restaurants in Finland?
- Which are the best marketing tools and channels that can be used to promote Nepalese culinary to a small Finnish city like Rauma.
- Which digital marketing strategies can be utilized to raise the level of public awareness of Nepalese restaurants like Everest Himal, including social media and online delivery platforms?
- Then how can consumer behaviour analysis help shape up successful marketing strategies for ethnic restaurants?

By solving these research problems and sub problems while addressing the thesis, Everest Himal will get a detailed, specific marketing strategy. The thesis is given a practical orientation, which makes that the finding is not only theoretical but are intended to implement within the operational realities Everest Himal in Rauma. This helps bridge the gap between the academic marketing models and the real-world application of the thesis, providing insights with actionable, measurable and relevant to restaurant's growth and sustainability objectives.

## 4 CONCEPTUAL FRAMEWORK



*Figure 1 Conceptual Framework (Purushotam Karki, 2025)*

The foundation of this thesis's conceptual framework represents four key areas of marketing theory and practice that arise as the fundamental basis of a complete marketing plan for Everest Himal.

First, the Marketing Mix (4Ps) forms the foundation of the framework. The focus of this marketing considers the product optimization, pricing business strategies, placement (distribution channels), and promotional activities (Nuseir & Madanat, 2015). This would help Everest Himal to present their offerings in line with customer expectations and market trends. The 4Ps will be used to identify core products of the restaurant, the most acceptable pricing in the Rauma market, selection of the best distribution methods including dine in, takeaway and online ordering platforms and development of appropriate promotional campaign (Xia, 2023).

First of all, Consumer Behaviors Models are used to explain customers' decision-making process more clearly (Roy & Datta, 2022), Dining preferences and selection of restaurants are largely dominated by psychological influences,

social factors and cultural backgrounds (Latasha Chhavi Malhotra, 2025). Everest Himal can analyze these factors in order to tailor its marketing messages, menu offerings and service strategies better to appeal to the target customers.

Also, Digital Marketing Strategies will be taught to increase online visibility and customer engagement for Everest Himal (Talukder et al., 2024). SEO, social media marketing, content marketing, pay per click (PPC) advertising are included in the audience; keep an active online presence, and appeal to customers that count on digital platforms while choosing where to eat.

Finally, a competitive analysis is made by using SWOT and Porter's Five Forces Model to analyze Everest Himal's internal strengths and weakness, as well as external condition (opportunity and threat) (Arar et al., 2017). A knowledge of the competitive environment in Rauma will assist the restaurant in better positioning itself against the competition and predicting changes in the market that could affect operating conditions.

These four components, put together comprise an integrated conceptual framework for research and analysis, as well as strategy development, for this thesis. The balance in the framework provides a comprehensive marketing plan for Everest Himal; a plan that will offer a good balance between their internal capabilities and external market dynamics.

## 5 CASE COMPANY

Everest Himal is an authentic Nepalese restaurant located at Kuninkaankatu 19, 26100 Rauma, Finland, in the heart of Old Rauma, a UNESCO World Heritage Site. Established in March 2018, the restaurant is co-owned by Binod Chaulagain and Ramesh Ghimire. Everest Himal offers a culinary journey into traditional Nepalese cuisine, aiming to provide patrons with a genuine taste of Nepal's rich gastronomic heritage.

The restaurant provides dine-in, takeaway, and online delivery services through platforms like Wolt. Its menu features a diverse array of starters, tandoori items, vegetarian and non-vegetarian main courses, biryani dishes, and desserts, many of which are adapted to suit vegan and gluten-free diets. The use of traditional recipes and ingredients gives Everest Himal a distinctive position in Rauma's competitive restaurant scene.

Everest Himal operates Monday to Friday from 11:00 AM to 9:00 PM on Saturdays from 12:00 PM to 9:00 PM, and on Sundays from 12:00 PM to 6:00 PM. Lunch is available on weekdays from 11:00 AM to 3:00 PM. The restaurant maintains an active presence on social media platforms like Instagram and Facebook.

## 6 MARKETING PLAN

### 6.1 Marketing Mix

In 1960, E. Jerome McCarthy introduced the marketing mix which became known as the 4Ps model, covering Product, Price, Place and Promotions. Nowadays, it is both accepted by academics and applied by businesses (Goi, 2009). The marketing mix identified by Kotler and Armstrong (2018) is the main set of tools marketers can use to encourage demand, show how their goods will benefit clients and increase their company's reputation (Al Badi, 2018, p. 3). The model helps to develop strategies that meet the needs of customers in different business environments.

According to Kotler, despite being developed for physical products, the 4Ps can be used in services if the elements are adjusted to stand for the unique points of service like intangibility and customer interaction (Al Badi, 2018, p. 3). Here, the business model helps small service companies such as

restaurants to organize operations, communication and customer service around their main plans.

### 6.1.1 Product

The product element in service marketing covers not only tangible offering but also associated customer experience. (Wichmann et al., 2022) define product as including elements of menu diversity, food quality, service environment and ambiance. In service setting like restaurants. According to research by (Vu, 2021), service quality dimensions (tangibles, reliability, responsiveness, assurance, and empathy) are the main product attributes determining customer satisfaction and loyalty. In the ethnic food services, cultural uniqueness, authenticity, personalization has also been identified as high differentiators.

### 6.1.2 Price

Price serves two roles: revenue generator and quality signal (Mastrobuoni & Tetenov, 2014). According to (Weisstein et al., 2013), consumers use proxy for value in categories such as dining where subjective evaluation are important. A common technique used by small businesses to balance affordability with perceived value is competitive pricing, psychological pricing or bundling (Perez & Lopez- Ospina, 2022). Pricing requirements in experience-driven services are also highlighted as it should consist not only of the cost structure, but also the contextual emotional and social value offered to the customer.

### 6.1.3 Place

Distribution and accessibility are placed in the marketing mix as place. However, the manifestation of digital platforms has extended its focus on physical location to third party delivery apps, online ordering system and reservation platforms (Francioni et al., 2022). There is a need for literature that provides a smooth customer impact through seamless omnichannel experience between online and offline touchpoints for improved customer access and

conveniences. Service providers want proximity, visibility and digital discoverability as elements in their place strategy.

#### 6.1.4 Promotion

All communication tactics that inform, persuade and remind the customer about the offering constitute promotion. For example, according to (Francioni et al., 2022), promotional tools may be classified as advertising, sales promotion, public relations, direct marketing, and personal selling. Local community events, referral incentives, user generated content are some of the effective ways for promotion if you are investing in small and medium enterprises. As pointed out scholars (Okonkwo et al., 2023), culturally relevant, localized promotional messages have the power to appeal to niche markets.

#### 6.1.5 Criticisms and Extensions

Although 4Ps model is (Goi, 2009) a common model, it has been criticized for being too product centric and static. In 1981. Booms and Bitner proposed a 7Ps model. People, Process, and Physical Evidence to address better the needs of service-oriented firms (Anthuvan & Maheshwari, 2024). While it is not perfect, the original 4Ps are a valuable tool, and especially when used in creative way to the changing needs of modern service businesses.

### 6.2 Consumer Behavior Models

#### 6.2.1 Consumer behavior and decision-making process

For the service-oriented industries, understanding consumer behavior is of paramount importance while developing marketing strategies. The study of how individuals, groups, and organizations purchase, pay for and use products, services or experiences is referred to as consumer behavior (Marc et al., 2022). Based on psychological, sociological and cultural disciplines, theories of consumer decision making are predicated on how consumers will react to

different stimuli and influences, for marketers to predict outcomes and reactions (Stankevich, 2017).

### 6.2.2 Psychological influence on consumer behavior

Consumer decision making is greatly influenced by psychological factors such as motivation, perception, learning, beliefs and attitudes. Cited often, Maslow's Hierarchy of Needs is used to explain how consumers prioritize physiological, safety, social, esteem, and self-actualization needs (Ghaleb, 2024). In terms of service consumption, specifically in the case of food services, such motivations as comfort, convenience, health, and social bonding are often the driving force behind such behavior. Another key factor is perception, the consumer's view of marketing messages, reviews, price and presentation determines the perception. A favorable perception is usually followed by a stronger intention to buy or revisit (Khan et al., 2022).

### 6.2.3 Social and cultural factors

Social environments, family, peer groups, social class, and culture affect consumers as well. Reference group theory indicates that individuals conformed with expectations of the groups which they chose to identify with, thereby significantly affecting choices on dining (Radojevic et al., 2024). For instance, customers can select restaurants that match their social identity or dreams. Ethnic food consumption is influenced substantially by cultural influences, i.e. norms, food traditions and symbolic meanings (Cheng et al., 2025). It is found that willingness to try foreign cuisines is predicted by cultural capital and openness for diversity.

### 6.2.4 Consumer decision-making models

Several models try to explain the process by which consumers reach to purchase decisions. The Engle-Kollat-Blackwell (EKB) model proposes that need recognition, information search, evaluation of alternatives, purchase and post

purchase behavior are the five stages (Ashman et al., 2015). However, the process is not always linear, but a framework for identifying point of intervention for marketers. In service experiences, the critical post purchase phase, i.e., post-satisfaction, feedback, and loyalty, is particularly important for. The experience of the customer can decide whether it is referred to other people by word of mouth and will take the customer back again.

### 6.2.5 Implications for service marketing

In the service marketing, consumer behavior literature suggests that emotional engagement, personalization and relationship building are needed for assembling customers favor in the marketing needs. (Hole et al., 2018) claim that modern service delivery, where consumers are shaping their experience, is customer value co-creation. Businesses that understand needs, cultural values and emotional drivers of their customers tend to see more loyal and bicultural customers.

## 6.3 Digital Marketing Strategies

Internet-based technologies used to promote products and services are called digital marketing. The tool that it provides helps businesses reach wider audiences, personalize the message, and measure the campaign's effectiveness. According to Desai (2019), digital marketing is a strategic approach to employ digital channels and consumer data in order to achieve better marketing outcomes.

### 6.3.1 Search engine optimization (SEO)

SEO (Search Engine Optimization) is an activity of enhancing a website's visibility on search engines like Google by keyword targeting. Technical improvement and content relevance (Usmany et al., 2014). (Baye et al., 2013) Say organic search is one of the most trusted sources of website traffic. Small businesses benefit especially from SEO because it's cheap and provides very

long-term ROI. As with any ranking factor, the Webmaster Guidelines for Google emphasize that having a mobile responsive site, site speed and great content are three very important ranking factors (MADX, n.d).

### 6.3.2 Content marketing

In simple terms, content marketing is the means of delivering “valuable, relevant content consistently over time to attract and retain a clearly defined audience.” i.e. your customers (du Plessis, 2022) says that effective content does not sell directly, but educates, entertains, or solves a consumer’s problems. Blog posts, a recipes guides , behind the scenes videos, infographic just to name a few. Trust and authority are built with content, such that it makes the form of advertising a longer relationship with a brand and consumer that conventional (Forrest, 2019).

### 6.3.3 Social media marketing

Consumer interaction with the brand has now become social media platforms. (Jamil et al., 2022) stress that social media is always two ways, such as providing real-time engagement, feedback collection, and building of the community. Nature has proven that to be the case; authenticity, story telling and consistency are what you need for sustained social media success. For businesses of all sizes, and Facebook/Instagram, visual storytelling and sharing of user-generated content can be very effective in creating trust and social proof (Chaudhary, 2021).

### 6.3.4 Pay-Per-Click (PPC) advertising

The PPC advertising allows marketers to reach potential customers via placements on search engines and social platforms, focusing on some specific customer segments from the rest of the online universe. According to (Rezaei et al., 2024), PPC is especially handy for promotional campaigns that are time-bound. Interestingly, businesses can influence conversion results with control

on budget, audience characteristic, and ad content. Keeping in mind, Google Ads and Facebook Ads continue to be the primary platforms in PPC strategy (Khraim & Alkrableih, 2015).

#### 6.3.5 Online reputation management

The online reviews and ratings play a big role in customers perception. (Faizi & El Fkihi, 2019) further confirms that rating can led to large sales increase as well. Reputation management is effective and it should respond to both positive and negative reviews, showing customer testimonials, and be transparent. Social proof is a crucial factor in making decisions in digital first environments for potential customers (Rachmiani et al., 2024).

#### 6.3.6 Integrating digital strategies

This calls for artificial forces to be launched to combine cross platform integration and personalization in digital marketing. Customers journey analytics, CRM systems, as well as AI powered chatbots are becoming more and more targeted and seamless for the user (Nze, 2024). Nevertheless, scholars warn that excessive automation without a strategic synergy may sidetrack customers and undermine brand authenticity (Gil- Gomez et al., 2020).

### 6.4 Competitive analysis

It is a competitive analysis which consists in evaluating strengths and weaknesses of existing and potential competitors in order to have strategic insights and define effective responses. Two of the widely used tools in marketing literature are SWOT analysis and Porter's Five Forces model. These frameworks help understand an organization's internal and external environment in which the organization operates.

#### 6.4.1 SWOT analysis

One of the structured planning tools, SWOT analysis helps in identifying strengths and weaknesses of the existing factors from within and also it helps to notice the opportunities and threats available from outside. It is derived from strategic management and has been commonly used in marketing for situational analysis (Taherdoost & Madanchian, 2021). Attributes that give a company a competitive edge are termed as strength like a unique product offering or loyal customer base. Internal limitation such as limited resources, inconsistent quality, are considered weaknesses. From both external factor, opportunities come from emerging market trends, technological advancements, but threats from competing others, changing regulations, economic downturns.

Although SWOT is regarded as simple and visual clear, it is criticized for lack of prioritization and subjectiveness (Taherdoost & Madanchian, 2021). It continues to be a core tool for internal self reflection and environmental scanning, although this is not very common.

#### 6.4.2 Porter's Five Forces

Michael Porter developed Porter's Five Forces framework to evaluate industry attractiveness and competitive intensity in terms of five major forces of threat of new entrants, bargaining power of buyers, bargaining power of suppliers, threat of substitute products, and competitive rivalry. Every force influence a firm's capability to attain its profitability and sustainability.

In service sectors, the threat of new entrants is high for the most part because capital requirements are relatively low (Bruijl, 2018). The higher bargaining power of buyers is especially when customers can obtain many alternatives and price transparency, in particular inline. In regions where authentic ingredients or particular labor are beyond reach, supplier power can be large. Substitute threat arises when there are a number of other available cuisine or service formats (e.g., food trucks, meal kits). There are various factors that define

rivalry among existing firms such as market saturation, brand differentiation and customer loyalty.

Some critics say that Porter's model shortens the role that collaboration, innovation, and dynamic market conditions play in playing roles in industries (Pangarkar & Prabhudesai, 2024). Yet, it gives good view of competitive forces and industry structure.

#### 6.4.3 Integrating SWOT and Porter's Analysis

SWOT methodology is combined with Porter's Five Forces to give businesses a strategic response based on internal capabilities and external threats. For instance, figure out how a company can remain strong in customer loyalty while at the same time, acknowledging the growing threat of substitutes, to know what brand reinforcement strategy to use. These models have been integrated under the literature support for the use of them in strategic alignment and better decision making.

## 7 MAKING THE MARKETING PLAN

### 7.1 Study methods

#### 7.1.1 Research design

This research adopted a qualitative and practice-based design to explore how Nepalese and other ethnic restaurants in Finland approach marketing, and how these insights could support the creation of a targeted marketing plan for Everest Himal. The qualitative method was chosen because it allows for in-depth understanding of customer preference and business owner experiences, especially valuable in the service sector where emotional, cultural, and experiential factors strongly influence outcomes.

### 7.1.2 Customer survey

A qualitative, open-ended survey was conducted with 35 customers who had recently dined at Nepalese or other ethnic restaurants in Finland. The objective was to gather detailed feedback on what customers look for when choosing a restaurant, how they discover new places, and their expectations around food quality, service, and marketing communication. The survey was created using Google Forms to enable ease of distribution and response collection. It was shared through various social media channels such as Facebook and Instagram, and also with the assistance of small restaurants who distributed the link to their patrons. All questions were designed to be open-ended to encourage expressive and detailed responses. The aim was not to generate statistically generalizable results, but rather to develop thematic insights into consumer attitudes and behaviors relevant to small restaurant marketing

### 7.1.3 Interview with restaurant owners

The customer survey was also supported with ten semi structured interviews with restaurant owners. A co-owner of the Everest Himal was amongst the participants and the others were small, locally run restaurants in Finland. Specifically, interviews were semi structured with predefined core questions to explore each insights as well as their unique marketing experience. The topic that were included are: their current marketing practices, challenges attracting and retaining customers, the use of digital marketing tools and perceptions of local consumer preferences. The interviews were completed in person or over video, audio recorded with participant consent to maintain accuracy.

### 7.1.4 Sampling strategy

A purposive sampling technique was used. Based on their recent dining experience at small ethnic restaurants, restaurants customers were selected as they represented customers that would have contextually relevant opinions. This thesis selected Restaurant owners based on their experience pertaining

to operating under similar competitive environment which provides meaningful comparative and insights in regards to Everest Himal's context. Given the sample size of 30 survey participants and 3 interviewees which is big enough to draw patterns through thematic analysis, in-depth data, instead of statistical representation, was possible.

#### 7.1.5 Data Analysis

Thematic analysis was then used to analyze the collected qualitative data and code responses to show how and the extent to which recurring themes, categories and insights emerge. Customer survey responses were reviewed manually and grouped under themes such as “factors influencing restaurants choice”, “promotion awareness”, “customer service experience “and digital discovery”. Interview data was also coded to scour for “owner marketing strategies”, “common challenges “and successful tactics everyone has tried”. For the development of a marketing plan catering to reflect and fit the actual situation of the customer and of Everest Himal, these themes acted as a basis.

### 7.2 Ethical considerations and quality of the research

#### 7.2.1 Informed consent and voluntary participation

The participants were fully informed of the aim of this research, their voluntariness in participating in research, right of withdraw from study at any time without any detriment. We acquired informed consent either in the form of signed documents or digital acknowledgement, in order that participants were informed about the scope and implications of their participation. To maintain ethical rigor and minimize potential bias as well as preserve the voluntary integrity of participation, no form of compensation was provided to participants.

### 7.2.2 Anonymity and data protection

All research participants were maintained on a strict high standard of anonymity and confidentiality. Information identifying respondents to our survey and interview was either excluded from or coded in, my final reporting unless I had explicit permission to reveal identifiable information. No data was provided outside the research to any agent not associated with the study. These proceeded in line with data protection legislation and form an institutional ethical guideline perspective.

### 7.2.3 Trustworthiness and credibility

The credibility of this study was enhanced through direct and ethically grounded engagement with participants, ensuring the authenticity and contextual reliability of the findings. All data were examined systematically using multiple readings to develop a coherent thematic analysis. To further enhance the study's trustworthiness, methodological triangulation was employed by cross-verifying data from customer surveys and owner interviews, allowing for the convergence of evidence and richer interpretation of recurring patterns.

### 7.2.4 Research limitations

Despite the strength of qualitative inquiry, certain limitations must be acknowledged. The relatively small and geographically specific sample size limits the generalizability of the findings to broader populations. Furthermore, the interpretive nature of qualitative data introduces subjectivity, both from participants and the researcher. Nonetheless, the contextual richness and relevance of the insights obtained provide practical value, particularly within the framework of this practice-based thesis focused on Everest Himal's marketing context.

## 7.3 The process of forming a marketing plan

### 7.3.1 Foundation and Data Sources

The Development of the marketing plan for Everest Himal was grounded in primary data collected from two sources: a qualitative survey involving 35 participants who had dined at Nepalese or other ethnic restaurants in Finland, and a semi-structured interview with the co-owner of Everest Himal in Rauma.

These sources provided a detailed understanding of customer preferences, discovery behaviors, content expectations, and awareness of Nepalese restaurant marketing, alongside practical insights from business operations, constraints, and the restaurant's current promotional activities. Thematic analysis was applied to both datasets. Responses were grouped according to emerging patterns and interpreted in alignment with the marketing mix model (4Ps), segmentation-targeting-positioning (STP), and digital marketing strategy frameworks. This allowed for a strategy grounded in actual customer needs and the owner's operational perspective.

### 7.3.2 Customer Insights from Survey Data

The customer survey provided in-depth insights into how people in Finland perceive, evaluate, and engage with Nepalese and similar ethnic restaurants. These responses reflected not only behavioral patterns but also emotional drivers and expectations around service, food, and communication.

When asked about the primary reasons for choosing a restaurant, food quality emerged as the leading factor. Respondents consistently highlighted freshness, taste, authenticity, and presentation. One participant wrote, "I go where the food is rich in flavor and tastes like it was made with care." Another noted, "Authentic recipes and fresh spices are very important; I don't want westernized versions of Asian food." Service came second. Many noted that kind,

respectful staff and quick service made them return. One response stated, “Even if the food is good, I will not go again if I feel disrespected by staff.”

Cleanliness and atmosphere were noted frequently, particularly by those who dine with family. Some stated that music volume, smell, and decor influenced their experience. These responses reinforced that both tangible and intangible elements contribute to brand perception in food services. Price, though less dominant, appeared in responses regarding value for money, especially in comparison to similar options.

Regarding restaurant discovery, Google and Wolt were most frequently mentioned. More than 25 respondents cited searching online before visiting. Social media platforms, especially Instagram and Facebook, are followed closely. “I follow hashtags like # HelsinkiFood,” one participant shared. Only a few mentioned discovering restaurants through traditional media or flyers. Word of mouth, however, remained relevant. One response emphasized, “Friends’ recommendations mean more than any ad.”

Participants were asked whether they had seen any marketing from Nepalese restaurants. A majority said no. Of those who did, some had come across Instagram pages, but described them as inactive or unappealing. One said, “I saw a post from a Nepalese restaurant last year, but nothing since then.” Others mentioned flyers or delivery app listings, but did not find them persuasive. This indicates a visibility gap that affects recall and discovery.

When invited to share what kind of marketing they would like to see, food visuals were the top response. Customers expressed strong interest in high-quality images of meals, kitchen scenes, and staff behind the counter. One participant wrote, “I like to see the cooking process. It tells me the restaurant has nothing to hide.” Cultural content also featured prominently. Respondents mentioned wanting to learn about the story behind the food, ingredients used, and Nepalese traditions. Suggestions included mini-interviews with chefs, stories about dishes, and posts during Nepalese festivals. Others wanted to see menus posted in clear formats and promotions like lunch deals or loyalty cards.

Respondents were also asked about what makes them return to a restaurant. Their answers echoed previous themes. Consistency in food and service, staff friendliness, and a welcoming environment were frequently mentioned. “I return if I feel like they remember me and care,” one said. Another wrote, “Great food is not enough. I want to feel relaxed, not rushed or ignored.”

In terms of marketing effectiveness, the majority believed Nepalese restaurants do not promote themselves enough. Some blamed a lack of marketing knowledge, while others suggested limited resources. One respondent stated, “They seem to rely on loyal customers, but that doesn’t work long-term.” A few participants defended the current visibility, saying they had found Nepalese restaurants easily online, but these were exceptions.

When asked why they had stopped going to restaurants in the past, issues cited included poor hygiene, reduced food quality, bad customer service, or negative experiences with staff. These were linked to lasting impressions. “One bad experience ruined my trust,” one participant noted. Lastly, when asked how Nepalese restaurants could become more visible in places like Rauma, suggestions included “posting more frequently on Instagram,” “partnering with local events,” “offering tasting menus,” and “explaining dishes to non-Nepalese customers.”

These insights confirm that visibility, cultural communication, service quality, and consistent digital presence are non-negotiable elements in building a restaurant’s brand. The information from this survey was directly used to shape the goals, audience targeting, and promotion strategy in the marketing plan.

### 7.3.3 Owner’s perspectives from the interview

The co-owner of Everest Himal provided a comprehensive view of the restaurant’s current situation, customers, challenges, and efforts in marketing. His responses confirmed several gaps identified in the survey and added operational and financial context to explain them.

He described the primary customer base as a mix of regular locals, students, families, and occasional tourists. Tourists increase in summer due to Rauma's heritage status. The restaurant also attracts online delivery customers through Wolt. He confirmed that Google, social media, and Wolt are the three primary digital platforms where the restaurant is listed and active. However, he also admitted that Everest Himal lacks a structured content plan and rarely posts regularly on Instagram or Facebook. "We try to post when we can, but it's hard to be consistent when we are busy with operations," he said.

Regarding advertising, the owner said that they have never paid for Facebook or Instagram ads, relying entirely on organic posts and reviews. He expressed concern that Nepalese restaurants are misunderstood or associated with Indian food, which makes it harder to establish a clear identity. "People think it's all the same. We want them to know how our food is different," he explained.

When asked about customer feedback, he said most customers enjoy the food and leave positive reviews. However, there are occasional complaints about waiting times and unclear menu descriptions. This highlights the importance of managing expectations through better menu design and digital communication. He also mentioned that they participate in a few local events and distribute flyers during festivals or holidays, but that most of their marketing energy goes into online visibility.

The owner identified students and families as key segments to attract. Students prefer affordable lunch options and fast service. Families look for variety and comfortable seating. Tourists often want to try "authentic" dishes and ask about Nepalese traditions. However, the restaurant lacks materials or visuals to communicate this clearly. He expressed interest in developing more content but lacked the skills and time to do so. "We need help creating good posts and maybe someone to guide us with a plan," he said.

He was open to using more digital channels, especially if content could be scheduled in advance. He also considered the possibility of cross-promotions

with local events, small influences, or the tourism board. These suggestions align with survey feedback and open new possibilities for strategy expansion.

The interview confirmed that Everest Himal is operating under constraints but is willing to improve its marketing approach. It also validated the relevance of proposed recommendations from the survey and theory.

#### 7.3.4 Thematic alignment and strategic direction

The themes emerging from the survey and interview were aligned with established marketing frameworks. Using the 4Ps model, each core area was adjusted based on real-world data.

**Product:** Customers value authenticity, taste, and clean presentation. The restaurant already delivers on food quality, but this must be communicated more clearly. Enhancing menu design, including images and ingredient transparency, will directly address feedback from both data sources. Story-telling around the origin of dishes will also enhance emotional connection.

**Price:** Respondents did not object to the current pricing, but preferred value-added deals. The owner confirmed that lunch sets and bundles work well. The strategy will emphasize price transparency, combo offers, and seasonal packages for students and families.

**Place:** Everest Himal is already present on Wolt, Google, Instagram, and Facebook. Survey participants validated these as core discovery channels. The strategy will focus on maintaining accurate, updated profiles on all platforms, responding to reviews, and improving search ranking through keywords and hashtags.

**Promotion:** This was the weakest area identified. Customers demanded frequent, authentic content. The owner admitted to inconsistency. The strategy will involve a basic content calendar, including food photos, cultural posts,

customer feedback, and behind-the-scenes shots. User-generated content and hashtags will be encouraged. Free digital tools will be used to schedule posts weekly. Occasional low-budget ads and community event partnerships will be explored.

The STP model was used to segment and target high-potential groups. Students will receive lunch deals and loyalty cards. Families will be targeted with weekend offers and event participation. Tourists will be engaged through cultural content and clear online visibility during peak seasons. Positioning will focus on authenticity, consistency, and emotional value.

Digital marketing strategy prioritizes low-cost tools, such as Canva for visuals, Meta Business Suite for post scheduling, Google Business tools for review engagement, and Instagram for culture-based storytelling. Content types will be diversified: menu highlights, food preparation reels, behind-the-scenes posts, festival promotions, and short texts introducing team members or traditions.

Traditional marketing, while limited, will be retained for specific moments, such as distributing flyers during Rauma festivals, working with the city tourism board, or setting up small collaborations with student groups or international communities. These will supplement digital efforts but not serve as core tactics.

Each decision in this strategy is directly linked to insights from customers or operational context from the owner. There is no hypothetical or template-driven recommendation. Instead, Everest Himal's marketing plan is constructed from grounded, verifiable data and customized to suit its constraints, audiences, and growth opportunities.

### 7.3.5 SWOT Strategy Priorities

The SWOT analysis conducted earlier was validated through the qualitative data collected. Customer responses and the owner interview confirmed the core strengths and weaknesses of Everest Himal, as well as emerging opportunities and threats in the local market environment. The marketing plan incorporates direct responses to these elements to ensure that the business strategy is aligned with real-world feedback.

Table 1. SWOT Analysis of Everest Himal Based on Data

<b>Strengths</b>	<b>Weakness</b>
High food quality and authentic Nepalese flavors	Inconsistent and minimal digital marketing efforts
Loyal local customer base	Lack of structured content or promotional calendar
Strong Google and Wolt presence	No paid advertising, limited reach beyond existing users
Positive word-of-mouth reputation	Cultural identity is often misunderstood by new customers
<b>Opportunities</b>	<b>Threats</b>
Growing the use of Instagram and Google for restaurant discovery	High competition from Indian and Asian restaurants
Seasonal tourist flows in Rauma	Customer confusion due to a lack of a clear Nepalese identity
Strong interest in cultural and behind-the-scenes content	Delivery-only food services are increasing convenience-based rivalry
Potential for collaboration with local events	Low awareness among new residents or students in Rauma

Each element from the SWOT analysis informed specific strategy choices. For example, the strength of Everest Himal's food quality led to a strategy focused on visual content showcasing meal preparation and ingredients. Weaknesses in digital marketing were addressed with the introduction of a consistent weekly

content schedule using free tools. Opportunities in cultural storytelling and local event engagement are incorporated into promotion plans, while threats like customer confusion and competitive pressure are mitigated through clearer brand messaging and identity-building posts. The SWOT table is not just an abstract exercise but a working foundation for the entire marketing strategy.

### 7.3.6 Competitive position: Insights from Porter's five forces

Porter's Five Forces model was applied to understand the structural pressures Everest Himal faces in its market. The survey and interview responses confirmed that the restaurant operates in a competitive, dynamic environment with high customer power and limited differentiation between similar offerings. These pressures shaped the strategic emphasis on brand identity, digital discovery, and experience-based marketing

Table 2. Porter's Five Forces Analysis for Everest Himal

<b>Force</b>	<b>Observation from Data</b>	<b>Strategic Response</b>
<b>Competitive Rivalry</b>	Many restaurants offering similar cuisines; customers have multiple options in Rauma	Emphasize unique Nepalese identity through food storytelling and visuals
<b>Threat of Substitutes</b>	Customers can easily switch to Indian, Chinese, or delivery-only services	Reinforce cultural uniqueness and consistent service experience
<b>Buyer Power</b>	Highly customer expect good service, visual engagement, online accessibility, and reviews	Maintain a strong presence on Google, Wolt, and social platforms
<b>Supplier Power</b>	Moderate sourcing of spices and ingredients may be specialized, but not a major constraint	Maintain supplier relationships, emphasize consistency over scale

<b>Threat of New Entrants</b>	Moderate-sized ethnic restaurants and digital kitchens can enter the market low cost	Build customer loyalty and community engagement to retain market share
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Customer responses showed a low threshold for switching restaurants if expectations are unmet. This reflects the high buyer power and high threat of substitutes. Additionally, the co-owner acknowledged competitive pressure from both Indian restaurants and non-ethnic options. Therefore, the strategy focused on strengthening Everest Himal's identity through consistent digital storytelling, improved menu transparency, and frequent customer interaction online. By addressing these competitive forces directly, the plan not only responds to customer preferences but also builds resilience in a saturated market.

## 7.4 The actual marketing plan

### 7.4.1 Objectives of the marketing plan

The marketing plan for Everest Himal is designed to achieve the following core objectives:

- **Increase visibility and brand** recognition through a consistent digital presence across platforms like Google, Instagram, Facebook, and Wolt.
- **Clearly position Everest Himal as an authentic Nepalese restaurant**, distinct from Indian or generic Asian cuisine, by highlighting cultural uniqueness in all communication.
- **Attract and retain key customer** segments (young professionals, students, families, and tourists) by aligning promotional tactics with their preferences and behaviors.
- **Strengthen customer engagement** through storytelling, visual content, and interaction-driven marketing.

- **Improve marketing consistency and professionalism** through a structured, low-cost plan that the owner and staff can maintain without external help.

These objectives are grounded in customer survey findings, operational insights from the owner, and practical application of the marketing mix and strategic models used in this study.

#### 7.4.2 Target Customer Segments

The plan focuses on four primary customer segments. These were identified through survey trends and interview insights.

**Young Professionals:** This group includes working individuals aged 25 to 40, often with disposable income, living or working near the city center. They are digital natives and use platforms like Instagram, Wolt, and Google to discover restaurants. Survey participants from this group emphasized food quality, ambiance, and digital visibility. Everest Himal can attract them through consistent, aesthetic food content, professional service, and limited-time offers shared online.

**Students:** Students are price-sensitive but dine out frequently. The owner confirmed they respond well to lunch deals and discounts. The survey also showed this group expects a strong digital presence, simplified menus, and loyalty incentives. Targeted promotions and collaborations with student unions or events will be prioritized.

**Families:** Families prefer comfortable, clean dining spaces with a welcoming environment. Food variety and consistent quality are their priorities. Respondents in this group valued attentive service and portion size. Weekend promotions bundled family meals, and soft content like behind-the-scenes preparation or cultural dishes will appeal to them.

**Tourists:** Seasonal visitors to Rauma look for unique, authentic experiences. The owner highlighted a tourist surge in summer. These customers are influenced by Google reviews, Tripadvisor, and Instagram. The strategy for this segment involves ensuring optimized search results, clearly presented cultural stories, and regular summer content that highlights traditional dishes and the restaurant's connection to Nepalese heritage.

#### 7.4.3 Marketing strategy based on the 4Ps

**Product:** Everest Himal's core strength is its food: traditional Nepalese cuisine made with care and authentic ingredients. However, the uniqueness of this product offering is not always understood or communicated. The survey indicated confusion among customers between Nepalese and Indian cuisine. To address this, menu design will be updated to include short descriptions of the cultural background behind key dishes. The restaurant will also introduce occasional "feature dishes" that are promoted with short social media posts or stories, explaining their significance. The presentation will be improved visually through professional-quality food photography. Photos will be used on social media, Wolt, and Google listings. Consistency in plating, portion size, and menu clarity will be enforced to align with expectations mentioned by customers.

The in-restaurant environment will remain clean, peaceful, and family-friendly. Customer responses highlighted comfort and cleanliness as essentials to dining satisfaction, so this aspect will continue to be prioritized internally, even though it's not part of outward marketing.

**Price:** Survey data showed customers valued affordability and transparent pricing. While most did not express dissatisfaction with current prices, many suggested that deals, combos, or loyalty rewards encouraged them to return. Students, in particular, were sensitive to cost. The plan introduces several pricing tools:

- **Lunch set menus** at fixed prices, rotating weekly

- **Student discount** of 10% with valid ID on weekdays
- **Family bundle offers** for dine-in customers on weekends
- **Loyalty card** offering a free meal after 9 purchase (applies to dine in or takeaway)

All promotions will be communicated visually on Instagram, Facebook, Google Business, and in-store signage. Offers will be designed to create urgency without undercutting the brand's premium positioning.

Place: Everest Himal operates in a small city, where competition is moderate but customer attention is fragmented. The restaurant already uses Wolt, Google, and social media. These platforms will be treated as the primary points of access for customers. The following improvements will be made:

- **Google My Business:** Weekly updates with photos, response to all reviews within 48 hours, updated opening hours and seasonal specials.
- **Wolt & Foodora:** Clear menu layout with high-quality dish images, accurate pricing, inclusion of brief dish descriptions.
- **Instagram & Facebook:** Consistent naming, shared branding, synced visual content, use of location tags, and hashtags like #RaumaEats and #NepaleseCuisine

In addition to digital access, physical reach will be expanded during seasonal events through food stalls, tasting menus, and collaborations with Rauma's tourism board. Flyers and print menus will be used at hotels and tourist info points.

**Promotion:** Promotion is the most underdeveloped area in Everest Himal's current marketing. Survey responses repeatedly noted an absence of active, engaging promotional content. The owner acknowledged this gap and welcomed structured improvement. This plan builds a promotion calendar focused on visibility, consistency, and emotional connection. A three-month rolling content plan will be created, using free scheduling tools like Meta Business Suite. Weekly content will include:

- **Food Spotlights:** High-resolution dish images with captions explaining preparation or origin
- **Cultural Posts:** Festival highlights, ingredients unique to Nepalese cuisine, chef interviews
- **Behind-the-scenes videos:** Short clips from the kitchen or staff introductions.
- **Customer Features:** Reposts of tagged posts, reviews, and photos (with consent)
- **Promotions and Deals:** Weekly offer announcements and reminders

In addition, the restaurant will run low-budget paid ads quarterly on Facebook and Instagram to boost reach, especially targeting tourists in summer and students during back-to-school periods. The campaign objectives will be set to engagement and reach, not conversions.

User-generated content will be encouraged by offering incentives like a monthly photo contest. “Post your plate and win a free meal” will be tested to stimulate interaction. Tags, check-ins, and hashtags will be monitored and re-shared by the official account.

#### 7.4.4 Messaging and positioning strategy

The brand message of Everest Himal will focus on authenticity, warmth, and value. These are traits repeatedly mentioned by both customers and the owner. The brand will not try to compete with larger chains or ultra-modern cafés. Instead, it will emphasize the following:

- Authentic Nepalese experience
- Prepared with tradition, served with care
- A taste of the Himalayas in the heart of Rauma

Visual branding will use warm colors, clean typography, and a minimal style. Posts will avoid over-edited photos and instead prioritize genuine scenes. The tone will be friendly, modest, and community-oriented.

Positioning will aim to clearly separate Everest Himal from Indian or Chinese competitors. Menu items will avoid generic names like “curry” unless specifically necessary. Promotional content will use cultural cues—music, language, festivals, ingredients—to anchor the restaurant in a distinct identity.

#### 7.4.5 Digital marketing plan

The digital strategy is central to this plan. Every surveyed customer mentioned digital tools—Google, Instagram, Facebook, or Wolt—as part of their dining decision. Therefore, Everest Himal’s digital marketing must be maintained at a professional level.

Key actions:

- Content Scheduling: 3 posts per week minimum, planned in advance
- Google Review Engagement: thank every positive review; professionally address negative ones.
- Instagram Stories: Used 3 times per week to share informal up-dates, behind-the-scenes views, and polls.
- Platform Consistency: Same profile picture, business info, and branding across all accounts.
- Linktree or similar tool to consolidate all links (menu, booking, reviews) in one bio link.

Free tools will be prioritized. Canva will be used for visuals. Meta Business Suite will manage Facebook and Instagram. Google Business will be updated every Friday. The owner or a delegated staff member will be trained to manage posts.

The restaurant will set monthly goals for followers, engagement, and reviews. Progress will be tracked manually and used to refine future content.

#### 7.4.6 Traditional and community outreach

While digital efforts form the core of the plan, traditional marketing has a secondary role. The owner mentioned some success with flyers and event participation, especially during festivals.

Planned actions:

- **Flyers** were placed at local student housing, cafes, and tourist spots.
- **Mini menus** are shared at hotels and guesthouses.
- **Event Participation:** Rauma summer food festival, university international fair, Diwali/ New Year/ Nepalese festivals celebration booth.
- **Local Partnership:** Co-promotions with local cafes, bookstores, or student associations.

These efforts will reinforce the digital messaging and reach segments that are less active online, such as older locals or walk-in customers.

#### 7.4.7 Monitoring and feedback

Effective marketing requires feedback and responsiveness. The plan includes a routine for gathering and reacting to input.

- **Weekly Review Summary:** The manager will check Google, Wolt, and Facebook reviews and respond.
- **Monthly Staff Review Session:** Gather staff input on customer behavior and promotion effectiveness.
- **Feedback Log:** A basic Excel sheet noting any complaints, compliments, or common questions.
- **Quarterly Digital Audit:** Review social media stats, Google traffic, and Wolt order feedback.

These actions will ensure the strategy remains data-driven and agile. Adjustments will be made based on performance and customer input.

## 8 SUMMARY AND REFLECTION

This thesis explored how a small Nepalese restaurant, Everest Himal in Rauma, Finland, could enhance its visibility and engagement through a targeted marketing plan grounded in real customer insights and practical business constraints. The research combined a qualitative survey of 35 participants with a semi-structured interview with the restaurant's co-owner. This allowed for a realistic understanding of both customer preferences and the operational realities faced by small ethnic restaurants. The findings from the survey provided insights on food quality, service expectations, discovery behavior and cultural participation. The interview with the owner brought out internal challenges which include time, budget, and technical know-how. An analysis through the marketing mix, STP, SWOT, etc., and Porter's five forces helps in designing a practicable marketing plan relevant to the situation.

The planning required decisions based on data, meaning each recommendation was tied to the evidence collected. Everest Himal's marketing strategy tackled its weaknesses like poor digital visibility and brand confusion while using its strengths like quality food and positive word of mouth. The ultimate plan will consist of low-cost, high-impact actions such as more Instagram posts, better use of Google and Wolt, culturally-rooted storytelling, and simple loyalty measures. The approach was based not just on customer preferences, but also on the owner's resource constraints and aspirations for the future. The plan does not call for a big or expensive approach, but rather a clear and manageable roadmap the business can implement.

Completing the study brought about a greater understanding of how strategic marketing theory relates to small business practice. These models, even though they are taught at a very high level through various lectures that one may have attended or through classroom work, application to a business revealed how one must adapt and prioritize accordingly. It is clear that the strategy of small businesses must remain flexible, inexpensive, and in line with everyday life. The process also highlighted the significant role of qualitative

research with regard to customer attitudes. Responses that were open-ended revealed feelings, irritation, and influences that numbers cannot show alone. It gave the final plan additional depth and ensures it is relevant to the people it seeks to influence.

Looking back on the whole process, the hardest part was converting vague strategic ideas into practical, real-world steps that fit a resource-scarce business. It was a constant balancing act between scholarly structure and commercial reality. Nonetheless, the work thus became significant and “real-world” beyond the classroom. My research, analysis and writing skills were sharpened and I further improved on making the theory turn into actions through the experience. Similarly, marketing which has some sort of cultural focus has great potential in today’s globalized environment, where food acts as both product and identity.

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## APPENDIX 1: SURVEY QUESTION

Understanding Customer Perceptions of Ethnic Dining in Finland: A ...

<https://docs.google.com/forms/u/1/d/1EJ-QnISsgmvK9Nku5jABjhr...>

### Understanding Customer Perceptions of Ethnic Dining in Finland: A Qualitative Study

Thank you for taking the time to participate in this survey. This research is a part of a thesis project focused on improving the marketing strategy of Everest Himal, a Nepalese restaurant in Rauma, Finland. The aim is to better understand how customers discover, evaluate, and experience ethnic restaurants like Everest Himal.

Your response will help identify customer preferences, expectations, and ideas for better communication and engagement. The survey includes a mix of multiple-choice and open-ended questions. It should take approximately 10-15 minutes to complete.

Participation is entirely voluntary and anonymous. You must be 18 years or older and have dined at a Nepalese or similar ethnic restaurant in Finland within the last 6 months. The information you provide will be used solely for academic research and will remain confidential

\* Indicates required question

1. Have you dined at a Nepalese or other ethnic restaurant in Finland within the last 6 month \*

*Mark only one oval.*

- Yes  
 No

2. Are you over 18 years old? \*

*Mark only one oval.*

- Yes  
 No

3. Are you willing to share your opinions anonymously for research purposes? \*

*Mark only one oval.*

Yes

No

#### General Behavior & Preferences

4. How often do you dine at Nepalese or similar ethnic restaurants?

*Mark only one oval.*

Weekly

Monthly

Few times a year

Rarely

5. Where do you usually hear about new restaurants? (*Select all that apply*)

*Check all that apply.*

Instagram

Google Search/ Maps

Food delivery apps (Wolt/ Foodora)

Friends/ Words of Mouth

Flyers/ Posters

6. What attracts you most when choosing a restaurant? (*You can tick multiple options*)

*Check all that apply.*

Food Quality

Price

Atmosphere / Ambience

Customer Service

Cultural ethnic uniqueness

7. Do you check online reviews or social media before visiting a restaurants?

*Mark only one oval.*

- Always  
 Sometimes  
 Rarely  
 Never

8. Which platforms do you follow restaurants on?

*Check all that apply.*

- Instagram  
 Facebook  
 Tik Tok  
 Google

#### Deeper Customer Insights

9. When you choose a restaurant, what matters most to you and why?

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10. Have you seen any marketing from Nepalese restaurants (online or offline)? If yes, tick other and tell what caught your attention

*Check all that apply.*

- No  
 Other: \_\_\_\_\_

11. What kind of marketing content or messages would you personally like to see from a restaurant? (*You can mention your interests, values, or what makes you feel connected*)

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12. What makes you want to return to a restaurant after your first visit? (*eg. Customer Service, Food, Good Services, etc*)

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13. Do you feel Nepalese restaurants in Finland promote themselves enough? Why or why not?

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14. Have you ever stopped going to a restaurant? What caused that decision?

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15. What could Nepalese restaurants do to become more visible or popular in Finnish cities like Rauma?

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Google Forms

## APPENDIX 2: INTERVIEW QUESTION

1. Can you describe your restaurant's main customer base and how you usually reach them?
2. What marketing approaches have you found most effective in promoting your restaurant?
3. How do you typically use digital tools like Google, Wolt, Instagram, or Facebook to attract new customers?
4. What challenges do you face when it comes to increasing your restaurant's visibility in your city?
5. Do you engage in any traditional marketing methods (e.g. print ads, flyers, events)? If so, how effective are they?
6. How do you gather and respond to customer feedback regarding your service or marketing?
7. Have you identified any customer segments you would like to target more specifically?
8. How do you differentiate your restaurant from competitors in your area?
9. What do you think small or ethnic restaurants in Finland should focus on to grow customer loyalty?
10. What advice would you give to a new restaurant looking to build a strong marketing plan?