

Suraj Kumar Gurung

**FEASIBILITY STUDY OF A NEPALESE FAST FOOD RESTAURANT
IN TAMPERE REGION**

CENTRIA UNIVERSITY OF APPLIED SCIENCE
Engineering in Industrial Management
October 2018

ABSTRACT

Centria University of Applied Sciences	Date 2018	Author Suraj Kumar Gurung
Degree programme Bachelor of Engineering in Industrial Management		
Name of thesis Feasibility study of Nepalese Fast food Restaurant in Tampere Region		
Instructor Kaija Arhio	Pages 37+2	
Supervisor Kaija Arhio		
<p>The main purpose of this academic thesis writing was to create a feasibility research for a Nepalese fast food and restaurant. These days, Finland is becoming more and more diverse in field of varieties of fast food and restaurant businesses from all over the world. People love the new taste of different ethnicities and demand is rising. Due to the fact that most of the European food taste are being less with spice and hotness, the spicy taste of Nepalese food has a great opportunity to fit into the Finnish market.</p> <p>The main objective of this business plan and thesis was to provide a detail information about introducing this type of a Nepalese fast food start-up in which includes guide to register different forms of business, strategic planning and a solid market research. Similarly, A survey was conducted among 60 participants to understand the consumer’s preferences on Nepalese fast food and other factors affecting their buying decisions. Half of the participants were Finnish and half were non-Finnish residents. This survey was conducted through emails mostly.</p> <p>In the same way, I researched and included all the information about the demand and supply of such an industry type and also the business strategy and a marketing plan needed for this thesis. The main theme of the business plan was customer satisfaction, finding and fulfilling the right spot of niche business area.</p>		

<p>Key words Entrepreneurship, Feasibility, PESTLE, SWOT, Trade Register, 5Ps of marketing</p>

CONCEPT DEFINITIONS

EEA: European Economic Area

PESTLE: Political, Economic, Socio-Cultural, Technological, Legal, Environmental

PRH: Finnish Patent and Registration Office

SWOT: Strength, Weakness, Opportunities and Threats

5 P's: Product, Price, Place, People and Promotion

ABSTRACT
CONCEPT DEFINITION
TABLE OF CONTENTS

1 INTRODUCTION.....	1
2 MISSION AND VISION & OBJECTIVES.....	2
2.1 Mission	2
2.2 Vision.....	2
2.3 Objectives	3
3 REGISTERING A COMPANY.....	4
3.1 Limited Liability Companies	5
3.2 Private trader	5
3.3 General Partnership and Limited Partnership	6
3.4 Branch of foreign trader.....	7
3.5 Non-profit Organizations	7
4 BUSINESS ENVIRONMENT	9
4.1 SWOT Analysis	11
5 BUSINESS MARKET ANALYSIS	13
5.1 PESTLE Analysis Framework.....	13
5.2 Results from PESTEL Analysis	15
5.2.1 Political Factors	15
5.2.2 Economic Factors	16
5.2.3 Social Factors.....	16
5.2.4 Technological Factors	17
5.2.5 Environmental Factors	17
5.2.6 Legal Factors	17
5.3 Customer Survey Analysis	18
6 PRODUCT DESCRIPTION	23
6.1 Mo: Mo:.....	23
6.2 Thakali Set	24
6.3 Newari set special	25
6.4 Special Sekuwa set.....	25
6.5 Surai's Combo	26
7 RAW MATERIALS REQUIRED	27
8 THE COMPETITORS	28
9 MARKETING STRATEGY	31
9.1 Product	32
9.2 Price.....	32
9.3 Place.....	33
9.4 People	33
9.5 Promotion.....	33

10 CONCLUSION.....	35
---------------------------	-----------

REFERENCES.....	36
------------------------	-----------

APPENDICES

PICTURES

PICTURE 1. Different kinds of Nepalese dumplings	24-25
PICTURE 2. Thakali cuisine	25
PICTURE 3. Newari cuisine	26
PICTURE 4. Grilled goat and sekuwa set	27
PICTURE 5. A typical burger meal from Scan Burger	30
PICTURE 6. Koti pizza in Finland	30

FIGURES

FIGURE 1. Map of Finland	10
FIGURE 2. SWOT Analysis	12
FIGURE 3. Participants by gender	19
FIGURE 4. Participants by age group	20
FIGURE 5. Participants by health consciousness	20
FIGURE 6. Participants by factors affecting while selecting meals	21
FIGURE 7. Participants responses upon Nepalese restaurants opening nearby	21
FIGURE 8. Participants by price compared to pizzas and burgers	22
FIGURE 9. Participants by the choice of food by spiciness	22
FIGURE 10. Revenue streams of different types of restaurants in Finland	31
FIGURE 11. 5 P's of Marketing	33

1 INTRODUCTION

This thesis report was prepared based on the complete market analysis about the fast food restaurant business focused in Tampere mostly. This is because of its possibility of gaining good restaurant business market share of its newly establishment into the niche market. Firstly, this business plan includes all the basic information about how to establish a new company in Finland and steps that need to be followed in legal terms. Similarly, the information about notifications to be made to the Tax office and Finnish Food Authority are included in the thesis. Secondly, it comprises of all the necessary introduction about the company design, its operational location and strategy about how to attack and take over a new business market share. Full information about product specification and raw materials were assumptions made based on my family business experience and current market values from the supermarket. The products described are real and authentic Nepalese products taken from the current fast food trends going on in Nepal.

Similarly, this report includes a complete SWOT analysis and PESTLE analysis about the business market. In addition, due to the requirement of marketing plan, 5Ps of marketing matrix was used as a useful tool for strategic marketing approach. In the same way all the technical calculations were made according to the approximations made reflecting the current price values of raw materials and the budget needed for establishing this new fast food restaurant. Mo:Mo: House Dhaka Topi is a restaurant based company established on emphasizing on healthy eating and nutritional authentic Nepalese taste. This company will be specializing on operating in Tampere region providing the local consumers the real cuisine of Nepalese authenticity.

Due to completely new and unique availability of the distinctive menus the company will be following product differentiation strategy. This will have a significant advantage over other competitors in the operating business area. With 30,000 € capital investment and 10,000€ short-term loan, this company will be owned solely by an individual. The company's key to success will be the value to customer's point of business, low investment, high returns and its market size due to its location and availability of completely unique, fresh and authentic food product in the business market.

2 MISSION AND VISION & OBJECTIVES

“We ask each division to define its own Mission, as well as having an overall corporate Mission Statement. The statement is only a few paragraphs and is descriptive of what we’re trying to accomplish. It’s reviewed each year, but we discourage minor changes in the mission statement. The corporate mission statement hasn’t been changed for five or six years now.” says George James, Former Sr. V.P. & CFO, Levi Strauss & Co. (Abrams & Barrows 2008, 61-63).

Keeping in mind, A mission statement must be the result of a meaningful research and examination of all the foundations of the business. This statement also gives a clear scenario of principles and objectives that guide all other aspects and activities of the business. It should include the nature of the business, business principles, financial goals, business culture and spot of the business in the market overall. (Abrams & Barrows 2008, 61-63).

2.1 Mission

MHDP (Mo:Mo house Dhaka Topi) will be operating with its completely new and unique menus with products hard to find among the competitors. This could have a positive impact on the profitability of the business with the ability to attract customers more efficiently. The main mission of the company is to provide the healthier quality of food products and the authentic taste of Nepalese cuisine at a commercially reasonable price.

2.2 Vision

With a long-term vision of establishing a chain of restaurants in Finland and all Nordic countries, this business can vision potential among the leading restaurant brand and goodwill in the niche market.

2.3 Objectives

The following objectives were set for this company to be achieved;

- ❖ By the end of first year the company would have paid all the long term or short-term debts
- ❖ By the end of the second year of operation the company will have the ROI
- ❖ By the third year, it will be the year of a new investment for a chain fast food restaurant in the other region of Finland
- ❖ The expected sales of over 250,000€ by the end of first year

3 REGISTERING A COMPANY

First and foremost, a name must be selected for the new company to gain the exclusive right for the company's brand name. Following this up, the new name must be reported to the Trade Register maintained by the Finnish Patent and Registration Office (PRH). Similarly, a new bank account must be opened by the name of the company for the new business. This is because the company will require a bank account to pay share capital, process payment transactions and support accounting.

Depending upon the business type, a start-up notification form must be selected and notified to the Trade Register and Tax Administration.

- Y1, limited liability company, cooperative and other organization
- Y2, general and limited partnership
- Y3, private entrepreneur
- Y4, Branch of a trader

Establishing and registering of a new business requires the start-up notification and registration forms to be notified to the responsible authorities depending upon different forms of businesses. Establishment documents are those which business partners work together to agree upon the rules and regulations, operation and management of the new business. This also includes the obligations and commitments between the partners which normally can even be oral agreements in certain cases. (Finnish Patent and Registration Office, PRH).

In Finland, restaurant business belongs to the category of tourism, restaurants and leisure time during registration and requires a notification of catering premises, a notification for food premises and hygiene proficiency certificate. Similarly, municipal food control authority, police and rescue authority in the municipality and Evira (Finnish Food Safety Authority) is responsible for the consumer's safety issues and providing permits to run a restaurant business in Finland.

On the other hand, permits such as hygiene proficiency certificate are compulsory for food handlers or employees who handles perishable and unpacked food items working under the company. This can be done through written tests arranged by Finnish food authority Evira. (Finnish Food Safety Authority, 2018).

Depending upon the nature and formation of companies there are different forms and processes to be filled out differently as according as follows:

3.1 Limited Liability Companies

Limited Liability Companies are hybrid entities which characterizes as a corporation as well as partnership or sole proprietorship in which the owner of corporation are known as stockholders or shareholders and those of a limited liability company are known as members.

(Aaron Larson, 2018).

Every limited liability company is obliged to file a start-up notification with the Finnish Trade Register. A limited liability company must be reported for registration within three months from the signing of the memorandum of association. If the company is not reported for registration within that period of time, then the formation expires. The formation of a limited liability company is reported to the Finnish Patent and Registration Office (PRH) by using documents and forms in Finnish or in Swedish. (Finnish Patent and registration Office, 2018).

Requirements for notification

- personal identity codes or home addresses on any other notification forms.
- An ordinary member of the board of directors or a person he or she has authorized signs form Y1.
- If an authorized person signs the notification, the original general power of attorney or a certified copy of a special power of attorney must be enclosed with the notification. (Finnish Patent and registration Office, 2018).

3.2 Private trader

A private trader can be defined as such enterprise which is owned, run and controlled by only one person and who is responsible of all the elements of his or her's business including debts, losses

and gains. A private trader can hire other people to run their businesses. (The Accountancy Partnership, 2012).

A person resident in the European Economic Area can operate as a private trader in business in Finland. One can always register as a private trader at the Trade Register. This gives protection to a company name, and one can apply for an enterprise mortgage as a security for a loan.

According to Finnish law, one is eligible to register as a private trader at the Trade Register if any of the following applies:

- one operates in permanent premises, such as a room separate from your home;
- one employs people other than one's spouse, or one's child or grandchild who is a minor.
- one operates in a licensed trade.

Similarly, one does not need to register to the Trade Register if private traders operate in agriculture, forestry or fishing. Y3 form is used similarly. (Finnish Patent and registration Office, 2018).

3.3 General Partnership and Limited Partnership

A general partnership has at least two partners who jointly carry on a trade on the basis of a contract (the partnership agreement). The partners of a general partnership are personally liable for the debts and other obligations of the partnership. The partners can be either natural persons or organizations. A limited partnership is the same as a general partnership except that limited partnerships have two types of partners. General partners (active partners) are personally liable for the obligations of the partnership in the same way as in general partnerships, while the liability of silent partners is limited to the amount of the partner's contribution agreed upon in the partnership agreement. A limited partnership must have at least one general partner and at least one silent partner. (Finnish Patent and registration Office, 2018).

The Trade Register for such form of business needs that at least the following details which must be specified in the agreement:

- the name of the partnership

- the place of registered office (municipality in Finland)
- the line of business (type of business) partners for limited partnerships, who are general partners (also called active partners) and who are silent partners must be specified
- the amount in currency of the contribution made by a silent partner of the limited partnership. (Finnish Patent and registration Office, 2018).

In the partnership agreement, one may however also agree upon other matters than those mentioned above, such as the representation of the partnership, the distribution of profits, the assignment of a partnership share, the resignation from the partnership, the notice to terminate a partnership agreement, the dissolution of the partnership, the death of a partner etc. Y2 form must be used for registration. (Finnish Patent and registration Office, 2018).

3.4 Branch of foreign trader

This type of a business entity is a part of a foreign organization or foundation that runs a continuous business or trade in Finland, from a permanent place of business located in this country, in the name and for the benefit of the foreign organization or foundation. The branch must operate in the same line of business as the foreign trader. The foreign trader must submit a start-up notification concerning its branch to the Trade Register before the branch commences its operations. If the trader is from a country outside the European Economic Area (EEA), it will also need a permit from the Finnish Patent and Registration Office (PRH) for the establishment of the branch. If a foreign organization establishing a branch already has a Business ID, then the forms to be used to report the establishment which are, form Y4, appendix form 3 and the personal data form. (Finnish Patent and Registration Office, 2018).

3.5 Non-profit Organizations

Non-profit organizations are those entities which are legal or social in nature and are established for the purpose in which its status does not allow any income, profits or financial gains. These

kinds of organizations are also exempted from different kinds of taxes as well. (System of National Accounts UN, 1993).

A non-profit association is eligible to file a start-up notification to the Trade Register if it has a permanent place of business or employs at least one person for the purpose of carrying on a trade. If the association wishes to file a notification to the Tax Administration only for being entered into, for example, the VAT Register and the Prepayment Register, form Y1 is to be used. Form Y1, appendix form 12 and personal data form must be used. The Trade Register has introduced a new notification procedure in which applicant no longer has to submit the home address of those living in Finland. In the same way, one must fill up a specific personal data form for submitting identification data of natural persons. Form Y1 must be signed by the chairperson of the association's Executive Committee or any person authorized by the chairperson. (Finnish Patent and registration Office, 2018).

4 BUSINESS ENVIRONMENT

Tampere is situated between two lakes, lake Pyhäjärvi and lake Näsijärvi with a population density of 434 per square kilometers. It is the third largest city in Finland with 228,270 inhabitants and around a half of a million inhabitants in this region including the neighboring municipalities. It has the busiest international airport Tampere-Pirkkala in the whole Finland with only about 1 and a half hour drive to Helsinki. In the same way, the large Finnish ports in the gulf of Botnia are closer from Tampere and in addition, this city is the logistical gateway to the East with St. Petersburg 400 kilometers away. (Statics Finland, 2017).

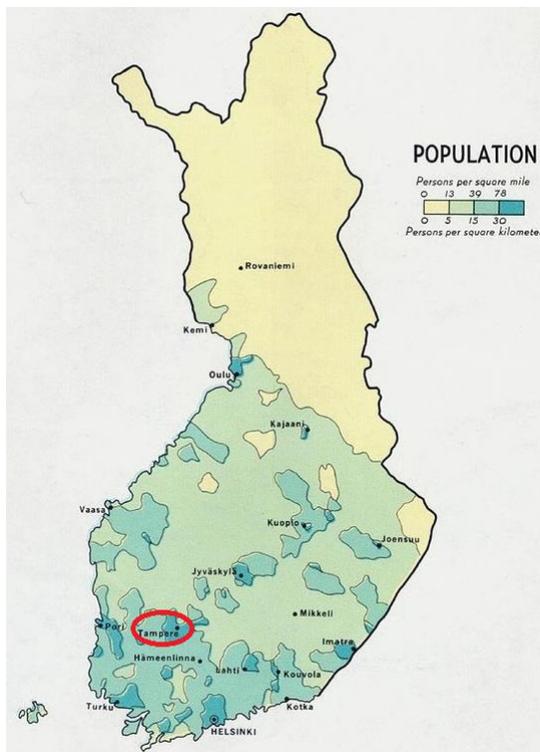


FIGURE 1. Map showing the population density in Finland.

Approximately, Two-thirds of Finland's economic activity is concentrated in Tampere region and it is also considered as the largest inland eye of the Nordic countries. This city is also among the most attracted cities due to its rapid growing rate in most of the fields. It is also expected to at the rate of 8000 inhabitants and investment around 6 Billion by the year 2030. There are around 31,000 places of business in this area with also the largest concentration of mobile machinery in whole

Europe. For new businesses, the key reasons to establish and operate in Tampere Region is foremost due to its central location and the close connections to universities and secondly the large density of immigrants. (Business Tampere, 2018).

Tampere is also known for education, research and technological activities with three highly renowned international universities. Finland being the number 1 in the world for IPR according to the World Economic Forum (WEF), Global competitiveness Report 2014-2015 it spends around 15% of its national R&D budget in Tampere region. Similarly, according to WEF Finland is number 1 in university-industry collaboration and Tampere is number the 1 in Finland until today. Similarly, around 36,000 university students and more than 34,000 vocational college or adult students are present in Tampere region and every 5th person is a student and every 6th is a foreigner in Tampere University of Technology. This city has also been voted for the most student-friendly city in Finland. (Business Tampere, 2018).

4.1 SWOT Analysis

SWOT matrix is a strong analytical tool for businesses and industries which focuses on internal factors Strengths and Weakness as well as external factors Opportunities and Threats. This tool is used to develop a strong business strategy to access the changing environment and respond proactivity. Especially while considering for new businesses the SWOT analysis can be used as a part of process planning. The analysis of internal factor includes the identification of the resources, competencies and competitive advantages, management, infrastructures, procurement, production, distribution marketing and so on. In the same way, analysis of external factors identifies market opportunities and threats, the business environment in general. (David. F, 1993).



FIGURE 2. SWOT Analysis Framework.

Strengths

- Unique, authentic, and delicious types of dishes
- Economical prices compared to other same types of businesses
- Service for telephone orders and home delivery systems
- Offering take away and buffets with a changing menu
- Fascinating decors and homely interior of the restaurant
- Healthier quality of food due to the fresh ingredients used

Weaknesses

- New in the business market
- Increasing number of competitors in the future
- Limited investment
- Limited number of suppliers for raw materials
- Limited space during busy business days

Opportunities

- Big area for business with a countable number of competitors in current situation
- Opportunity for chain business in the future due to the increasing inflow of foreign immigrants
- Increasing demand of foreign traditional foods due to the increasing diversity of food culture
- Recognized popularity of Nepalese food

Threats

- Possibilities of increasing number of same type of restaurants
- Chances of increasing operational costs
- Increasing prices for raw materials in the future
- The competitors might lower the prices

5 BUSINESS MARKET ANALYSIS

5.1 PESTLE Analysis Framework

This concept of research in these days is becoming popular when we talk about launching any new ideas, business, products, services in the market, or a restaurant business. According to Mashhadi and Ijaz-Ur-Rehman (2012) the entry decision to a market is highly influenced by factors like political, economic, and social conditions. Many researches could be analyzed by using a very strong tool which tracks down every aspect of the business market known as Political, economic, social, technological, legal and environmental (PESTLE) analysis. The PESTEL analysis is an analytical tool that helps in analyzing external business environment at macro-level. This type of analysis also provides an eagle eye view of the business environment from every angle as possible. In addition, through PESTEL analysis a business organization can develop sustainable strategies. (Chang & Issa, 2010). Thus, an organization can have better understanding of market opportunities and threats.

The following points provides a brief description to the different aspects of PELTEL analysis.

- **Political:** Political factors are related to the general political environment of a country. They also refer to the plans and policies proposed by a government that might have positive as well as negative impact on a business. Therefore, it is highly beneficial to examine the political environment of a country before starting a business. In general, political environment includes the factors such as labor law, consumer law, trade restriction, and political stability of a country. (Professional Academy, 2018).
- **Economic:** Economic factors are related to the country economy and economic policies. For any businesses, economic factors such as the level of economic growth, currency exchange rate, inflation, interest rate plays an important role to success. Also, the factors like standard of living, economic growth trend, the level of industry growth etc. can be

considered in analyzing economic environment of a country. (Professional Academy, 2018).

- **Social:** Social factors are related to cultural background, people's lifestyle, population growth rate, working life, consumer behavior and ethics. All these factors have a significant influence in the success of a business. (Professional Academy, 2018).
- **Technological:** Technological factors include the rate of technological innovation and development. The level of technological capability of a country significantly influences the business environment. This also includes the people's awareness on technological development. The greater the technological capability the better the business environment. (Professional Academy, 2018).
- **Environmental:** Environmental factors include all those factors that might have significant impact on business environment, for example, the availability of energy sources, climate, infrastructure of the country, waste management etc. In general, environmental factors mainly include ecological aspects (recycling procedures and waste management), tourism, and geographical location. Environmental factors are also considered to be one of the important factors that impact the operations and sustainability of any business. (Process Policy, 2018).
- **Legal:** Legal factors includes the regulatory aspects of a country. Every country has its own rules and regulation for starting a business. Those rules and regulation can have both positive and negative impact in the operation of a business. Consumer's law, safety standards, labor law, employment law, trade regulations etc. can be considered in analyzing the legal environment of a country. (Process Policy, 2018).

There is a trend of starting businesses especially into restaurant and fast food industry due to low investment and highly profitable value. The world is changing, and people are getting closer every day, which creates opportunities to know and understand new varieties of food products from different places of the world. This has created interests to new entrepreneurs to invest in such

businesses due to its high demand of tasting authentic foods from different parts of the world. There are different types of fast food and restaurants ranging from simple fast food dining to expensive cuisines where family and friends could go and enjoy the real tastes of a completely different nation. However, *“the growth rate of fast food industry is directly proportional to employment and consumer income”* (Mashhadi & Ijaz-Ur-Rehman, 2012, 20). Hence, before starting up this type of a businesses, the new entrepreneurs must think of all the aspects of the environment affecting their businesses and a view of complete market analysis must be kept in mind.

For these reasons I have considered PESTEL framework to analyse the external business environment to study the feasibility of restaurant business in Tampere, a major city within Finland. The impact of external business environment on the feasibility of the business. The analysis of external business environment on the basis of PESTEL framework are provided in the following section.

5.2 Results from PESTEL Analysis

After analyzing the theoretical framework of the PESTLE Analysis from different sources accessed, the following results were extracted and could be implemented corresponding to the business plan.

5.2.1 Political Factors

This is one of the most important factors because of its degree of governmental influences and controls. As this type of industry has a direct impact on the health and hazards of the direct consumers, the government creates certain rules and regulations which should be followed. Similarly, hygienic issues, tax rates and labor laws also should be strictly taken into consideration.

There are also different issues which governments undertakes in respect to the employment laws for the safety of the employees, the quality of the food and its preservation issues. The government is also responsible for minimizing the black market because these days most of the restaurants are aiding in black markets by human trafficking and making people work without contracts and with the lowest wages possible.

In the same way, there are rules and regulations which must be importantly taken into account regarding the disposal of wastes which directly impacts the environment. In addition, the rules for proper circulation of the air inside the restaurants is also an important issue to be handled to create healthy environment for the customers regulated by the government.

5.2.2 Economic Factors

Restaurants are a luxury but not a necessity, which means people must have disposable income to spend on it. Hence, economic growth is extremely important in this case. Fast food restaurants could also be affected just as other businesses by cost capital and inflation which normally changes the prices of raw materials and ingredients. This means if the government imposes more tax on the consumer items, then the restaurants also accordingly have to increase the rates of the food items. Similarly, the slow, stable and risky economic market also could be great threats for this type of industry if it's new in the market.

5.2.3 Social Factors

These factors play a vital role in this type of businesses due to the increasing trends of health consciousness and the quality of food. Moreover, the increasing population creates more opportunities for restaurants to increase. If a new business of food fast food industry is trying to enter in the new market, then it must think about if the trend of that market is health conscious or not. Similarly, due to the growing diversity of different ethnicity, there are higher chances of

running a fast food restaurant with foreign authentic foods. The new business also should keep in mind what the attitude of the consumers is towards 'eating out' in the niche market.

5.2.4 Technological Factors

Restaurant businesses are considered as low technological industry due to their low investment and requirements. However, due to the increasing technology, restaurants also use specialized equipment to make the work faster and to lower the labor costs. Appliances such as ovens, freezers, fridges, grills must be acquired to compete other restaurant businesses.

In these modern days, the creation of websites and fast and cheap internet has played a very important role in providing the marketing directly to the interested consumers. Similarly, systems of mobile orders, delivery and payment services are becoming increasingly popular and also acquiring feedbacks. To grab the attention of the customers, websites are developed with details and menus of the varieties of food items and their specialty. These kinds of ideas with cheap technologies for marketing are rapidly increasing due to the high costs for television channels.

5.2.5 Environmental Factors

In Finland, rules are strict considering environmental issues. These days climate change is a major issue. In case of a restaurant business, there are important parts regarding environmental issues to be handled in precautions such as waste management and a proper ventilation system. More or less every type of industry contributes to the environmental hazards. Hence, by acquiring and implementing all the government policies, it is to be known that the business must be aware of all the environmental threats as well as protecting it

5.2.6 Legal Factors

Due to the fact that legal factors and political factors work together, there are governmental agencies working independently for the consumer's benefits. These are the organizations which

are responsible for regulating different types of governmental rules and regulations which the new businesses operating must co-operate accordingly. In the same way, legal issues regarding for employee rights and wages, quality of food and healthy premises are important issued to be handled.

5.3 Customer Survey Analysis

A survey was conducted among 60 participants to understand the consumer's preference of Nepalese fast food and other factors affecting their buying decisions. Half of the participants were Finnish and half were non-Finnish residents. This survey was conducted through emails mostly.

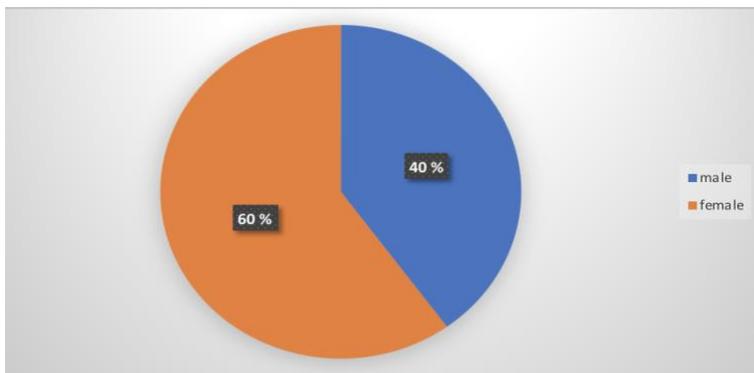


FIGURE 3. Participants by gender

The above figure shows that of the total of 60 participants, 60% were female and 40% were male.

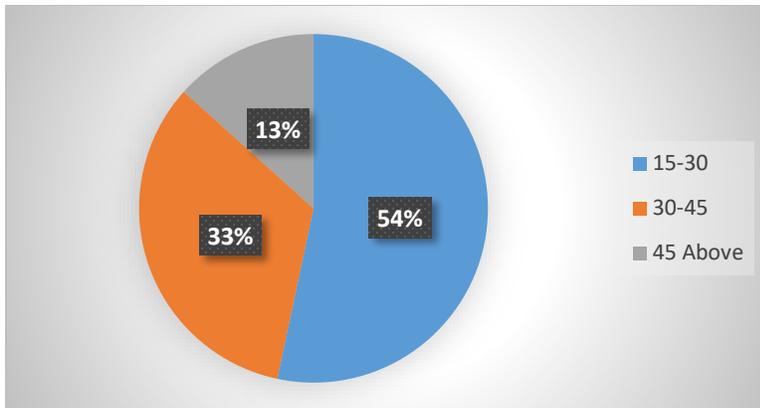


FIGURE 4. Participants by age group

The figure shows that of the 60 participants by age group, 54% belonged to the age group 15-30, 33% to the age group 30-45 and 13% to the age group 45 and over.

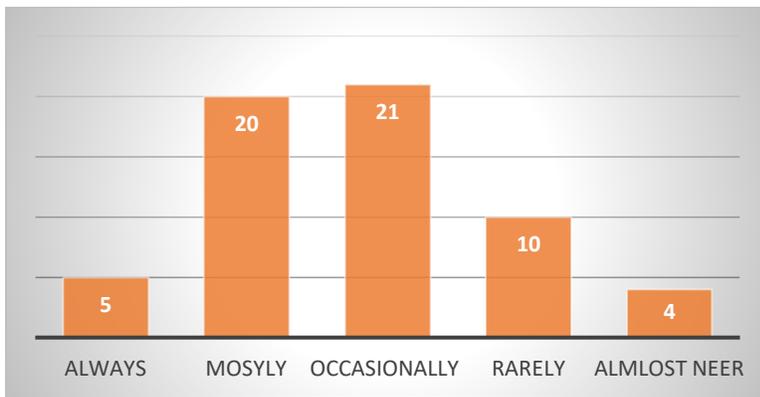


FIGURE 5. Participants by Health consciousness

Q.N.4 If you are health conscious, would you look for healthy contents in a fast food?

The figure 4 showed that, among the 60 participants 5 responded always, 20 responded mostly, 21 responded occasionally, 10 responded rarely and 4 responded almost never.



FIGURE 6. Participants by factors selecting meals

Q.N. 5 Which of the following factors would you consider in selecting a meal?

The figure 5 indicates that among 60 participants, 20 responded that they considered Taste when choosing meals, 12 responded they considered Amount, 16 responded they considered Price, 10 responded they considered Nutrition and 2 responded in other factors while selecting a meal.

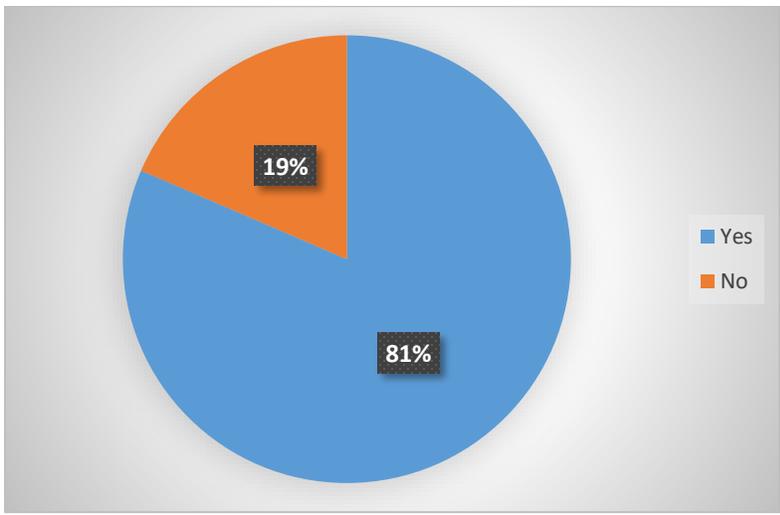


FIGURE 7. Participants responses upon Nepalese restaurants nearby

Q.N.6 Have you ever tried Nepalese fast food?

a. If Yes: would you like to a see a Nepalese fast food restaurant nearby?

- Yes
- No

b. If No: Would you like to try Nepalese fast food?

- Yes
- No

According to the question number 6 in the survey questionnaire, The figure 7 above from the survey shows among 60 participants, 54 participants responded upon Yes and 6 participants No. In the figure 6, among 54 participants responding if they want a Nepalese restaurants nearby 81% responded Yes and 19% responded No.

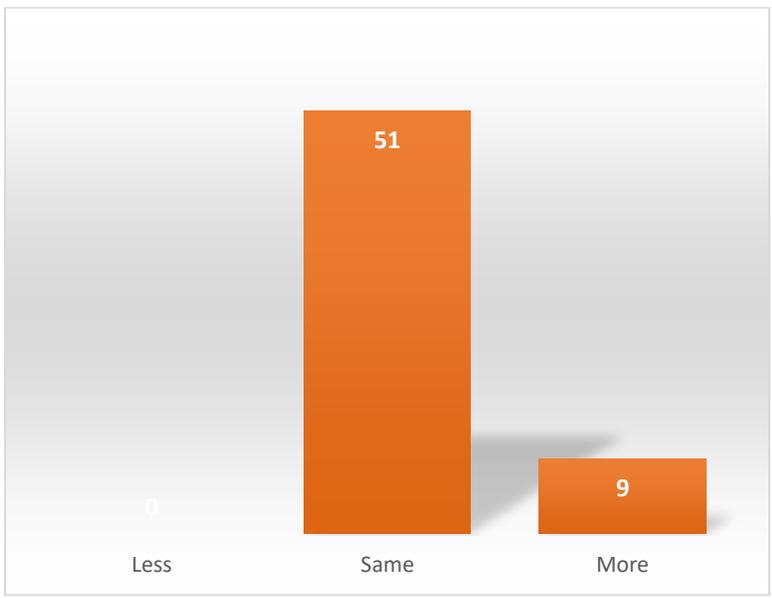


FIGURE 8. Participants by price compared to pizzas and burgers.

The above figure demonstrates that 0 participants responded to less, 51 participants responded to same and 9 participants responded to more in compared to other fast food such as pizzas and burgers.

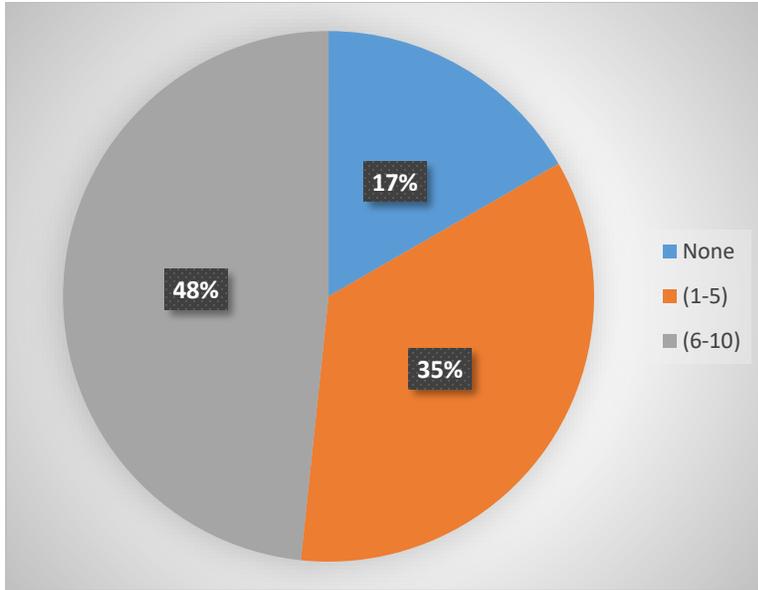


FIGURE 9. Participants by choice of food by spiciness

Q.N.8 Can spicy fast food be your choice to choose one?

- a. If yes, how much spiciness if its graded 1-10

The above figure shows that 17% responded No and 83% responded Yes. Similarly, among 83% participant, 35% responded upon spiciness grade of 1-5 and 48% upon grade of 6-10.

6 PRODUCT DESCRIPTION

This company will include various types of unique and authentic Nepalese perishable food products such as Mo: Mo: (Dumplings), grilled goat meat, potato fries, Nepalese hot wings, Full Nepalese lunch and dinner meals. The authentic quality will be totally Nepalese but the food will be completely adapted and innovated into Finnish taste. This will be the reason that will make the food easily consumable and enjoyable for Finnish consumers. The reason behind this is that most of the authentic Nepali foods are based on heavy spices and hotness of the chilies.

6.1 Mo: Mo:

This dish is the special type of dumplings originated in Nepal but expanded from Tibet due to its special spicy flavor and the unique type of dipping sauce. It is also considered as the favorite item of food due to its cheap prices, great taste and availability. The dumplings are filled with different types of fillings depending upon its nature. Its nature, a veg type is filled with different types of fresh veggies (cabbages, carrots, mushrooms, onions, ginger, garlic, paneer) and herbs mixed with spices. Similarly, the non-veg types are normally filled with minced meat (chicken, pork or beef) with fresh veggies, herbs and spices wrapped with flour-based wrappers. This product, in particular will be totally a new concept in the market.



(Continues)



PICTURE 1. Picture showing different kinds of Nepalese dumplings.

6.2 Thakali Set

Specially related with the food culture among the Himalayas people, this kind of a food item is based on the Thakalis. This could be a lunch or a dinner plate which satisfies in full due to the varieties of dishes served on the same plate. This product includes rice, Nepali (chicken or goat) curry, stir fried collard green, Dal (bean soup), Achar (pickle), Sabji (vegetable curry) and papad.



PICTURE 2. Picture showing thakali cuisine.

6.3 Newari set special

Originated from different ethnic group called Newaris, this type of a plate is also a combination of many dishes beautifully coming together with the authentic taste and spiciness making it one. It includes crispy beaten rice (chiwra or bhuja), sesame salad (teel ko achar), goat sekuwa, achar (pickle), fried potato (alu dam), peanuts and soyabean salad (bhatmas sadeko), and grilled pork salad (chhoila) served with papad.



PICTURE 3. Picture showing newari Set with varieties.

6.4 Special Sekuwa set

This is going to be a special of its kind due to the grilling process and its authentic Nepali taste. This item is normally street food product which is very famous, cheap and tasty and it is available everywhere in Nepal. This dish will also include, grilled goat meat marinated with herbs and spices as the main dish. This plate will also include other varieties such as Alu dam (Nepali fried potatoes), pyaj pakoda (deep fried item) and salad.



PICTURE 4. Picture showing grilled goat (left) and a Sekuwa set (right) from Bajeko Sekuwa, Nepal.

6.5 Surai's Combo

Highly innovated, updated and adapted to the Finnish taste, this dish is mostly based on modern fast food culture. This plate will be the combination of different fast food items such as Nepali deep-fried hot wings, Potato fries, Mo: Mo: and Sesame salad served with special dip.

7 RAW MATERIALS REQUIRED

Especially in fast food and restaurant, when it is about the commitment of providing healthy food quality, raw material counts the priority. Due to the fact, that the products are being perishable, it is important that the raw material arrives as fresh as possible.

This company will provide the opportunity for the consumers to take taste of Nepalese authenticity with fresh raw materials guaranteed. Firstly, most raw materials used will be chicken, goat, pork and beef meat for production. Secondly, all most all varieties of vegetables and herbs (veggies: potatoes, tomatoes, onions, fresh green chilies, ginger, garlic, collard green, cabbage, carrots, radish, spinach, cauliflowers, mushrooms, herbs: coriander, parsley, rosemary, mint) will be necessary in use fresh. In addition, spices such as (cumin powder and seeds, coriander powder and seeds, curry powder, turmeric powder, tandoori masala powder, meat masala powder, chili powder, dry chilies, momo masala powder) will be needed to add during production. Similarly, rice, flour, gram flour, oil, butter, ghee and tomato paste will be bought in bulk being preserved raw materials will be added to the products as well.

8 THE COMPETITORS

“ Visit and observe successful stores. Analyze their strengths and weaknesses. Shop your competition.” says Nancy Glaser, Business Strategies Consultant. (Abrams & Borrows, 2008, 106) Competition is everywhere in businesses. New entrepreneurs, who are excited about their new concept might underestimate the actual area of competition and which might access the impact directly to their businesses. There is always room to learn from competition. Basically, these are the responses made by the businesses towards its customers evaluating from the competitors importantly what the consumers desire. The competitive analysis part of a business plan focuses on targeting who are the major competitors, basis to compete, how to compare, future competitors and barriers on a new entry. (Abrams & Borrows, 2008).

In overall, competitors are what most new players are concerned about in doing businesses. It is one of the most important factors in doing research to find out in what extent other dominating competitors exist in the market and how big the market share they have. Apart from the western taste and type, there are these days several Asian fast food dominators famous in Finland overall. Beside burgers meals, Pizzas and other western foods, Chinese, Thai and Vietnamese are arising as bigger competitors against Nepalese fast food restaurants.

But in contrary, fast food restaurants such as Koti Pizza (largest in Finland), Hesburger (270 outlets), Mc Donald's (80 outlets), Subway, Scan Burger, Rolls & Rolls Express, Rax, are the main players in this industry around Finland and In Tampere region overall. Similarly, there are also other small independent Asian fast food players existing currently and are increasing in numbers every year. (Fast food in Finland, 2013).



PICTURE 5. Picture showing a typical Burger Meal from Scan Burger.



PICTURE 6. Picture showing koti pizza in Finland.

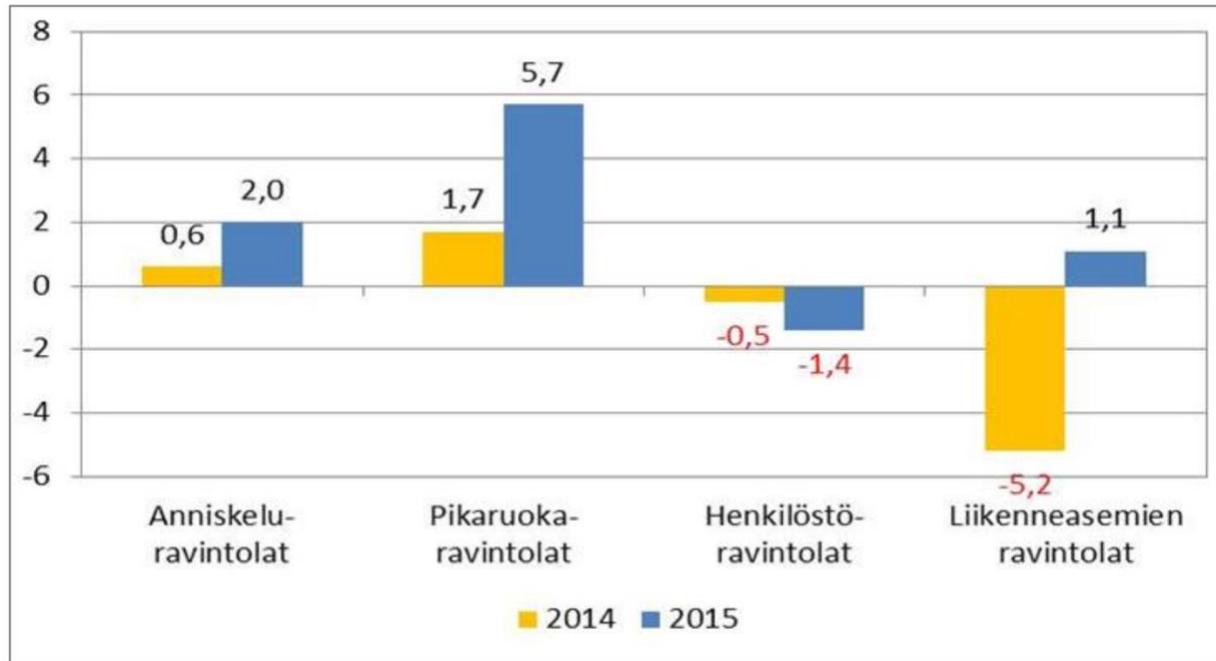


FIGURE 10. Revenue Streams of different types of restaurants in Finland.

The data from the graph shows that the revenue stream of roadside restaurants and fast food restaurants have drastically gone up in the year 2015 in comparison to the year 2014 in which fast food restaurants have difference of 4 and roadside restaurants have 6.3. To be precise and clear, Anniskelu ravintola means restaurants licenced to serve alcohol, pikakuoka ravintola means fast food restaurants, henkilöstö ravintola means staff restaurants and liikenneasemien ravintolat means roadside restaurants in English.

9 MARKETING STRATEGY

It does not matter whether a company is in small scale as a restaurant with a small number of employees or either a large-scale manufacturing firm, marketing strategy holds the key to long lasting relationship with its customers. Marketing overall deals with customers rather than other business functions. A perfect and acknowledgeable marketing strategy is the factor which every company must put into action from the starting of the business so that the customers takes it reasonable to buy from the firm. There are many different scopes of marketing which helps the companies either completely new or existing in the business market.

However, there are main three opportunities, a good strategic marketing plan holds its importance which could build a good base to the new businesses and grow in a long term.

1. attracting new customers
2. customer satisfaction and values
3. building long lasting relationships

Effective marketing first of all needs a research and takes time to invest upon providing a clear view of all the scopes of the business adding perception to the customers what the business holds. The strategic marketing model holds the positioning, target market, price and quality of the products in the business market. In a nutshell, marketing is combination of attitude as action and perspective as planning. (Marketing an Introduction 2012, 10-11).

The 5Ps of marketing mix are analyzed in the following section in order to better understand the effective strategy for marketing. All the marketing activities are a combination of different business activities which have the objectives of making the brand strong and in the same way the business in a long run. By researching all the elements of the business, the marketing strategy can position the business in the niche market. Thereby, 5Ps comes in handy by thinking about all the different aspects of the business which adds value and offers product or service differently than of the competing ones. This will eventually provide a consistent growth to the business. This strategy provides opportunities for the business to meet the target for the business market by working

through every Ps. This will give a complete image of the areas where change or improvement is needed for the business as a whole. (Corporate Finance Institute, 2018).

Marketing Mix

Product	Price	Promotion	Place	People
Functionality	Selling Price	Sponsorships	Distribution Channels	Service Provided
Appearance	Discounts	Advertising	Logistics	Attitude
Warranty	Payment Arrangements	Public Relations Activities	Service Levels	Customer Service
Quality	Price Matching Services	Message	Location	Appearance
Packaging	Credit Terms	Media	Market Coverage	Employee Portrayal

FIGURE 11. 5 Ps of Marketing.

9.1 Product

Be it a service or a product, this implies what exactly a business sells to the customers as a whole. Factors such as added value, branding and packaging, even warranties and other features comes into consideration. The product and consumers must go hand- hand so it is important to not just focus on the customer's experiences for change rather than perfecting more on the products they create. Hence, a good marketing strategy has the responsibility to take into account the product life-cycle and create more and more innovative products which satisfies every aspects of a customer, the needs, wants and desires. (Kamo Rakharebe, 2016).

9.2 Price

There are two main problems while setting the prices of the product or service a business is offering. If the prices are too high, then it is likely that the customers will not buy and similarly if

the prices are too low then this will also create a question towards the profitability. Generally it includes all the overall costs and similarly also the advertisements, discounts, offers, and so on. This strategy will also depend upon the positioning of the business and the competitor's price. Hence, it is important to consider that the profit margin is enough and covers all other additional expenses. (Kamo Rakharebe, 2016).

9.3 Place

This is the element which is rather physical, so how a business delivers its product or service to the customers and depends upon the business nature itself. There are different types of industries and ways they provide the products or services either in stores, through supermarkets or online. Hence the marketer must focus that the proper distribution channels are easily available since it is the only means a business gets access its products or services to the customers. (Kamo Rakharebe, 2016).

9.4 People

As Richard Branson says, *“Customers do not come first, but the employees come first. If you take care of employees, they will take care of clients”*. (Marketing an Introduction 2012, 10-11). This element includes the owners, the employees and the customers as a whole. There are other certain criteria towards the employees needed to be taken care regarding their, trainings, attitudes and skills and similarly also about the customer buying behaviors accordingly. Since customers are the key for business it is important to know about the customers to deliver a quality customer service. (Kamo Rakharebe, 2016).

9.5 Promotion

One of the most important factors of all is the promotion of the business and its products or services which provides the right products or services to the right people. Things to be considered before promoting the businesses are, marketing and business plan, target market, where to advertise and the budget. Promotion includes sales, direct marketing and advertisements and public relations as well. This will provide the direct opportunity by letting know the customers and give a clear image of what the business tries to sell. This is only possible by understanding what type of advertisements are reliable and will work and taking part in public relation activities. (Kamo Rakharebe, 2016).

10 CONCLUSION

In conclusion, the main idea of writing this thesis is to create a solid business plan and what are the important part of creating it. A legit mission statement, company's summery, SWOT and PESTLE analysis, product descriptions, market analysis, financial analysis and a good marketing plan are included in this thesis collected through different sources including books, articles and other internet websites.

This thesis project provides a general idea of starting a fast food restaurant. The research was mostly concerned with the feasibility study of Nepalese fast food and restaurant business in Tampere region. In the studies, I studied the market research, budgeting, customer survey, sales and profitability in detail. There was also a small survey done regarding Nepalese fast food and cuisine among 60 participants by the demand of the market analysis to understand if this type of businesses has strong advantage to operate in the niche market. In the result, it was found out that most of the participants were really interested and there is a good chance of this type of business to establish. In the same way, this research also mentions about the minimum legal requirements regarding which legal paper works to be used and other requirements during registration of its establishment regulated by Finnish patent and registration office. The investment plan and profitability analysis are also included as a strong part of the thesis project with some detail study about the business environment. Due to personal confidentiality, these calculations are not included in this thesis.

During the study I found out that Tampere region has feasible potential of running the fast food restaurant. On my opinion, this thesis could be very useful for the new startups in Nepalese fast food restaurant as well as other types of fast food restaurant in Tampere region as well as in Finland overall.

REFERENCES

ABC Packaging. Available at: <https://www.standuppouches.net/blog/5-ps-of-marketing-why-product-packaging-is-now-part-of-the-mix>. Accessed: 2 September 2018

Alternative Finland. Available at: <http://www.alternativefinland.com/fast-food-in-finland/>. Accessed: 12 September 2018

Bplans, Deli Restaurant Business Plan. Available at: https://www.bplans.com/deli_restaurant_business_plan/executive_summary_fc.php. Accessed: 2 September 2018

Department of Industry, Innovation of Science. Business, 2018. Available at: <https://www.business.gov.au/marketing/advertising/the-5-ps-of-marketing>. Accessed: 2 September 2018

Business Tampere (2018). Internationalisation. Available at: <https://businesstampere.com/entrepreneurs/internationalization>. Accessed: 31 August 2018

CFI. 5Ps of Marketing, Available at: <https://corporatefinanceinstitute.com/resources/knowledge/other/5-ps-marketing/>. Accessed: 2 September 2018.

David, F. 1993. Strategic management, 4th Ed. New York. Macmillan Publishing Company.

Finnish Food Safety Authority, Eira, 2018. Available at: <https://www.evira.fi/en/about-evira/forms-and-instructions/food/>. Accessed: 2 September 2018

Food Express, Nepal. Available at: <http://911foodexpress.com/shop/a-breakfast-thakali-set/chicken-thakali-khana-set/>. Accessed: 11 September 2018

Gary Armstrong, Philip Kotler, Michael Harker & Ross Brennan. (2012). Marketing an Introduction, 10-11.

Issa, T., Chang, V., & Issa, T. (2010). Sustainable business strategies and PESTEL framework. GSTF International Journal on Computing, 1(1), 73-80.

Kamo Rakharebe. The 5 P's of Marketing (2016). Available at: <http://dragonflymarketing.co.za/blog/5-ps-marketing/>. Accessed: 31 August 2018

Larson Aaron. What is Limited Liability Company(LLC), Available at: https://www.expertlaw.com/library/business/limited_liability_company.html. Accessed: 24 August 2018

Mashhadi, A. H., & Ijaz-Ur-Rehman, Q. (2012). Impact of external environment on the performance of the fast food industry. *International Journal of Management, Economics and Social Sciences (IJMESS)*, 1(1), 19-25.

Nepal Sutra. Available at: http://www.nepalsutra.com/restaurants_in_nepal/more/battisputali/bajeko-sekuwa-718.html#.Wi6N50qWbIU. Accessed: 11 September 2018

Oxford College of Marketing (2018). What is a PESTLE Analysis? Available at: <https://blog.oxfordcollegeofmarketing.com/2016/06/30/pestle-analysis/>. Accessed on 11th September 2018.

PRH (FINNISH PATENT AND REGISTRATION). Available at: <https://www.prh.fi/en/kaupparekisteri.html>. Accessed: 31 August 2018

Process Policy (2018). What is PESTLE Analysis? Available at: <https://processpolicy.com/pestle-analysis.htm>. Accessed on 11th September 2018.

Professional Academy (2018). Marketing Theories- PESTEL Analysis. <https://www.professionalacademy.com/blogs-and-advice/marketing-theories---pestel-analysis>. Accessed on 11th September 2018.

Reddit (2017). Available at: https://www.reddit.com/r/MapPorn/comments/660cv5/population_density_map_of_finland_1969_648_894/. Accessed: 31st August 2018

Reddit(r/Nepal). Available at: https://www.reddit.com/r/Nepal/comments/7f5s5d/rainbow_momo_from_rainbow_resto_and_bar/. Accessed: 11 September 2018

Rhonda Abrams & Paul Barrow. (2008). *The Successful Business Plan: Secrets and Strategies*, 61-63,106.

System of National Accounting (1993), Available at: <https://unstats.un.org/unsd/nationalaccount/docs/1993sna.pdf>. Accessed: 24 August 2018

Taste of Nepal by Jyoti Pathak. Available at: <http://tasteofnepal.blogspot.fi/2012/09/maas-ko-daal.html>, Accessed: 11 September 2018

The Accountancy Partnership. Available at: <https://www.theaccountancy.co.uk/articles/information/can-a-sole-trader-have-employees-639.html>. Accessed: 24 August 2018

TWOTAH, Available at: <https://www.swotahtravel.com/blogs/show/traditional-food-and-wine>. Accessed: 11 September 2018

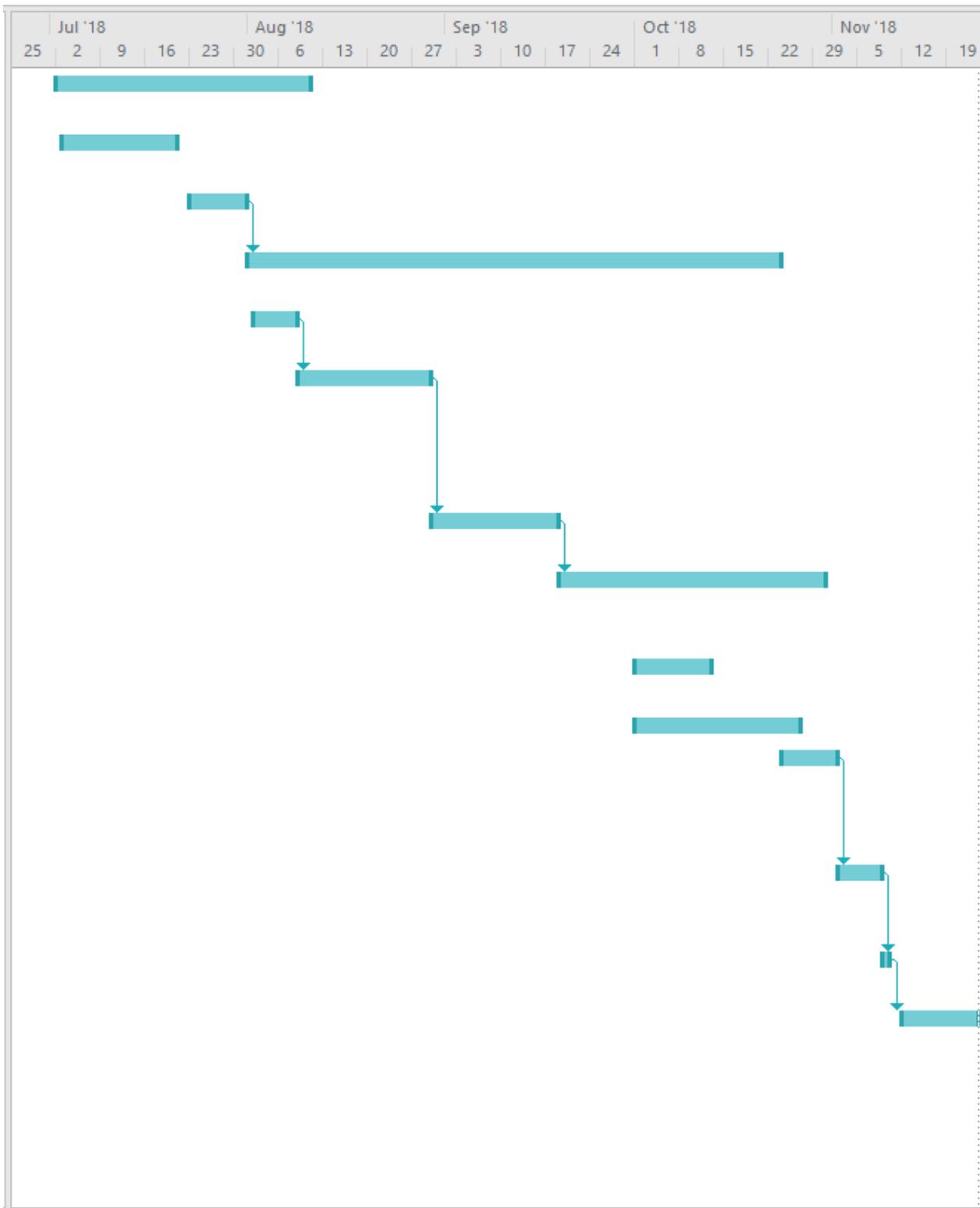
Vicino, Available at: <https://vicinito.com/posts/26-27-november-block-your-dates-for-amazing-momo-fest-in-delhi/5711>. Accessed: 11September 2018

West, D., Ford, J. and Ibrahim, E. (2015) Strategic Marketing: Creating Competitive Advantage. London: Oxford University Press.

GANTT CHART PROJECT PROCESS

		Task Mode ▾	Task Name ▾	Duration ▾	Start ▾	Finish ▾	Predecessors ▾	Resource Names ▾	Add New Column ▾
1			Registration process for company	30 days	Mon 2.7.18	Fri 10.8.18			
2			Hiring construction workers	14 days	Tue 3.7.18	Fri 20.7.18			
3			Installing ventillation system	7 days	Mon 23.7.18	Tue 31.7.18			
4			starting construction process (internal)	60 days	Wed 1.8.18	Tue 23.10.18	3		
5			Purchasing machineries	5 days	Thu 2.8.18	Wed 8.8.18			
6			Purchasing furnitures, office stationeries and kitchen equipments	15 days	Thu 9.8.18	Wed 29.8.18	5		
7			Printing menus and visiting cards	14 days	Thu 30.8.18	Tue 18.9.18	6		
8			purchasing Nepalese decoratives	30 days	Wed 19.9.18	Tue 30.10.18	7		
9			Procurement of suppliers	10 days	Mon 1.10.18	Fri 12.10.18			
10			Webpage designing	20 days	Mon 1.10.18	Fri 26.10.18			
11			Installation of machineries, furnitures and equipments	7 days	Wed 24.10.18	Thu 1.11.18			
12			Cleanings, Arrangements, Decorations	5 days	Fri 2.11.18	Thu 8.11.18	11		
13			Inspection by local authorities	1 day	Fri 9.11.18	Fri 9.11.18	12		
14			Vacancy announcement, interview and hiring employees	10 days	Mon 12.11.18	Fri 23.11.18	13		
15			Marketing by sampling				14		

GANTT CHART



1. Sex

- a. Male
- b. Female

2. Age Group

- a. 15-30
- b. 30-45
- c. 45 above

3. Nationality

4. If you are health conscious, would you look for healthy contents in a fast food?

Please Click here choose an option:

5. Which of the following factors would you consider in selecting a meal?

- a. Taste
- b. Amount
- c. Price
- d. Nutritional contents
- e. What else?

6. Have you ever tried Nepalese fast food?

c. If Yes: would you like to see a Nepalese fast food restaurant nearby?

- Yes No

d. If No: Would you like to try Nepalese fast food?

- Yes No



BURGER



PIZZA



MO:MO (A Nepali fast food)



NEPALI LUNCH OR DINNER

7. In comparison to burger and pizzas, how much price would you like to pay for Nepalese fast food?

- a. Less
- b. Same
- c. More

8. Can spicy fast food be your choice to choose one?

b. If yes, how much spiciness if its graded 1-10

Please click here to choose a number

- c. No