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Market analysis of Nepalese restaurant in South Ostrobothnia

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Thesis abstract

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The objective of thesis was market analysis for establish of Nepalese restaurant in south Ostrobothnia. The aim of this study was to analysis. Nepalese restaurant market is establishing a successful Nepalese restaurant in south Ostrobothnia. The market analysis clarified types of food will be provide that kind of customers could be targeted in the restaurant, where the premises would be located, and the particular marketing activities would be designed by using different marketing communication tools. The thesis aim of the study came to play as a result of the fact that necessary to open Nepalese restaurant in south Ostrobothnia, but due to many factors including lack of experience and lack of the required skills, lack of investor.

The thesis was based on theoretical background for constructing the market analysis. The number of books about the key elements is writing a marketing analysis and other theories should be used to carry out the research. Some research papers were based on about what are the key factors when customers choose a restaurant and what marketing strategies make a restaurant successful. Competitors are some foreign restaurants in South Ostrobothnia. The interview was based on specific customer who more interested to establish Nepalese restaurant in south Ostrobothnia. The thesis shows a basic model of writing a marketing analysis. Because the research is a specific local and industry in a specific area, it means anyone who uses this thesis as a reference for making a marketing analysis must take targeted to local and industry into consideration.

Keywords: Market Analysis of Nepalese Restaurant in South Ostrobothnia.

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1 INTRODUCTION

This thesis is the market analysis study of the Nepalese restaurant in South Ostrobothnia. The concept was to write a market analysis on Nepalese restaurant in South Ostrobothnia However, there is no Nepalese restaurants in south Ostrobothniai yet. There was established some Asian restaurants in south Ostrobothnia area. Nepalese foods are popular in the world but more popular in Nepal and amongst abroad. The popularity has increase in American and European countries. This is so because the continent is quite big and the culture very popular. Nepal as a developing country with still high level of illiteracy has not been able makes research and come up with a type of food and menu that is popular among countries both within the continent and outside the continent. More so, there are a lot of Nepali dishes which are very delicious and at the same time very healthy. A careful collection of popular dishes from different Asian countries with well-defined recipes as well as readily available ingredients will be a good starting point in selling Nepali dishes to the world. In South Ostrobothnia, there are some Asian restaurants. Over the years, most Asian restaurants that have been previously established have running well for different reasons such as incompetence and lack of experience. In that perspective, the few which established in the past did not succeed and ended up closing down.

The major reason for this study is the writers own interest to set up an own Nepalese restaurant business in South Ostrobothnia. The challenges faced with this type of business are quite enormous as there are many good different restaurants to compete with each 2 other, both local and immigrant owned. The major competitors in this kind of business owned by foreign investors are the Chinese, Thai, Vietnamese restaurants and Kebab and pizza restaurants. These people as well as people from the Middle East, in terms of this business have been able to carve a niche for themselves; Chinese foods and kebabs are generally accepted in the whole world and in this case they no longer need to brand or

market themselves so rigorously. Their competitive advantage is that they make good foods with healthy ingredients and spices, and they easily make them very fast and the prices are relatively cheap, which is most important. In establishing Nepalese restaurants, there have to be a clear cut definition whether to adopt a kind of service strategy of the Chinese restaurants or that of normal typical Finish restaurants. The Chinese restaurant is more of fast and lunch time restaurant while typical and normal Finnish restaurant is more of an executive restaurant whereby three course meals are served as well as wine and other drinks.

1.1 Research problem and goal

Marketing analysis is the key to effective marketing research. Marketing research is often conducted before a marketing plan can be written, to aid with marketing planning. The purpose of marketing research is to discover customer insights, to learn about the target market's wants, needs, attitudes and behaviour so that marketing analysis can be based on them.

The goal of this thesis was to study appropriate theory of marketing analysis in order to conduct marketing analysis by interviewing with local people, and to use customer insights uncovered while analyzing the research findings to write an effective marketing analysis for Nepalese restaurant. (Business Blogsport.fi, 2007)

1.2 Structure of the thesis
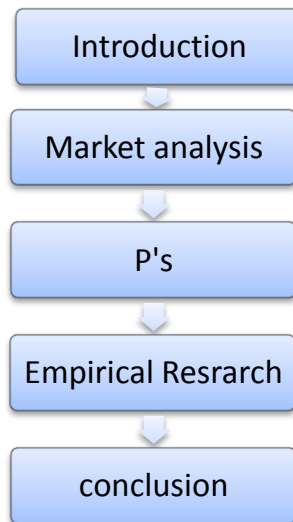
Figure 1.Structure of the thesis

As Figure 1 shows this thesis consists of five distinct sections: starting with the introduction, Section one introduces the thesis research problem and goal, structure of thesis and information about Nepalese restaurant. The second section, market analysis introduces market definition, market segmentation, SWOT analysis and competitor analysis. The third section describes 6p's (Price, product, promotion, people, physical environment and process). The fourth section describe empirical research consists of a description of Nepalese restaurant; it reports the content of the phone interview with marketing manager assistant of the restaurant, as well as the analysis of the research results, where the theory of the previous section is combined with the empirical study. The last section of this thesis is conclusion of the whole thesis.

2 NEPALESE RESTAURANTS

Nepal had relatively little contact with the rest of the world. Because of this isolation, Nepali foods and traditions were not influenced by foreign ingredients, resulting in a unique culinary culture. After 1950, when Nepal opened its borders to the outside world, this cuisine, especially in the capital of Kathmandu, was increasingly influenced by the culinary traditions of neighbouring areas. It evolved to incorporate many ideas from Indian, Chinese and Tibetan fare. Modern Nepali cooking, food, and eating habits have also been shaped by exposure to many western influences, a process that has been facilitated by Nepal's popularity as a tourist destination. However, in rural villages still cook the same food their ancestors made centuries ago.

Given Nepal's vast geographic and cultural diversity, it is difficult to generalize about what constitutes Nepali cuisine. It is, however, characterized by its simplicity, lightness, and healthfulness. A typical meal uses only the freshest local ingredients, lightness, and healthfulness. A typical meal uses only the freshest local ingredients, minimal fat, and an artful combination of herbs and spices. This balanced cuisine is just waiting for discovery. Nepali cuisine varies by region, from the tropical Tarai region to Himalaya region. (Globerover, 2010, Nepal)

3 RESTAURANT BUSINESS IN SEINÄJOKI

The Seinäjoki Region is one of the fastest-growing urban areas in Finland. The area offers various business and investment opportunities for new enterprises. The high quality of life, easy living, many attractive events and excellent transport link by air, road and rail have made the seinäjoki region one of the Finland's major players. (Elisabet Kivimäki, Project Manager)

Seinäjoki Region Economic Development provides high-quality and comprehensive business services to more than 60,000 inhabitants, the city of Seinäjoki. Economic Development aims to create a beginning, development and growing businesses requirement to remain a competitive advantage nationality and internationally. (Komia Seinäjoki Kaupunkkiseutu)

It is encouraging to do restaurant business in Seinäjoki due to the positive feedback from the local people. Seinäjoki is the fastest developing city in Finland and there was need for a multi-cultural restaurant here. Besides being a good place for business, Seinäjoki is attractive, because of the summer events and the nice people of Seinäjoki. (Asian Diamond Ravintola)

The food sector to competition on a number of different sectors. Seinäjoki is already a tough competition, but there are not enough good restaurants. Restaurant is supported by people, but at the same time bringing local food can be found in the commercial idea. Caterer makes sense to educate themselves, such as herbs, or at least become familiar with their education. The opportunities and perspectives of entrepreneurship in a restaurant business. The work deals with important things for the restaurant and finds out about them. Particular attention is paid to various trends, such as local food. (Laitala, Sami, 2013)

3.1 Market Analysis

The research task related to market analysis is opportunity assessment. It involves collecting information on product or service markets for the purpose of forecasting how they would change. Companies gather information relevant to macro environmental trends (political and regulatory, economical and social, and cultural and technological) and assess how those trends would affect the product or service market. In order to perform an industry analysis, a company must have a look at the company's situation, from an internal and external point of view, in order to interpret data that may affect the organization's marketing and performance (Wood 2010, 28). According to Wood (2008, 28), Defines a market as all the potential buyers for a particular products thus customers are ultimately the primary focus of every marketing plan. In order to start creating a marketing plan the company must conduct an analysis of the marketing environment, once managers have a thorough understanding of the market they can start developing specific marketing objectives (Salomon et al. 2008, 51).

In an industry analysis the company will look at the market characteristics, which include the market size, growth rate, among others. This analysis will include as well the market potential, the history of the market, the industry structure, the level of competition as well as the trends in the market, which includes fashion and fads, drivers of change, changes in use of products, new categories of product users and demand cycles (Biztree, 2010).

3.2 Market Definition

A market is the set of all actual and potential buyers of a product or service. This definition suggests that a market is the total value and/or volume of products that satisfy the same customer need. For example, if the customer need is "eat breakfast", then the relevant market could be defined as the "Breakfast Food Market". In defining a market, it is important not to focus only on products/services that However, it is also important not to define a market too broadly. For example, it is not particularly helpful for a marketing manager to define his or her market as

the "food market" or the "transport market". The purpose of market definition is to provide a meaningful framework for analysis and decision-making. (Philip Kotler, Gary Armstrong, 2010)

3.3 Market Segmentation

The research tasks useful for market segmentation are descriptive studies as well as benefit and life style studies. The former involves collecting descriptive information about consumers, such as product, purchase, gender, age, education, occupation, income and family size. The latter and focuses on consumer lifestyle and the benefits. Consumers expect attain from the product they purchase. Marketing researchers use the data collected from both types of studying order to indentify segmentation within the market for the product or service in question. (Michel Wedel and Wagner Kamakura, Market segmentation, 2000)

3.4 SWOT Analysis

Strengths	Weaknesses
Stylish dishes and Taste	Increase number of same business in market.
Restaurant exterior is clean and tidy	
Economical prices as compare to other restaurants	Strong competition
	Arrival of new competitors with colossal investment
Taste of modern age with passion to serve	Limited focus on Online Advertisement
Best Chefs in the region	Not serving Indian Food as well as other continental food.
Exterior is clean and tidy.	
Service style is new to the area.	Restaurant is new and not established.
	Limited funds available.
	Small city

Opportunities	Threats
Help for increasing of local Tourism business	Possibility of increase same kind of business in few next years.
Decrease foreigner unemployment	A new and highly reputed brand is moving into the market
Increase in demand of traditional food	Operating costs have been increased
People are getting knowledge about various food recipes.	Operational cost as well as Rental expenses will increase in next few years.
Lower tax rate investment in restaurant business	A main competitor has lowered their prices and started a price war.
Promoting of various food schools and centers	
A main competitor has closed down.	

(SWOT Analysis Example organization, 2012)

3.5 Pest Analysis

Political Factor Government regulation from a restaurant will be hygiene, health, food standards, and food they are allow serving. Restaurant industry must include from the economic policies of government licenses, inspection by the health ministry department. Economic Factor interest rate and it has to be proportionate to the cost of capital. Economic trends help to indicate the sustenance and profitability of the business. Social Factor- Certain culture is not allowed to eat specific food. Like Hindu's they are not allowed to eat beef and Muslim are not even allowed to touch pork.

Therefore, we need to learn the culture and the background of the country before Starting up a restaurant. The habit will certainly may make an effect on the business. And ratios of people like to eat out at the country.

Technological Factor- A good technical infrastructure would certainly help the

business. By using new technology will reduce wages and lower some specific cost. (PEST Analysis, New Articles RSS. N.p. 2013)

3.6 Porters' four generic business strategies

Michael Porter suggested that businesses can secure a sustainable competitive advantage by adopting one of three generic strategies. He also identified a fourth strategy "middle of the road" strategy, which although adopted by some businesses, is unlikely to create a competitive advantage. Each of the four strategies are discussed below.

	Broad scope	Narrow scope
Low	Cost Leadership Strategy	Cost focus strategy
High	Differentiation strategy	Differentiation focus strategy

Figure 2. Porters' four generic business strategies

Cost Leadership Strategy-This strategy involves the organisation aiming to be the lowest cost producer and/or distributor within their industry. The organisation aims to drive cost down for all production elements from the sourcing of materials, to labour costs. To achieve cost leadership a business will usually need large scale production so that they can benefit from "economies of scale". Large scale

production means that the business will need to appeal to a broad part of the market. For this reason a cost leadership strategy is a broad scope strategy. A cost leadership business can create a competitive advantage:

- By reducing production costs and therefore increasing the amount of profit made on each sale as the business believes that its brand can command a premium price
- By reducing production costs and passing on the cost saving to customers in the hope that it will increase sales and market share

Example: Low cost producers include Easy Group, Ryan Air, and Wal-Mart.

Differentiation Strategy-To be different, is what organisations strive for; companies and product ranges that appeal to customers and "stand out from the crowd" have a competitive advantage. Porter asserts that businesses can stand out from their competitors by developing a differentiation strategy. With a differentiation strategy the business develops product or service features which are different from competitors and appeal to customers including functionality, customer support and product quality. For example Brompton folding bicycles when folded are more compact than other folding bikes. Folding bikes are usually purchased by people with limited storage space at home or on the move; a compact bike is therefore a valued product feature and differentiates. A differentiation strategy is known as a broad scope strategy because the business is hoping that their business differentiation strategy, will appeal to a broad section of the market. New concepts which allow for differentiation can be protected through   patents and other intellectual property rights; however patents have a certain life span and organization always face the danger that their idea which gives them a competitive advantage will be copied in one form or another.

Focus (Niche) Strategy-Under a focus strategy a business focuses its effort on one particular segment of the market and aims to become well known for providing products/services for that segment. They form a competitive advantage by catering for the specific needs and wants of their niche market. Examples include Roll Royce, Bentley and Saga a UK company catering for the needs of people over the age of 50. Once a firm has decided which market segment they will aim

their products at, Porter said they have the option to pursue a cost leadership strategy or a differentiation strategy to suit that segment. A focus strategy is known as a narrow scope strategy because the business is focusing on a narrow (specific) segment of the market. (Michael Porter, Learn marketing)
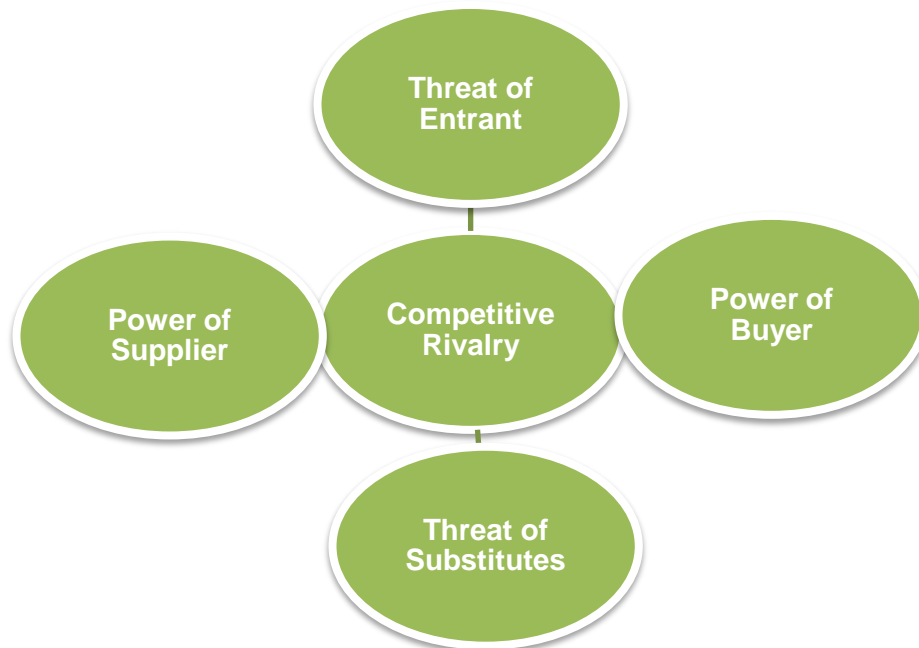
3.7 Porter's competitive forces of competitive position

Figure 3.Porter's competitive forces of competitive position

Competitive Rivalry- Competitive rivalry is a good starting point to when analysing a particular industry. If entry to an industry is easy then competitive rivalry is likely to be high. If it is easy for customers to move to substitute products for example from coke to water then again rivalry will be high. Generally competitive rivalry will be high if:

- There is little differentiation between the products sold by competitors.
- Competitors are approximately the same size of each other.
- If competitor have similar strategies.
- It is costly to leave the industry.

Power of Suppliers- Suppliers are also essential for the success of an organisation as they provide businesses with the resources they need to produce their products and services. Supplier power can come from:

If there are one or just a few suppliers that can provide the resources a business needs.

If it is expensive to move from one supplier to another (known also as switching cost)

If there is no other substitute for the product provided by the supplier.

Power of Buyers- Buyers or customers can exert influence and control over an industry in certain circumstances. This happens when:

There is little differentiation over the product and substitutes can be found easily by customers/buyers.

- Buyers/customers are sensitive to price fluctuations.
- Switching to another product is not costly for customers/buyers.

Threat of Substitutes- Are there alternative products that customers can purchase instead of yours? Alternative products that offer the same benefit as your products? The threat from substitute (competitor) products is high when:

- The price of the substitute (competitor) product falls.
- It is easy for consumers to switch from one substitute product to another.
- Buyers are willing to substitute products from different competitors.

Threat of New Entrant- The threat of new organisations entering the industry is high when it is easy for an organisation to enter the industry i.e. entry barriers are low. When a new business is deciding whether to enter an industry it will look at:

- How loyal customers are to existing products,
- How quickly it can achieve economy of scales
- Would it have access to suppliers and
- Would government legislation prevent them or encourage them to enter the industry. (Michael Porter, Learn marketing)

3.8 Competitor Analysis

A competitor analysis is the first step the firm tales to be able or predict the extent and nature of its rivalry with each competitor. Recall that a competitor is a firm operating in the same market, offering similar products, and targeting similar customers, the number of markets in which firms compete against each other and the similarity in their resources (called market commonality and resource similarity, respectively, defined below) determine the extent to which the firms are competitors. Firms with high market commonality and highly similar resources are "clearly direct and mutually acknowledge competitors." However, being direct competitors does not necessarily mean that the rivalry between the firms will be intense. The drivers of competitive behaviour- as well as factors influencing the likelihood that a competitor will initiate competitive actions and will respond to its competitor's competitive actions-influence the intensity of rivalry, even for direct competitors. (Robert E. Hoskisson, Michael A. Hitt, R. Duane Ireland, 2008)

3.8.1 List of competitive companies
- Asian Diamond Ravintola
- Amarillo Seinäjoki
- Fransmanni Seinäjoki
- Coffee House
- Rossa Express
- JHT piikki Oy
- ABC Seinäjoki

3.9 Marketing mix

Figure 4.Marketing mix

The 6 P's of Marketing

If there is one thing that every business owner must understand it is marketing. The right marketing strategy can bring success just as the wrong one can lead to failure. The first step in devising a good marketing plan to understand exactly what marketing is. It is about selling products, but that is not entirely true. While the end result is probably selling products or services, marketing itself has to do more with figuring out what customers need and finding a way to get it to them. It requires to carefully evaluating business to see how we can best provide product or service to the customer.

In order to have a great marketing plan have to understand and implement the 6 P's of marketing. The six P's are product, place, price, promotion, process and people. Those six words are the basis of your marketing plan and to some extent business as a whole. Here we will explain these six things and how they affect

marketing strategy and business. (Gary Houghton, Chester University and Philip Kotler, Gary Armstrong, 2010)

3.9.1 Defining the 6 P's

Products - Simply put, a product is anything, good or service and that is needed in the market. All products can be broken down in to three components. The core product is defined as the end benefit for the customer. For example, a person who buys a pair of shoes is buying comfort and foot protection. The next component is the formal products which refers to the actual item and includes it's physical and psychological aspects. That same person who buys a pair of shoes is buying a brand name because they view it as best. The last component is the augmented product which refers to the entire service or good including any additional support items like a warranty, service, or delivery. As a business owner must take into consideration all aspects of a product because they each play an important role in whether or not customers choose product over other products.

Pricing Strategy - The price at which sell product depends on a number of factors. Set a price that allows making a profit while also meeting competitors' prices or beating them. It also has to be the right amount to allow you to maintain and increase customer base. To figure this out, how much it costs to get product to a consumer including all costs, not just that of raw materials. It will also have to do research to find out what competition charges and what price consumers will pay.

Promotion - Promotion is the nuts and bolts of getting message out to the public. This is mainly done through advertising in the form of radio, newspapers, television, and on line promotions. Getting the right message out to core customers is a big task. It tries to find a balance between what competitors are saying and what need to say to give product a positive image. There are many rules governing truth in advertising here in Australia, so be certain comply with all regulations before launch any promotion campaign.

People - This P refers to customers, but it does not. The most important people in our business are the people who work with and for business. Hiring the right people is one of the most important things it will do for business. It is the face of product to the world as well as the hands behind the scene that make sure everything gets done correctly and on time. As a business owner must work hard to develop employees and to manage them with dignity. It also has to figure out what need done in business so it can hire the right people to fill each position and task.

Process - Process takes into account all of the previous P's to ensure that each customer has a good experience. The process includes everything that product to the consumer including all of the planning and paperwork and marketing that it took to do it. The process ensures that planned for every possible scenario so that it can guarantee success. Process has efficient procedures in place that make business run as effectively as possible. Also make sure accurately document each step so it can control the quality of product and services all the way down the line. It must also be able to review procedures so that improve as necessary all the time.

Physical environment- Physical environment can help to create the environment and atmosphere where the services are performed and to influence clients' judgment of the firm. They can include the facilitating goods that enable the services to be performed (for example, plan check reports, surveys, consultation documents, approval notices and final certificates) and other tangible clues (e.g. brochures). It is difficult to measure, define and control the image that is perceived by the client as image can be very subjective; hence, there is a need to manage physical evidence to ensure that the image conveyed conforms to the image. (Ray Wright, 1999 and Philip Kotler, 2010)

4 RESEARCH APPROACH AND METHODOLOGY

In the broadest sense of the word, the definition of research includes any gathering of data, information and facts for the advancement of knowledge. (Shuttleworth, 2008)

Definition of research

A research is a studious inquiry or examination; especially : investigation or experimentation aimed at the discovery and interpretation of facts, revision of accepted theories or laws in the light of new facts, or practical application of such new or revised theories or laws. (The Merriam-Webster Online Dictionary)

Research is also defined as a process of steps used to collect and analyze information to increase our understanding of a topic or issue. It consists of three steps: Pose a question, Collect data to answer the question, Present an answer to the question. The Oxford dictionary simply defined research as ''the systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions''. Research methodology is the methods used in approaching a research. This involves the specific methods of data collection and analysis. There involves two methods of conducting a research which are the primary research and secondary research. These two methods also define the mode of data collection. Primary research is a research which involves the use of primary sources such as the original documents and data. Secondary research on the other hand involves the use of secondary sources such as a synthesis, interpretation, or discussions about primary sources. (Creswell, 2008)

Research method

Qualitative and quantitative market research methods each provide different insights into customer behaviour. Normally, research results are more useful when the two methods are combined. Quantitative marketing research is numerically

oriented, requires significant attention to the measurement of market phenomena and often involves statistical analysis. For example, a restaurant might ask its customer to rate its overall service as excellent, good, poor or very poor.

This will provide quantitative information that can be analysed statistically. The main rule with quantitative market research is that every respondent it asked the same series of questions. The approach is very structured and normally involves large numbers of interviews/questionnaires. Perhaps the most common quantitative technique is the 'market research survey'. These are basically projects that involve the collection of data from multiple cases- such as consumers or a set of products.

Quantitative market research surveys can be conducted by using post (self- completion), face to face (in-street or in home), telephone, email or web techniques. The questionnaire is one of the more common tools for collecting data from a survey, but it is only one of a wide ranging set of data collection aids. The various types of quantitative market research methodologies are summarised below:
- Face to face interviewing

  Either in the street or, for more complex projects, in people's homes.
- Telephone interviewing

  A quick and cost effecting way of achieving data.
- Postal and self- completion market research.

  Cheap but takes a relatively long time to collect data.

  Useful when only a few questions need to be asked. Questions are attached to other larger surveys. Data is obtained at a low cost.

  (http://www.djsresearch.com/quantitativeresearch.html)

Qualitative and quantitative Research Designs

There are three research designs or approach which can be adopted in the process of research methods, this depends on the type of research being carried out where there-fore determines the approach used. They are;

- Qualitative research
- Quantitative research and
- Mixed research method of which the qualitative and quantitative methods are the two main approaches to research designs.

Qualitative research

This is the collecting, analysis and interpreting of data by observing what people say and do. In a qualitative study, inquirers state research questions, not objectives (specific goals for the research) or hypotheses (predictions that involve variables and statistical tests). These research questions assume two forms: a central question and associated sub questions. The central question is a statement of the question being examined in the study in its most general form. The inquirer poses this question, consistent with the emerging methodology of qualitative research, as a general issue so as to not limit the inquiry.

Quantitative research

This research approach involves the use of structured questions where response options have been predetermined and a large number of respondents are involved. In quantitative studies, investigators use research questions and hypotheses to shape and specifically focus on the purpose of the study. They are used frequently in social science research and especially in survey studies.

Mixed research

This is a combination of both qualitative and quantitative research, where the advantages of both can benefit the research project. Mixed methods studies need to have both qualitative and quantitative research questions included in the studies to narrow and focus the purpose statements. These questions and hypotheses need to incorporate the elements of good questions and hypotheses already addressed in the quantitative and qualitative approaches. In a two-phase, sequential project in which the second phase elaborates on the first phase, it is difficult to specify the second phase questions in a proposal or plan. After the study is completed, the researcher can state the questions of both phases in the final report. In a single-phase project, it is possible to identify the qualitative and quantitative research questions in the proposal because one set of questions is not contingent on the other set of questions. Some attention should be given to the order of the research questions and hypotheses. In a two-phase project, the order would consist of the first-phase questions followed by the second-phase questions so that readers see them in the order in which they will be addressed in the proposed study. In a single-phase strategy of inquiry, the questions might ordered according to the method that is given the most weight in the design. A variation often seen in sequential mixed methods studies is to introduce the questions at the beginning of each phase. For example, assume that the study begins with a quantitative phase. The investigator might introduce hypotheses. Later in the study, when the qualitative phase is addressed, the qualitative research questions appear. (Creswell, 2008), (Groucutt, Leadley, & Forsyth, 2004)

Data collection and data analysis process

Consequent upon the nature of the research, a quantitative research approach was adopted. This approach was seen as the best approach in getting first hand opinions, leading to a fairly viable result. This led to the most difficult and challenging part of the entire research sampling people opinion. A survey was therefore carried out with the use of structured questionnaire containing only closed ended questions, with a small room for open ended responses in the comments and sug-

gestions option at the end of the questions. A copy of the structured questionnaire used for this survey can be found at the end of this report as an attachment.

Data collection process

After several attempts at data collection, the researcher got a total of 15 usable responses (papers, e-mails, face to face and online responses). This was possible after very rigorous attempts, to collect data in the Seinäjoki centre. In the questionnaire, special interests requiring the responses from the respondents were on some specific parts of South Ostrobothnia. The emphasis laid on the respondents' interest concerning the location was on the following areas Ilmajoki, Seinäjoki, Lapua Kauhava, Kauhajoki, Äläjarvi and Peräseinäjoki and the result shows that this was a very good idea because many people would like the restaurant to be located in their local areas. Some areas have a lot more preference, compared to other areas listed in the questionnaire.

Data analysis process

The use of a statistical analysis tool known as SPSS analysis software was used to analyse the obtained data as a result of the survey carried out. This analysis therefore gave a very clear graphical and diagrammatic result leading to precise interpretations. In the following chapter, the result is presented and interpreted.

Background factors: respondents and gender

The most important results as far as this research is concerned are given blow as shown in diagrams;
A total number of people 25 but only 15 people responses were obtained as data for this research, this data was analyzed to give the results below.
Therefore, throughout this chapter this number will be represented as N=15 for easy comprehension.
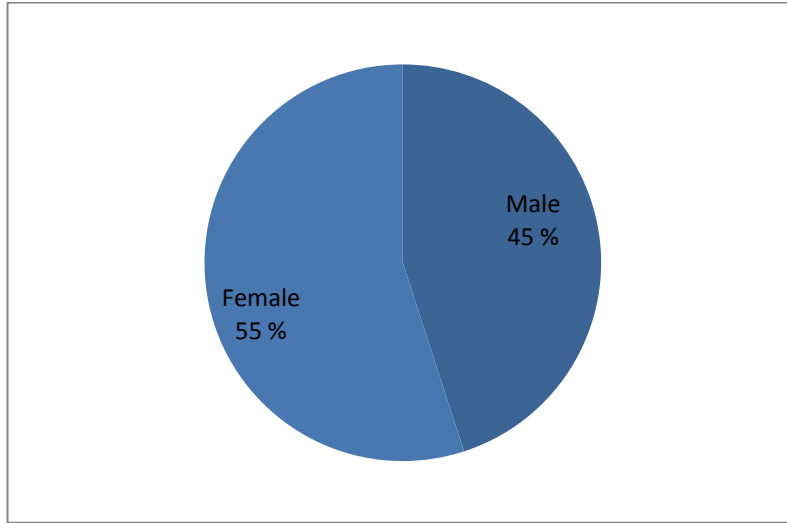
Respondents and gender

Figure 5.Respondents and gender

N=15

This result shown in the diagram above is presented in percentage. In order to get the opinion from both male and female researcher tried to keep the survey at a balance, by reaching an equal number of male and female to take the survey. The result here shows that after analyzing a total number of 15 data collected, 45% males took the survey and 55% females also took the survey. This means that about half of the total number of respondents was male and the other half female. The re-searcher thinks that this is a good result in this regard.

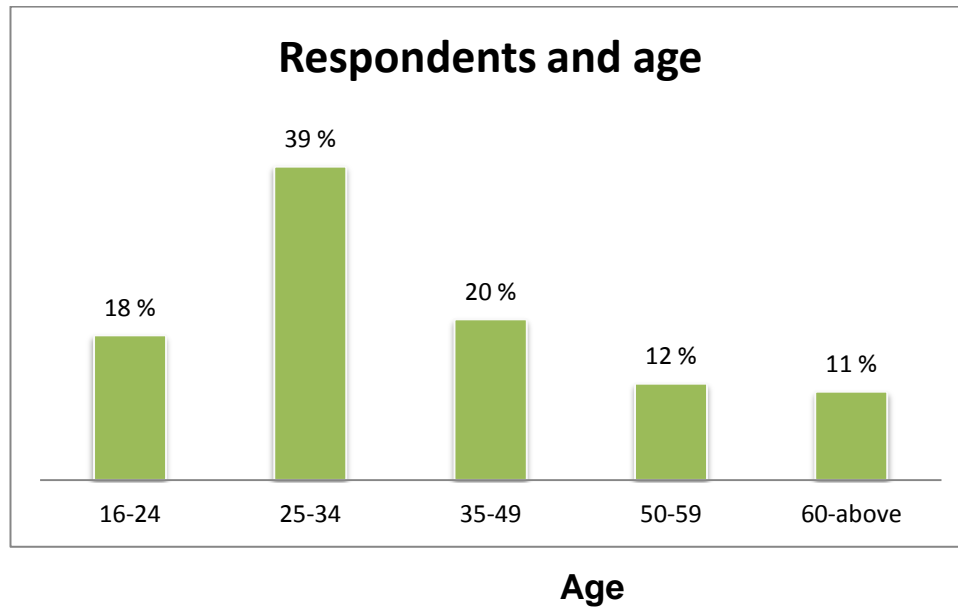**Respondents and age**

Respondents and age

Figure 6.Respondents and age

N=15

The result shown in the above chart reveals in percentage the respondents according to their age. The highest number of response was obtained from people between the ages of 25 – 34 years with 39%, followed by ages between 16 and 24 years with 18% and ages between 35 and 49 years 20%. This is very good because people of the above age group are very active.

Respondents with the ages between 50 – 59 years with 12% and 60- above 11% respectively. This result is also very good because people of these age groups are very reliable when it comes to brand loyalty.
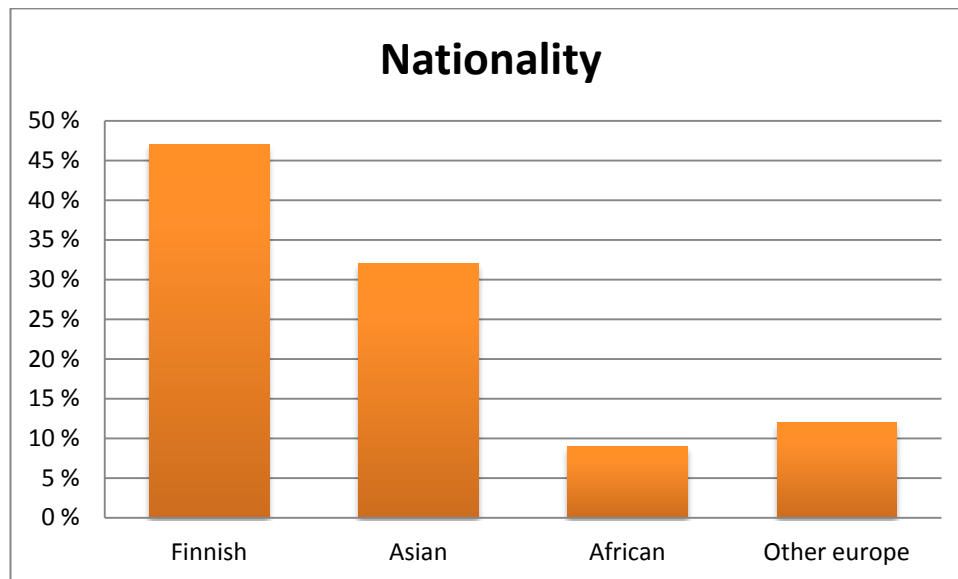
Background factors: respondents' nationality

Figure 7.Nationality

N=15

This result is very satisfactory to the respondent because the number of Finnish people who took the survey is more, in the chart above 47% of Finns took the survey. Asia is second 32% because of Asian food. This is very good for this research because the Finns are the target group due to the fact that they are more in numbers.

Other responses in percentage show that; people from other parts of Europe: 12%, and Africans: 9%. Nepalese would rather go to have a new experience in other kind of restaurant rather than a Nepalese restaurant since they can make Nepalese and Asian food by themselves. However, they would sometimes go to Nepalese restaurant if the food is very good.

As shown in the chart below and in the questionnaire attached to this report, we can see that the only nationality is Finnish. Other respondents were referred to by their nationality other Asian, Europe and African. This was so because, since the research was conducted in South Ostrbothnia. The Finnish people are the most important group talking about prospective customers of the restaurant. They are

more in numbers and are the most people to patronize the restaurant if the food and service is good. This also reveals that the target group is the Finnish people and the result of the entire survey expresses more of their views about Nepalese restaurant in South Ostrobothnia

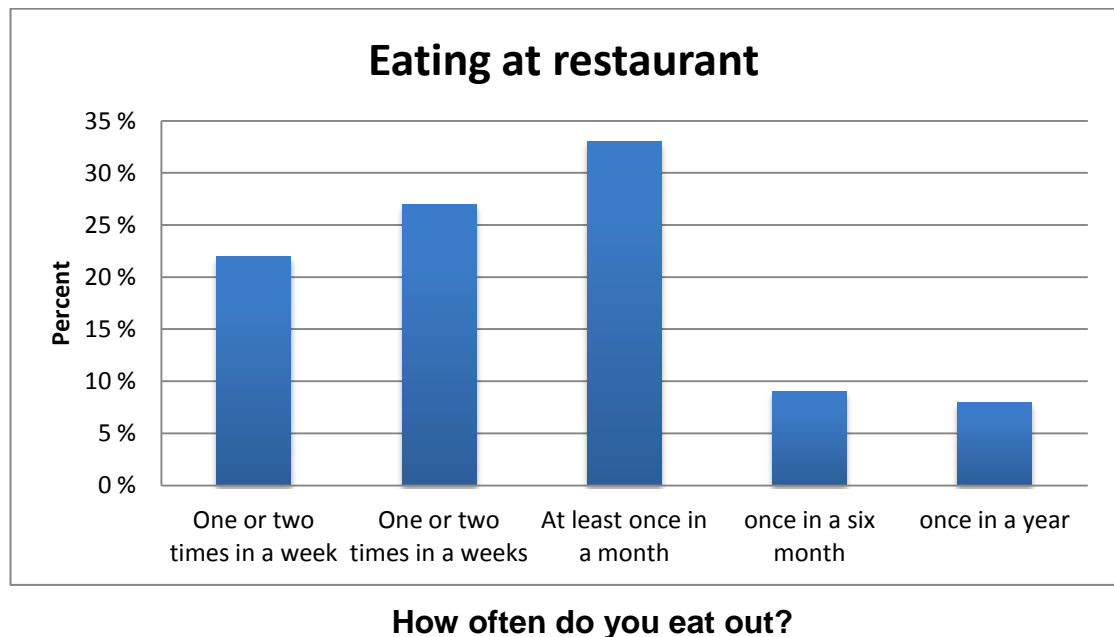**Behaviour: Eating at restaurant**

How often do you eat out?

Figure 8.Eating at restaurant

N=15

This result shows that most people go to eat in a restaurant at least once in a Month. So we can see that 33% eats out at least once in a Month, 22% one to two times every week, 27% one to two times every two weeks which is maybe practically every week, 9% once in six months and 8% eats out once in a year. Positively, it shows that if the restaurant makes a good impression by making good food and giving good services, there will always be customers.
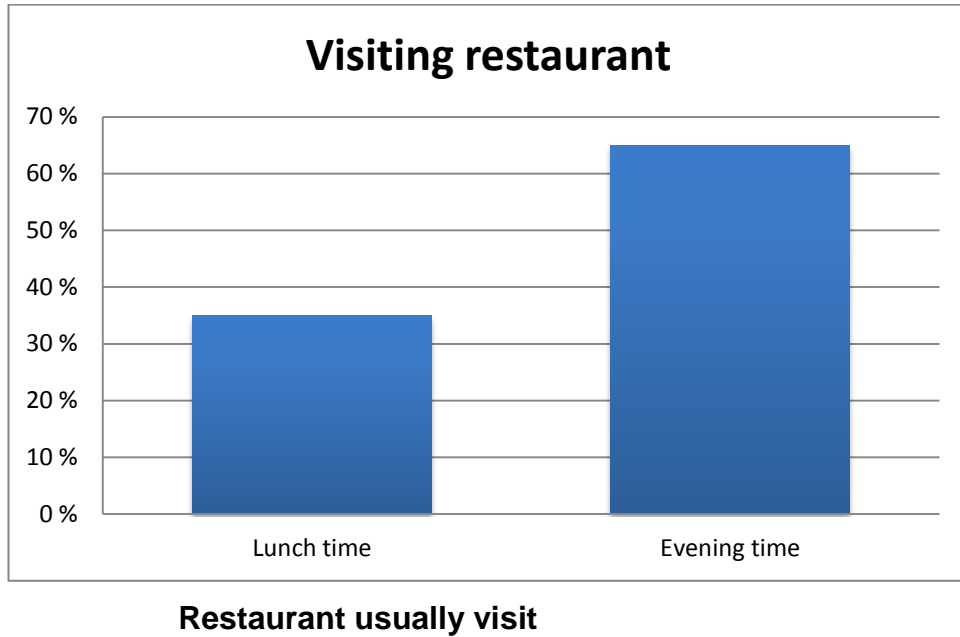
Behaviour: Visiting restaurant

Visiting restaurant

Restaurant usually visit

Figure 9.Restaurant visit

N=15

The diagram above explains the respondents' that people who would like to visit usual restaurant. It shows that 35% people would like to visit in restaurant lunch time. The reason of, they are working in day time. Some of them would like to come to eat in lunch time. 65% people would like to visit in evening time. The reason of, they are free after work and they can come with family. This result is very good because it reveals that people have good eating habit.
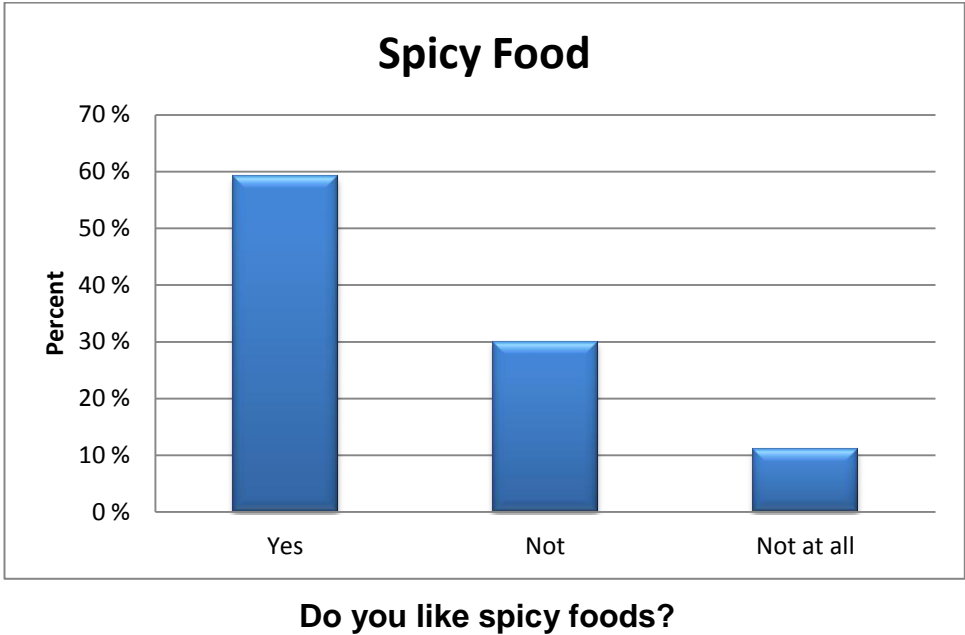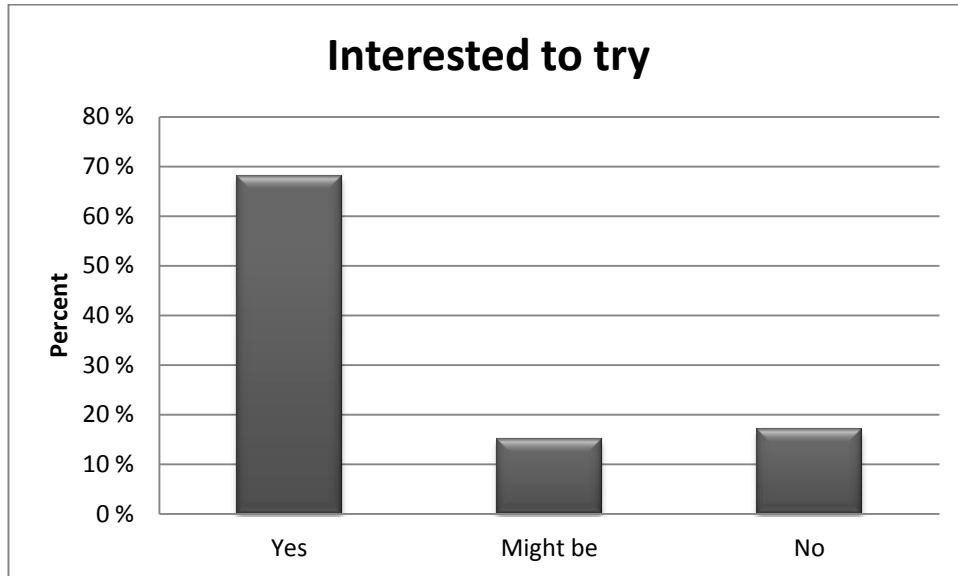
Satisfaction: Spicy Food

Do you like spicy foods?

Figure 10.Spicy food

N=15

This chart shows that many people demand is increase for spicy food. The result shows that 59% likes to have their food spicy, 30% do not like spicy food but they can have it some-times and 11% does not like spicy food at all and would not like to have it at all.

Nepalese Food: Interested to try


Have you ever tried to any Nepalese foods?

Figure 11.Tried Nepalese food

N=15

This result shows that 68% have tried Nepalese food in the past, 15% have tried Nepalese food might be and 17% have not tried any Nepalese food before. This result is quite good because 17 % of those who have not tried Nepalese food before. They are good number and therefore a high chance of them trying it in the future. The other people who have at least tried Nepalese food in the past will likely try again if they get good feedback of the Nepalese restaurant.
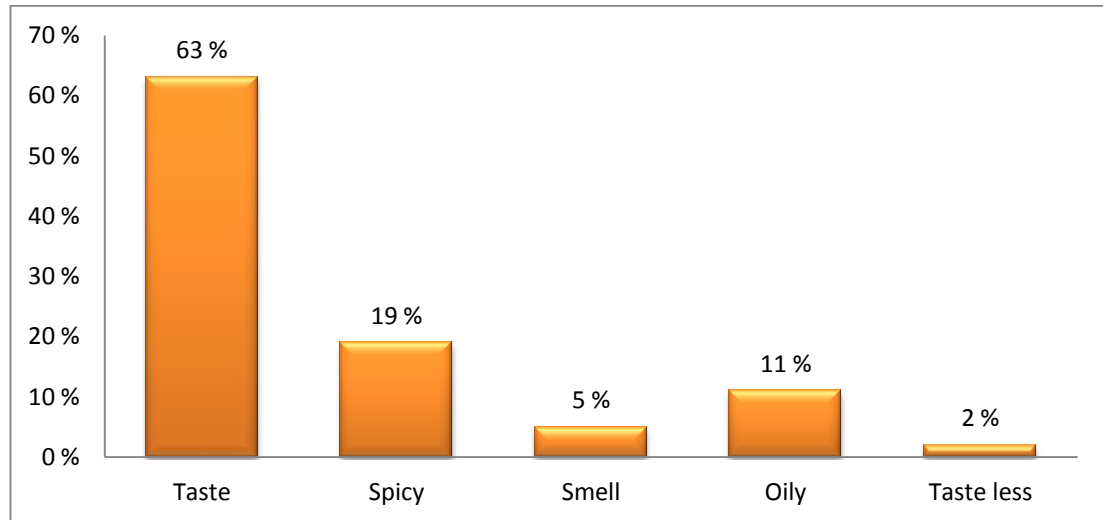
Nepalese food: Taste feedback
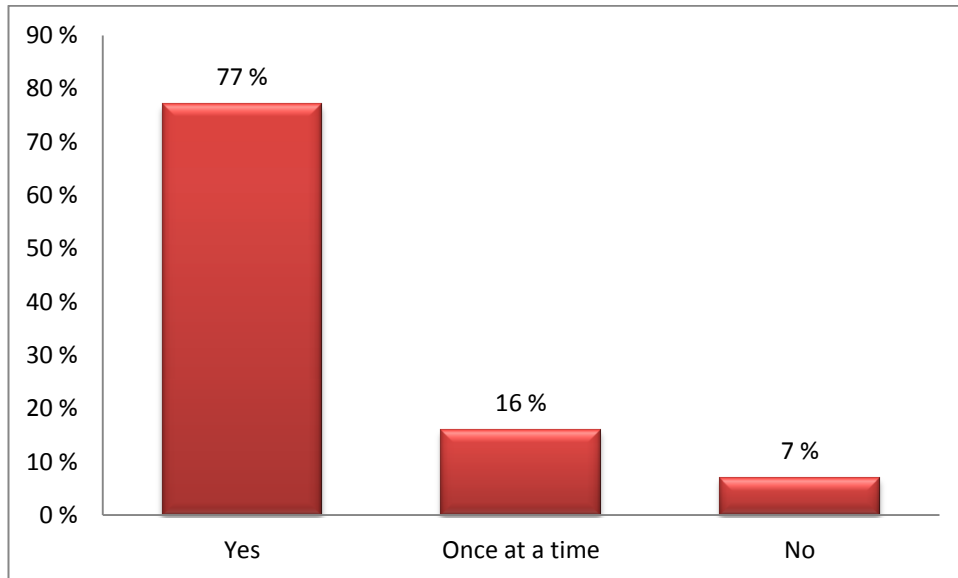
Have you tried Nepalese food before? If yes, did you like the taste?

Figure 12.Taste

N=15

This result shows that 77% of people who have tried Nepalese food before liked the taste, 16% tried once at a time liked the taste but not as much and 7% did not like the taste at all. This result is quite good because the percentage of the people that like the taste is very high, which means that they would likely try again because of the taste.

Nepalese food: Feedback on food

What about the taste of Nepalese food?

Figure 13. About taste feedback

N=15

For this result, even people who like the taste of the food also answered this question; that if they did not like the taste, what was that that they did not like about it. 2% said the Nepalese foods they have tried in the past did not have any taste, another 5% did not like the food because of the smell, 19% did not like the food because it was too spicy and 11% responded that the food had so much oil in food which they did not like. However, the researcher has observed that a mild spicy food for a Nepalese might be extremely hot for an average Finn. Therefore, requests about the spicy nature of the food must be taken with very serious interest in the proposed restaurant.
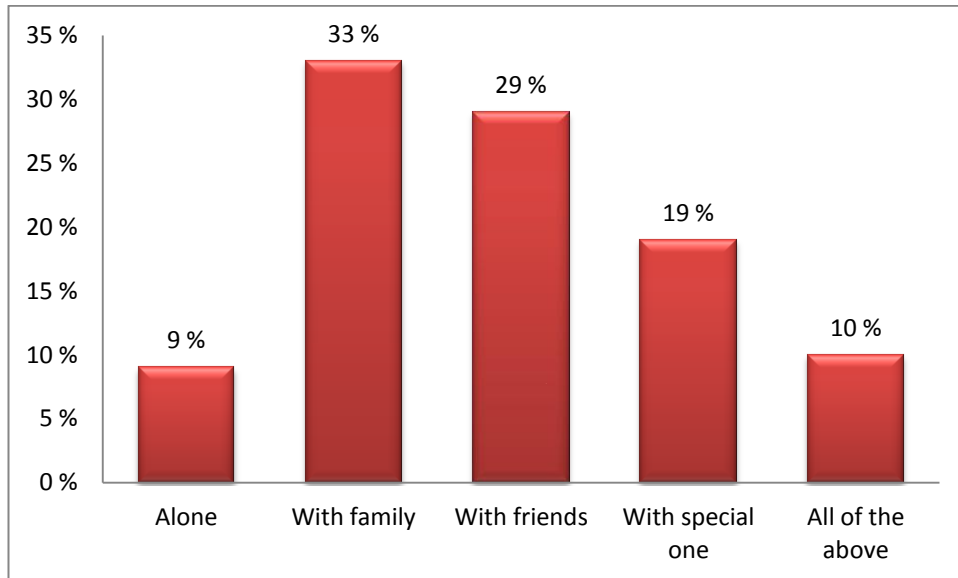
Nepalese restaurant: Choice
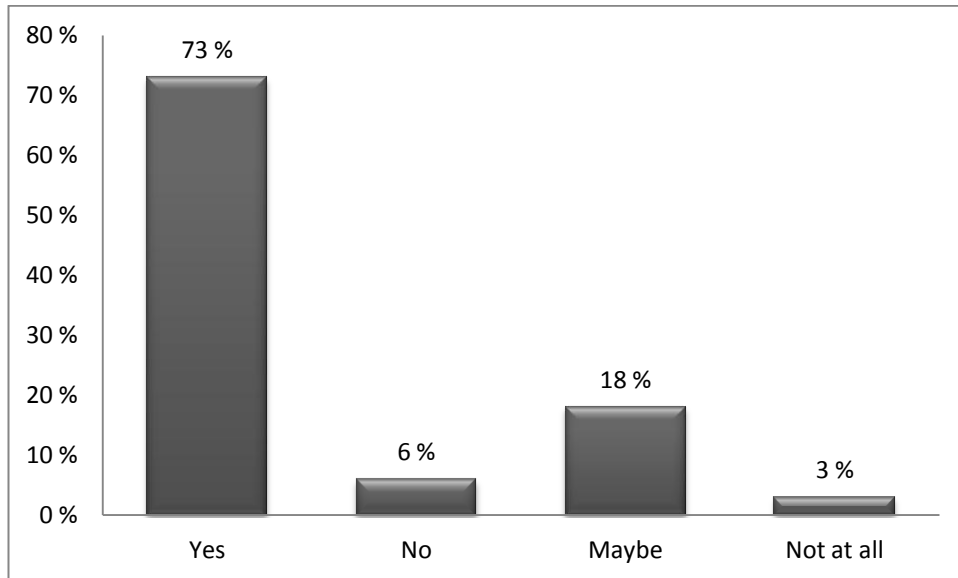
Would you like to eat in Nepalese restaurant if you have your own options?

Figure 14.Eating in Nepalese restaurant

N=15

In above chart showing, 73% people really like to go to eat in the Nepalese restaurant someday, 18% would maybe eat out in the Nepalese restaurant also. 6% would not like the Nepalese restaurant as an eating option and 3% would not go at all to eat in the Nepalese restaurant. This is a very important result for this research, 73% being the percentage of the number of people who really like to go to eat in the Nepalese restaurant is a very good percentage. Because of there is no Nepalese restaurant in South Ostrobothnia area. They are all would like to go there for eat.

Nepalese restaurant: Preference

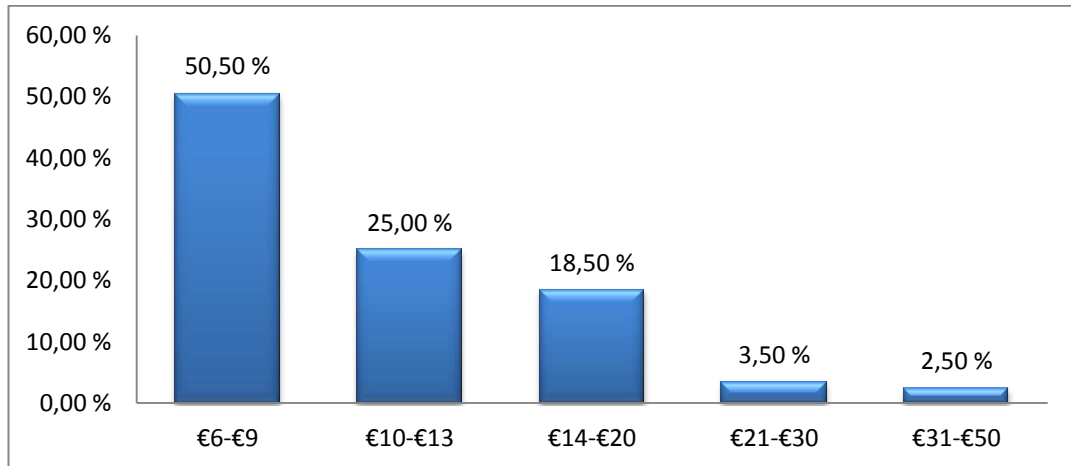**How would you prefer to go Nepalese restaurant?**

Figure 15.Preference to go alone or not

N=15

Above in chart, 33% would prefer to go with family and with friends 29%. 9% would like to go alone, 19% would prefer to go with someone special. 10% would prefer to go all of them. This is good result because it shows that many people would go at different times and they are ready to go with other people.

Nepalese restaurant: Price

How much can you afford to pay for a food in Nepalese restaurant?

Figure 16.Price

N=15

Above chart is showing very important response to this whole research. We can see from the result that 50.5% prefer to pay between €6-€9, 25% would afford to pay between €10-€13, 2, 5% would pay €31-€50. 18.5% would pay €14-€20 and 3.5% would pay €21-€30. This result reveals that more people would go to eat at the restaurant if the price is cheap and affordable. The final price would be average €10-€20.

Nepalese restaurant: Location
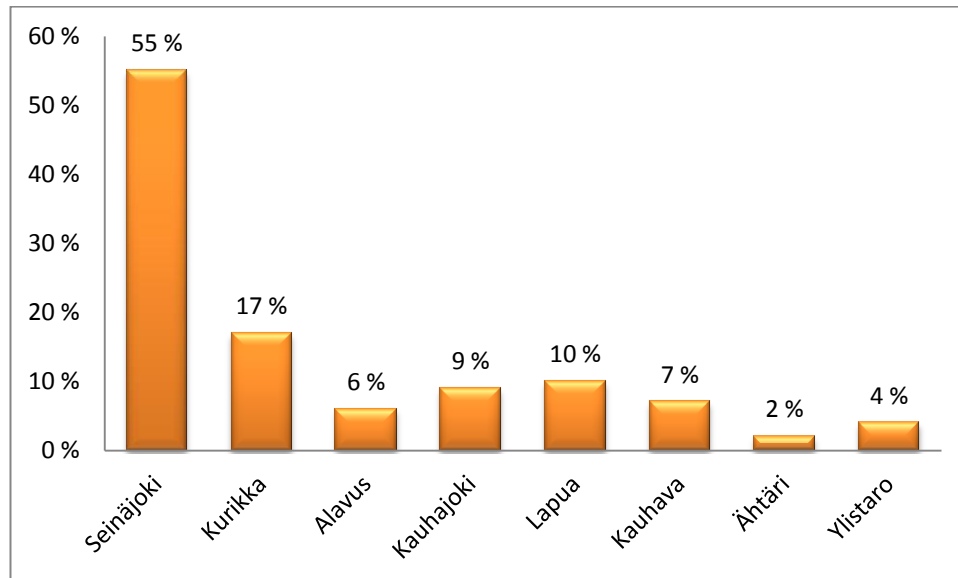
What part of south Ostrobothnia would you prefer this restaurant to be located?

Figure 17.Location of restaurant

N=15

This result on the proposed location is very important because a good location is always very important for any business. More people would prefer the restaurant to be located at the city centre for easy access from any part of South Ostrobothnia. 55% prefers the city centre as the location of the restaurant, 17% prefers the restaurant to be located at Kurikka, 10% prefers Lapua, 6% prefers the restaurant to be located at Alavus, Kauhajoki 9%, Ähtäri 2%, Kauhava 7% and 4% prefers Ylistaro.

5 CONCLUSION AND RECOMMENDATIONS

5.1 Summary

To conclude this study, the researcher is satisfied with the findings due to the fact that a lot of new thins and productive information were gathered along the line. These are the kind of information that will very much be of advantage when trying to start own business in the future, and also for further studies. The study has given an insight on why past Asian immigrant investors have failed in their venture into restaurant business.

The common reasons for failure include incompetence, lack of line experience, lack of managerial experience and, quite important, unbalanced experience. Kitchen experts with no flair for handling the public, beware. Most experienced restaurant operators agree on the two most common reasons for failure; inadequate fund, some operators run out of money before the restaurant is able to attract enough customers to make profit. Poor management, this is a catchall phrase, but should not be dismissed on those grounds. (Egerton-Thomas 2006, Page.10)

Many past investors have failed because they of the above reasons. They just wanted to get into business because they wanted to improve their financial status, thereby only looking at what they stand to gain, completely without flair for the business. They also failed in carrying out a comprehensive study which usually helps in exposing all the facts around the possibility of investing on such business. They also failed because they lacked professionalism in the business, poor customer service and lack of publicity. Many people were not even aware of their operations. In the researcher's opinion, wrong choice of target group must also have been a major factor which affected the longevity of their operations. The findings from this survey is quite of an interesting nature, beyond the researchers prior to the survey point of view, the inhabitants of South Ostrobothnia are very open minded to the choice of their restaurant. A good, standard and well

structured Nepalese restaurant will attract customers from many Finns as well as other nationalities living in Finland, not excluding Asian. The researchers previous thought was that an Asian restaurant with the same structure and pricing as the traditional Finnish restaurant would be better, but the result of the survey revealed that most of the prospective customers are only willing to pay between €6 and €16 for a meal. Prospective customers want the restaurant to be of high quality and have cheap prices to be able to compete favourably with existing and future competitors. (Feasibility study of an African restaurant in Helsinki, Charles Ohang-bon, 2012)

5.2 Validity and reliability

Validity is the degree to which a test measures every aspect of the survey data of a re-search which it suggests to measure. For the result of a survey to be viable, accurately applied and interpreted, the test must be valid; the answers must be right and consistent.

Reliability on the other hand, is the extent to which a measurement procedure yields the same answer however and wherever it is carried out. Due to the nature of this research, a quantitative survey was employed which there by led to obtaining a set of raw data. A powerful statistical tool; SPSS was used to carry out the data analysis leading the result of this survey. The researcher's observation is that entire process was well followed and the result is valid and reliable. (Kirk & Miller 1986, 19)

5.3 Recommendation

Following the results derived from this research, it has been observed that the Nepalese restaurant will work in South Ostrobothnia area, if this research is carefully studied and adopted. If the mistakes made by previous investors that failed are carefully avoided, then the business will function well.

It is possibility to start this kind of business in Seinäjoki and whole are of Finland, the right experience, technical knowhow and relevant training should be considered. And from the researchers point of view, it is better to start the business small, the owner should be the one who has the required skills to effectively run the company and he should know something about being an entrepreneur.

6 RESULTS OF DEEP INTERVIEWS

In this chapter I represent questions which were asked the people who lived in Seinäjoki area. I planned them before interviews and then have made summary of their answers on question. One interviewer said that they can't speak English very well. They wanted their name, age and nationality must be secret.

Some interviewer would like to visit once or two times every two weeks and other interviewer would like to visit at least once in a month. All interviewer said that a location in central part in Seinäjoki. When choosing the location for restaurant he considered amount of money which was ready to spend. Restaurants can be successful in districts where most part of people live and premises. The result of interview shows people are interested to Nepalese restaurants and they know that central part of Seinäjoki will be best to attract them. All interviewers liked spicy food and interested foreign. About price, they want to pay in different time, different price.

All respondents were guided by their own tastes and considered fashion on cuisine among costumers. Almost all chose foreign cuisine, because foreign meal is popular in Seinäjoki now a day. Seinäjoki and on the other hand, few restaurants have foreign cuisine. Three respondents liked foreign food. Only one liked Finnish food.

All interviewers believed in the future of restaurant business in Seinäjoki. It means that quality of food, service, interior, atmosphere and price will conform to Nepalese restaurants. All interviewers agreed that Nepalese cuisine would stay popular. It was sure that now such popular other foreign cuisine would not be popular anymore. The result of interview supposed that Asian cuisine would become very popular. The result was sure that Nepalese cuisine would be very popular. The result of interview was convinced about future popularity of Nepalese cuisine. Finnish people are known to be open to new experiments, to everything new and interesting. The same situation occurs with cuisine.

6.1 Conclusion

Interviews gave me useful information which I was not able to read in the books and in the Internet before. Now I can formulate findings of my thesis. The first is that the location for the restaurant depends on not only from the characteristics that I described the references and ambitions of a restaurateur. My finding shows the popular formats of establishments and reveals the most popular cuisines in South Ostrobothnia. The result of Interview shows the other way of finding the qualified customers.

The result of interview collects the information about the future of popular cuisine in South Ostrobothnia. There was the only problem with the findings, and it concerned the choosing of investors used by the restaurateurs when they started their businesses. Restaurant businesses in Seinäjoki need deficiency of good skilled workers. It is very important to have cozy atmosphere, tasty and high quality food, good service, and interesting unusual conception differing from all the others restaurants and create new events or special offers rising up customers interests to restaurant. All these findings can help a market analysis to make the right decision in the studied questions when somebody is going to open a restaurant in South Ostrobothnia.

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APPENDICES 1

Below is a copy of the questions which were administered in the questionnaire.

Appendix 1: Questionnaire in English

Market analysis of Nepalese restaurant in South Ostrobothnia

This survey is strictly for academic purpose. All responses will be treated anonymously, as no name is required.

1. **Sex**
   Female ☐
   Male ☐

2. **Age**
   16-20 ☐
   21-30 ☐
   31-40 ☐
   41-50 ☐
   51-Above ☐

3. **Nationality**
   Finnish ☐
   Asia ☐
   African ☐
   America ☐
   Other European ☐

4. How often do you eat out?

One or two times every week

One or two times every two weeks

At least once in a month

Once in a six month

Once in a year

5. Which time do you prefer to go?

Lunch time

Evening time

6. What is the reason for select of the restaurant?

Location

Price

Service (Quick)

Something else

7. What kind of food do you like to eat?

Finnish food

Foreign food

Other food

8. What is the base for choose of Foreign food?

Location

Reputation

Taste of food

Price

Nationality

Something else

9. Do you like spicy food

Yes

No

Not at all

10. How spicy do you like in your food?

Very Hot

Hot

Normal hot

Sweet hot

11. Have you ever tried any Nepalese food?

Yes

Not

Long time ago

12. Would you like to eat in the Nepalese restaurant someday if you have it as one of your options?

Yes

No

Maybe

Not at all

13. How often would you like to eat out in the Nepalese restaurant?

Every week

Once a time in month

Once a time in two months

14. Would you prefer to go with someone?

Alone

With friends

With family

All of the above

15. **How much can you afford to pay for food in Nepalese restaurant?**

    Lunch time price

    Evening time price

16. **What part of South Ostrobothnia would you prefer this restaurant to be located?**

    Seinäjoki

    Lapua

    Ähtäri

    Kauhava

    Kauhajoki

    Ylistaro

    Alavus

17. **Do you have any suggestion for Nepalese restaurant?**

APPENDICES 2/ LIITTEET

Alla on kopio kysymyksiä, joita hallinnoidaan kyselyyn.

Liite 1: kyselylomake Suomi

Markkina-analyysi Nepalin ravintola Etelä-Pohjanmaalla

Tämä tutkimus on ehdottomasti akateeminen tarkoitukseen. Kaikki vastaukset käsitellään nimettömänä-mielisesti, koska nimeä ei tarvita.

1. **Sukupuoli**
   nainen
   mies

2. **Ikä**
   16-20
   21-30
   31-40
   41-50
   yli 51

3. **Kansalaisuus**
    Suomi
   Aasia
   Afrikka
   Amerikka
   Muut Euroopan maat

4. Kuinka usein syöt ulkona?

Yksi tai kaksi kertaa viikossa

Yksi tai kaksi kertaa kahdessa viikossa

Ainakin kerran kuussa

Kerran puolessa vuodessa

Kerran vuodessa

5. Million haluat mennä

Lounasaikana

Illalla

6. Mikä on syy valituille ravintola?

Sijainti

Hinta

Palvelu

Jotain muuta

7. Millaista ruokaa sinä haluaisit syödä ?

Suomalainen ruoka

Ulkomaiset ruokaa

Muut elintarvikkeet

8. Mikä on perusta valita ulkomaisten ruokaa?

Sijainti

Maine

Ruoan maku

Hinta

Kansalaisuus

Jotain muuta

9. **Pidätkö mausteisesta ruoasta?**

   Kyllä

   Ei

   Ei lainkaan

10. **Miten tulisesta ruoasta pidät?**

    Erittäin suosittu

    Kuuma

    Normaali kuuma

    Sweet hot

11. **Oletko koskaan yrittänyt mitään Nepalin ruokaa?**

    Kyllä

    Ei

    Kauan sitten

12. **Haluatko syödäNepalin ravintolassa jonain päivänä , jos sinulla on se yksi vaihtoehdoista?**

    Kyllä

    Ei

    Ehkä

    Ei lainkaan

13. **Kuinka usein haluaisit syödä ulkonaNepalin ravintolassa?**

    Joka viikko

    Kunkerran kuukaudessa

    Kunkerran kahdessa kuukaudessa

14. Haluaisitko mennä jonkun kanssa?

Yksin

Ystävien kanssa

Perheen

Kaikki edellä mainitut

15. Kuinka paljon sinulla on varaa maksaa ruuasta Nepalin ravintolassa?

€ 6 - € 10

€ 11 - € 15

€ 16 - € 20

€ 21 - € 25

€ 26 – Above

16. Mikä osa Etelä-Pohjanmaan tahdotko Tällä ravintolalla sijoittaa?

Seinäjoki

Lapua

Ähtäri

Kauhava

Kauhajoki

Ylistaro

Alavus

17. Onko sinulla mitään ehdotusta Nepalin ravintolassa ?