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Vietnamese and Nepalese Fusion Fast Food Restaurant

Thao, Pham & Parisha, Dahal

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**Vietnamese and Nepalese Fusion
Fast Food Restaurant
Vietnamese and
Nepalese Fusion Fast Food Restaurant**

Parisha Dahal and Thao Pham
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Parisha, Dahal
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Parisha Dahal, Thao Pham

Thao, Pham & Parisha, Dahal Business Plan for Opening an Asian Fast Food Restaurant

Vietnamese and Nepalese Fusion Fast Food Restaurant

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Basing on the inspiration of Asian fusion restaurant that mainly focusing on Vietnam and Nepalese cuisine, this thesis aims to study the way that a real-life business is established by developing the restaurant' business plan. The shifting of lifestyles from purely Finnish into international way of life in Helsinki, Finland makes Helsinki an ideal location to implement this project. The idea is setting up an Asian fusion restaurant that provides lunch and dinner services with the flavour of fresh Asian meals within the atmosphere of Asian paintings and decorations. Due to the fact that Helsinki has a big number of Asian restaurants with delicious food, great services, and convenient location; the project bases on the clear advantages that customers have got used to Asian food and develop the restaurant that combine Nepalese and Vietnamese cuisine.

The main objective of the thesis is to make people study the combination of two different countries' culture and food in a restaurant. The purpose of the thesis process is to gain experience knowledge about how to open a restaurant, the advantages and disadvantages of being an entrepreneur and if it is feasible to start a business in Helsinki.

The theoretical framework defines the cultures and characteristics of food in Vietnam and Nepalese. The research focuses on the business model canvas, which contains a customer segment, marketing and management as these could be the most important for running a business. The used research method was interview, which was carried out to interview the owner of Kathmandu passion and the road of success. Customer information was compiled by using a small survey form and observation method along with questionnaire and interview methods that were adopted to complete the thesis.

The outcome of this study was successful. The customer found the developed business idea creative and new to the restaurant field, which can attract more customers in the future. equally important before starting any business.

Key word: Fusion restaurant, Fast Food, Vietnamese and Nepalese food culture, research methods

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1 Introduction

Nowadays Finland has adapted to variety of culture and particularly with food due to the fact that the increasing of population immigration. It's not only fast food or bar or pub on the street, Finland has different kind of restaurants such as Asian restaurant, Nepalese and so on, not only those restaurants, markets in Finland has been growing into not just internal Finnish market but also Mexican, Somali one. There are many kinds of restaurant in Finland like buffet, a la carte, outside food truck, kiosk and so on. From uniqueness to familiar restaurants Finnish people would love to hang out for eating.

The street food style in Finland is very popular and beloved, especially in summer when people would love to travel or hang out with nice weather, grilling and drinking are the most popular, beside the normal flavour of traditional food, Asian food nowadays becomes very popular with people in here, Asian dishes are favored by the variety, originality, and sophistication of the food. Varied food with unique flavor is a small part of Asian food being shaped, besides health protection such as green leafy vegetables, high fiber content and high energy foods. Vitamins also help Asian cuisine to become trend today.

This thesis will cover the creation of a small restaurant business, with the environment of harmony between the two countries of Asia, Vietnam and Nepal. This combination is built into the fast food environment but still guarantees the health of the user. The purpose of this business is to use the old method in a new environment, for example, everyone has a bad perception and perception of Restaurant food because of the low level of cost and health, But there is one side of restaurant food: saving money and time, Asian food has a lot of nutritional value but it takes a lot of time to cook, however, some foods Simple, can be stored for a long time and easy to process will be included in the main menu and served in the form of Asian flavor food. This combination helps diners feel the difference in fast food, while also providing Asian cuisine.

This thesis contains two main parts, theory background and practical implementation, the theory background gets to know the fast food and Asian history background with characteristics of Asian food. The purpose is to introduce and get to know the reason why the research chooses Asian countries to be the main theme of business. It is because of the diversity and uniqueness in Asian cuisine flavours. The business plan studies mainly about restaurant customer service and marketing, which are the most important parts to start an entrepreneur career. Other part is practical implementation part which consists of service blueprint, searching about menu. Interview by questionnaire, observing the result of numerous customers.

The study plan is to open a simple and small restaurant where the services focus on serving lunch and dinner. Especially, different from most of the Asian restaurants in the location, it is not like a la carte restaurant but more familiar with fast food restaurant such as pizzeria. The

restaurant serves Nepalese food and Vietnamese food according to customer's choice from the main menu with some cold drinks. The business plan also gives priority to take away facility according to customer's demand.

2 Framework of thesis

Conception of framework is knowing as a general frame for whole thesis, connected each important part and showing writer or researcher where is his thesis or assignment going. It is helpful part to guiding and keep researcher going on right path, focusing on main theme and avoid astray. It also helps researcher to figure out the lack of information or important parts of thesis, before that there would be of course the careful research for phenomenon which researchers study about, they have to advance in special fields they research about so that is a plus point for final presentation (Maria Magher, How to make a Conceptual Framework for a thesis).

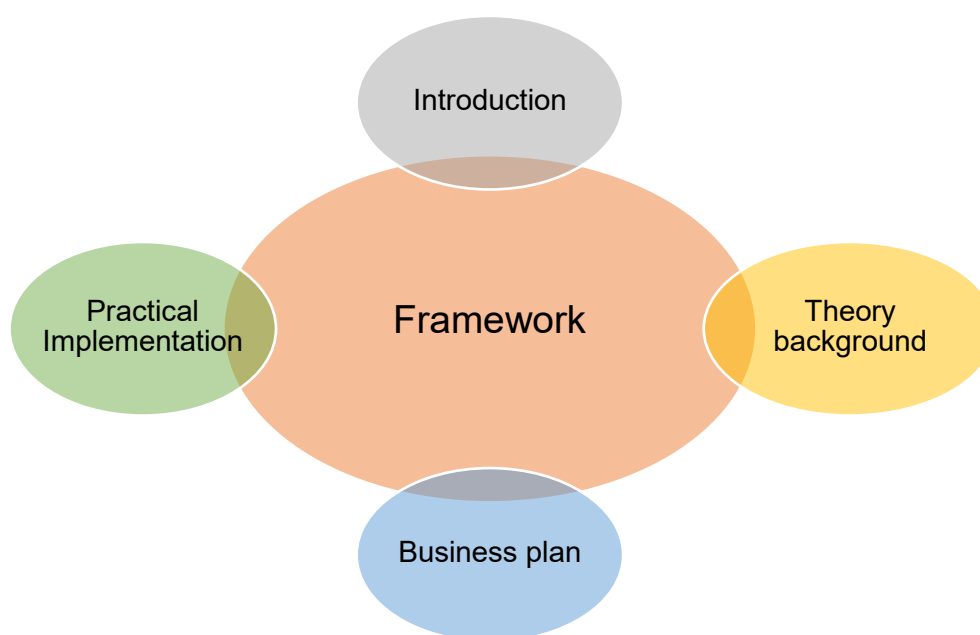


Figure 1: Framework of the Thesis

In figure 1, there are some simple steps that can create a framework. First is choosing the topic related to own special study, the topic is important because it creates different advances for studying more deeply. Find out relevant materials such as books, articles, electronic reliable sources so it will make the research become more attractive, persuasive and scientifically

structured. Secondly there is TSPU technique some articles and important point which can reduce time-consuming. Isolated the important and related data, connect them together to avoid of getting lost in middle of nowhere and guide the research on right path. Added to the chart of framework to observe such as a mind map, that become clever to pick out advantaged and disadvantaged points. Own's framework needs to be ahead other thesis in special field, and it cannot be imitating the others (Regoniel, 2015).

In this thesis, the general framework have four main part introduction, theory background, business plan and practical implementation. Furthermore, there are more specific inside those four part. Introduction which contain the definition and general introduce about fast food history, sum of framework and a cuisine menu. Theory background contain the cultural, background and characteristic of Asian food, continue with business canvas model and more detail writing in benefit, growth and limitation. Service management chapter also include in this part. Business plan part focus in analyzing Asian Restaurant about stratergy, future plan and SWOT, practical implementation using observation and interview method to collecting data and analyse for result.

The thesis is demonstrated in four chapters as follow. Introduction with theoretical background illustrate the Asian food history and Asian food culture, and the reason of choosing Asian food but not any countries, the paper breaks out the general of business model canvas that explains and guiding step by step the idea and implementing running restaurant. Second and third chapters discuss about how to deeply analyse of the Asian Restaurant business, including the contents, SWOT analysis and market analyse. The research also focuses on customer services which is the most important and necessary for any business, as well as customer satisfaction indicators, customers demand and the social of them. This section has the important impact for the success of the business plan. Last but not least, the study includes the practical implementation which base on qualitative research method, this chapter concentrate more on the advantaged and disadvantaged paths, it also describes the questionnaire and interview data which give the research a practical outlook that not only concentrate in thoery, but also become practical in real life.

3 Theory Outlook About Fusion Food

In this theory background, the research deeply examines Asian food culture, which contain definition, history and characteristic. Second chapter is about business model generation which known as business model canvas, the tool for every entreprenuer to describing, analyzing, and designing business model. People who consider what important elements and aspects that are running their business. Third chapter is about model of typical business plan with benefit, growth, potential and limitation of positive and negative point while running a business. Fourth

is about product management which build a quality service system and programme for training staffs.

3.1 Fast food history

Over the last three decade is observing the rapidly increasing in the development of fast food. In Sounth California those first fast food such as hot dog and hamburger are donated the market. Customer easy found in everywhere and rapidly take away or eat at the restaurant. The popular of fast food market is so much strong that can be easily found in every school such as elementary, secondary, high school, college and universities, public place such as railway station, airport, metro, habour,malls etc., Moreover every more than a kilometre in road can found big or small restaurants, kiosk and so on. Arcording to the New Yord Times, more than 6 bilions of dollars were spend on fast food in 1970 and more than 110 bilion dollars in 2000. Those spreading money for fast food market is over the combination of these aspects such as high education, personal computers, computer software, cars, more than magazine, books, newspaper and recording music. (Raikass Kustannus Ltd 2008.)

Original history about fast food not started at Finland, those fast food company are products of exchange and import from internation. Traditional food of Finland are nutrition and rich flavour. Finland have variety of meal due to their season. Thank to four season that make Finland become the most fresh, nutrition and supper food in the world. As knowing that winter season is the longest season of them, that is the reason mostly root vegetable and meat soup become famouse and popular in here. Spring welcome Finland with warm soup mostly cooking with mushroom. In here, the most popular is golden chanterelle mushroom which is the favourite Finnish mushroom, not exception in flavour and nutrition. Cherries from strawberry, blue berries and so on are Finnish favourite smoothie or cake. Those also become jam eat with bread in morning or eat like salad or sauce with rice and chicken. (Raikass Kustannus Ltd 2008.)

Eating fast food can be known as dailty routine such as brushing teeth or take a bath. Similar activities in buying and serving fast food over and over again in many years of the past untill now. It can be observed line of customer waiting to their turn, staff ordering, charging money, calling order, wrapping combos with finnal smile of greeting is not strange anymore. Customers can enjoy the atmosphere by eating at the restaurant and tidy up themselves after all for the next people or you can wrap up and take away to home or public place eating while chating with friends and family. It also line waiting for delivery calling and waiting line for customer´ s car. Those can be observed every day in Finland such as Hesburger, Mc Donal, Burger King, and other fast food restaurant else. (Raikass Kustannus Ltd 2008.)

With the main experience, the beneficial of fast food phenomenon is a name the first position is it serving and eating fast. It was borned for someone who have hurry timetable, they can not preparing for meal or waiting for luxurious meal in restaurant. It for somebody who do not love cooking and go to market with thinking what to buy, cook and eat, for those mothers who have much children and so hard to manage time and everything. Secondly it cheap, with only below 10 euros you can easily buy a whole meal with a hamburger plus fries and coke, variation of choice and flavours, and always have discount card for nutmegs or chicken wings. It suitable for even some economic family or little poor people. It so convinient that only 5-10 minutes that you can sit down and enjoy the meal or take away to home or hang out with friends. Fast food please everybody especially those hunger people so fast. Other positive about this kind of business is the same recipe everywhere in domestic and even abroad.

Beside the pros, there always the cons. The study of fast food have some advantaged point that can not denied, howeve, it can not garuntee about those aspects below. First and the most important, it contain high calories which easily can cause obesity, cardiovascular disease, hypertension and diabetes, that so dangerous for children health and increase the mortality. High amount of meat and glutein with fat was contained everyday. It also cause addicted by flavours of coke and stimulates appetite. It about hygiene management. Although every restaurant need permission and business license to start there business, however there is no any garuntee that food is being preserve fresh everyday and restaurant serving good food not the freezer one or old food. Some unknown ingredients such as chicken made from tofu or some instead meat. Finally it take away the time of family. Instead go home and eating together, mother can take children to those place and hang out at the same time, couple dont need to go to kitchen and cooking together instead calling some fast food or pizza.

Beside that, first fast food is pizza was very popular here and nowadays, they come up with many famous restaurant brands from international. Asian Fast food Restaurant combines the idea of running a fast food truck but also encourage people to eat more fresh and green vegetable or fruits. However as Subway serving people only a bread, the planned restaurant serves a full meal which includes starter, main dish and dersert. Extra drinking like soft drink or the restaurant encourages people choosing smoothie, milk shake or yogurt. The combination between Vietnamese and Nepalese food is actually a special style that currently unique in Finland. The more meaningfull way that this study wants to changing mind of customers about the term "fast food". It not only bad health or rapidly go away, it can be any style with healthy container and fullfil not just only a bread or a hamburger.

3.2 Vietnamese and Nepalese food culture

This chapter definitely take America is typical standard for calculate and compare about the diversify of food and culture due to the fact that America is a complex country from ethnics populations to culture. Due to the history of using fast food, beef is the main protein using, due to the diversify of people, it hard to say the unique food culture of America but mostly using of meat and potatoes are not denied. The diversify of America can be seen for instance in 1990s every fourth of Americans is of non European heritage. Those `` Hispanics `` people as known as parents come from other countries and children born in America. The country is the complex of race complexity, there is a research showing that every year, America is adapted more than 200,000 people arrives. Asian ethnic group is the biggest, the population is more than double between 1980 and 1990, secondly is African America which contain 12% of Us population. The traditional food of America is not any unique, it become an interaction between traditions and most of culture. (Kittler & Sucher 2000, 4.)

Simply definition of food from dictionary is support and provides nutrition to maintain life and growth, however, this definition is more worth for animals than human, the species whom need to nourish and repeatedly feeding every day for business purposes or raising till die. With people food is more complex and higher knowledge about, with human they have actively action in the way of eating food, they are hunting, cultivate and breed. People make food by cooking with fire and nowadays with gas, or electric stove, many kinds of eating from rare to medium or well-done beef, pork, chicken or fish. People nowadays cook with ingredients, flavours and different kind of method such as cooked, fried, fried, fried, steamed, boiled, from serving normally for family or friends, gather everybody together simply eat to luxurious restaurants which reservations, decorates and unique meal and tastes. The food habit can be growing up so much and changing more heterogeneous due to five main habits. (Kittler & Sucher 2000, 5.)

Firstly, physical needs for survival, this term is equivalent to feeding, daily nutrition from protein, carbohydrates, fat and so on, at that time people caring about the fulfil of quality than quantitative. Secondly, social needs for security, this term modify when the satisfaction of fulfil is enough, people need to restore more food in long time for example when people hunting a boar, a family cannot eat all but need refrigerator for storing up to a month. Thirdly, the belongingness, people used to their memories childhood or special occasions that they will continue consuming same variety of food and meals, at this time food is not only for hunger, for enough, food now is the satisfaction, the happiness of many people, it can be call the habit of using food, for example, England people would love to take sweet cake with tea or coffee, Finnish people have drinking coffee culture, every time they resting or reading newspaper. The habit of food related to culture, group of living people together and habit feeding when childhood from mother. (Kittler & Sucher 2000, 4.)

Fourth is the clearest reason why food habit is becoming harder and harder, that is the status. While normal dishes with potatoes and green beans for normal family or the poor, the rich people would love to go to the restaurant and using alcohol with fantastic meals for satisfied their flavour. Food trendy nowadays is also a topic to connect people with same level. Food also a message for right occasion, for instances people will romantic dating and enjoying meal with red wine but not milk, or valentine people give each other chocolate not rice. The status also divided people from different class or more detail before 1960s in restaurant, the blacks cannot be served in same place with the white people. Finally, is self-realization, personal will using their own style of food with eating and experiments the same culture with same ethnic or economics groups. (Kittler & Sucher 2000, 6.)

Different kind of people with habits and hobbies create different kind of food segments, for instance vegetarian, gourmet, health food, fast food and synthetic food. There are many kind of people with different group, who demonstrate their group of food by certain of body style: the drug users, pacifist, liberal, sophisticated, antinuclear activists, demon craft, religious and conservative. Depend on the group food of consumption that body will growing in each kind of shape such as thin, fit, active or obesity, tired with high cholesterol level in blood and due to self-expression. Restaurants using their own experiences, coherences with observing culture and environment, habit and living style of residents here to serve more than a dish. (Kittler & Sucher 2000 5.)

Culture is a definition of those characteristics chain accepted by a community of individuals such as values, beliefs, attitude and practices. Culture is learned and passing by generation to generation, it is called enculturation. The community must have a similarity culture with each other such as behaviours pattern, food habits, language, family structure and so on. Cultural food habit is appearing the last one than other elements, it happens privacy in home traditional food from mom, method of diet or the mixture of variety of dishes from different countries. For example, Asian people eating rice instead of potatoes, cooking potatoes soup but foreign people eating boiled potatoes and cooking rice or noodle with soup. In United States they divide food from starter to main dishes and desert, but with Asian people, no matter what the meal have inside, rice is compulsory like a habit. America or other European countries can consider breakfast as bread, bacon, eggs with a glass of milk or juice, Asian people prefer eating outside for breakfast such as noodle, dimsum, rice with grill pork eat with fish sauce. Bread is considered also with beef saute or egg but not traditional one. (Kittler & Sucher 2000 7.)

This chapter significantly focus on food and culture since it needs to be seen more clearly the academic definition, and the specific characteristics which the research can pick up the main and important points to analyse and discuss deeply in the chapter of background, history of

Asian, and characteristic of food culture. The study chooses Asian food is because its diversity of flavours and materials, due to the intercultural and the convenient of mixing dishes to other countries to create the unique of the business. It also gathers smaller the amount and receipts that needs to focus in and develop the menu. Researching about cultural food not only helps student to figure out the comfortable of different community but also know how to creative new receipts without touching in culture beliefs or religious, study about culture also make students have idea in decorating their own restaurant or choosing their business model.

3.2.1 Background and history of Vietnamese and Nepalese Food

Asian cuisine is as diverse as the countries on the continent. In this section, the Asian food culture is introduced, including the ingredients and types of Asian cuisine. The readers will be enlightened with the Asian food culture, food flavour and many different types of cuisine around different Asian country. The background and history of Asian food is described and its characteristics.

Asian area divided into four large part China, Japanese, Korean where contain largely of culture and diversify of dishes, secondly from South Asians and Pacific islander. Thirdly is the people of Greece and the Middle East and Asian Indians. This chapter will be focusing on Southeast Asians and Asian Indians especially Vietnam and Nepalese. The idea of Asian fast food Kiosk focusing on two countries as mentions above. South East Asian is a subtropical area, include the countries of Myanmar, Thailand, Laos, Cambodia, Vietnam, Malaysia, Brunei, Indonesia, Singapore and Philippines, same kind of climate, flora and fauna, rivers separated by rugged mountains. Long beaches, rainforest, and so on. For special about Indonesia and Philippines are made up from thousands of islands. Southeast Asian have long period time of history, those countries has known for prolonged wars, colonial colonialism over the thousand years of France and the US in Vietnam, long-term disarmament, which meant the delay of much political and economic development. However, the prolonged war has led those countries with diverse, rich, unique cultures, cuisine is also part of that unique culture. (Kittler & Sucher.2000 24.)

Vietnam which huge and long eastern coastline neighbor in the north is China, in the west with Laos and Campodia. Those biggest and longest river is Red river and Mekong river deltas. Capital city is Ha noi, biggest city is Ho Chi Minh, and second large city is Da Nang The three regions of the country are interconnected into a series, bearing the nuance of the country, the national spirit, cultural specialties and thousands of impressive spiritual food. Vietnam is influenced by the Chinese culture, religion is mainly Buddhist and Catholic and many other minor. Religion also contributes to the rich diversity of culture and cuisine here. The history of the war with France lasted for more than ten centuries. From 1860 to 1880, France almost took full control of the territorial government, leading to strong changes in language, cuisine, and architecture.

According to Roman Catholicism for the upper classes. During the colonial period of the French colonialists, there was a short time in the Second World War in Japan to invade Vietnam, but the leader of Ho Chi Minh at that time after the study period had brought the country out over ten decades of rule. (Kittler & Sucher.2000 292.)

Asian cuisine is very much a part of the culture and history of the Asian countries but there is some common food that most of the Asian culture have in their meal. As far as the researcher knowledge, rice is a common food that most of the Asian culture have in their meal. Small portion of rice with many varieties of curry including meat item is served for dinner or lunch. Rarely deep fried but more often soup item is consumed by Asian people. Food spices used may vary from country to country. East Asian cuisine like Chinese and Japanese usually have strong flavour spices but not hot whereas South Asian cuisine have spices which are very strong and Hot flavour.

Although there are many similarities is Asian cuisine, so are there differences based on the location. East Asian cuisine like Korean, Taiwan, Chinese and Japanese have different flavours of food. Myriad dumpling and Peking duck is most famous, steamed buns and stir fries are basic food of Chinese cooking. Whereas, Japanese cuisine focuses on the freshness of ingredients and foods that are prepared more simply with great finesse. They are popular for very healthy cuisine all over the world. As being known, Sushi is one of the most popular dishes in Japanese cuisine list. Similarly, South Asian culture is very popular for spicy food. Country like India, Nepal, Pakistan and Bangladesh includes cuisine with alluring flavour. Usually, rice with curry and hot pickle is served for dinner or lunch. Likewise, Philippines is well known for the adobo cooking style which is a preparation of chicken or pork that is grilled with vinegar, garlic, oil and soy sauce making food dry and delicate. In Vietnam, rice related dishes are mostly served, and it is known as the second-largest rice exporter in the world.

3.2.2 Characteristics of Vietnamese and Nepalese Food culture

Although Vietnamese, Cambodian and Laotian has the amount of similarity in the ingredients, however, Vietnamese food has more special flavour and well-known recipe in the world. As me myself being a Vietnamese, it is known that Separate with European countries, using most bread, soup, salad in their daily meals, using knife and fork for main course and spoon for soup, Vietnam and others Asian countries else used to with long rice, marinated or fry dishes. Using choopstick for main dishes, big spoon for taking soup in big bowl and small separated spoon for soup in separate small bowl. Cambodian, Asian Indian and Malaysia, have been seen with inclusion of curries. One of the favourite dishes of Vietnamese people is roll, fry with onions, mushroom, pork or chicken call “cha gio” or fresh with vegetable inside, eating with meat such as chicken or pork sometimes with fish, shrimp and avocado call “goi cuon”. The Vietnamese

well-known dish in the top 10 most delicious food in the world is Pho served with noodle and special beef soup cooked with traditional method for 8-10 hours.

There were many famous food in Nepal such as Pulao, Dah Bhat, Momo, Thukpa, Sel Roti and Gorkhali Lamb, those are the most popular and favourite food of every people in Nepal. However in this part the research discusses more detail about Momo and Gorkhali Lamp which represents the most in summer and winter. Momo is kind of dumpling which contain meat and vegetable inside steamed and eat with sauce such as ketchup or fermented vegetables. Gorkhali Lamp is kind of curry lamp meat soup, added with chunky potatoes and roughly chopped onions, if you want the meat contain more flavour, lamp can be grilled or marinated with chilli mixture. (Melissa Pearce 2016.)



Figure 2: Momo (the culturaltrip 2018)



Figure 3: Chicken Pho (taste 2018)

Figure 2 & and 3 is the picture of MoMo and Chicken pho which are two different popular food found in two different countries. Momo is most loved food by Nepali people and popular food in Nepal. Likewise, Chicken Pho is also liked by many Vietnamese people and common food found in Vietnamese taste. So, the idea of adding these food item in the restaurant's menu is supported.

4 Business Model Canvas for Restaurant Ideation

Business model canvas should only target on customer choice, but customer perspective should be included when calculating a business model. With a deep understanding of customers, including environment, daily routines, interests, and ambition, successful innovations are formed. The objection is to develop a vibrant understanding of customers on which to base business model design choices. In the field of product and service design, several dominant companies make effort with social scientists to carry out this understanding. To broadcast with customers, many leading companies create field trips for senior executives to meet customers, talk to sales teams, or even visit channels. The threat of innovation is developing a broad understanding of customers rather than just asking them what they want because customer can say anything if they are asked about their needs and wants. (Osterwalder & Pigneur 2010, 128.)

Mapping a current business model and designing a new business model are two different things. What is needed is an ingenious course for generating many business model ideas and successfully confine the best ones. This process is known as ideation. In past few decades, most of the

industries were characterized by a dominant business model. But, this has been changed now. Today's generation appreciate more alternatives when designing new business model. Different business model clash in same huge market and borderline between industries are dissolving.

Business model canvas is not about looking back because the past demonstrates about what is available in terms of forthcoming business models. It is neither looking to competitors since business model innovation is not about plagiarize but about conceiving new ideas to create values and derive earnings. Comparatively, business model canvas is about challenging belief to design original models that meet unhappy, new, or hidden customer needs. There is no some specific place from where ideas for business model canvas come from. To conceive innovative business model may be trouble because status quo will always have held back to the mind. With the right business model ingredients, what is generally thought impossible might be just feasible. What if question can help to break free of pressure imposed by current models. These questions are hardly starting points and they challenge to discover the business model that could make their conjecture work. (Osterwalder & Pigneur 2010, 136.)

In business model canvas, visual thinking is crucial to working effectively. By using visual tools like pictures, blueprint, chart help to construct and argue meaning. Without sketching out, it is difficult to understand what it says as it is a complicated concept. Sketching a model convert it into repeated object and a theoretical anchor to which discussions can always rebound. But, it transfers discourse from the abstract toward the concrete and greatly boost the quality of argument, so it is critical. If new business model is designing, drawing it can be useful because it can be detached, or move pictures around. Visual techniques such as diagrams and charts are already being used many times in business. These elements are used largely to clear up messages within reports and plans. But, on the other hand, visual techniques are less frequently used to discuss, examine, and define business issues. (Osterwalder & Pigneur 2010, 148.)

To develop new, innovative business model, prototyping is one of the compelling appliances to develop. Like visual thinking, Prototyping comes from the design and engineering disciplines, where it is generally used for product design, architecture, and interaction design. It is important to understand that a business model prototype is not necessary a fuzzy picture of what the actual business model will look like. It is a thinking tool that helps to examine different directions in which business model can be taken. This paper tends to spot on its physical form or its representation, it is important to see a prototype as businesspeople viewing it as something that models, or enclose the essence of, what the project eventually nominate to do. Business model prototypes differ in terms of scale and level of clarification. It is important to think through several basic business model possibilities before developing a business case for a definite model. (Osterwalder & Pigneur 2010, 162-165.)

To architect and successfully appliance a new business model is an entrepreneur's threat. For already established organization, it is equally challenging task about how to implement and manage new models while maintaining existing ones. The new model might need a different organizational culture, or it might target proposed customers formerly ignored by the company. Many advocates revolving off new business model in rotating into separate individual. Constantinou Markides, proposes a two-variable framework for deciding on how to manage new and traditional business model simultaneously. The first variable expresses the harshness of problem between the models, while the second expresses similarity in strategic. The third variable is risk to consider when deciding whether to assimilate or separate an arriving model. Launching a new brand at the bottom end was challenging and risky and bring out concern among investors in middle market brand. (Osterwalder & Pigneur 2010, 232.)

4.1 Customer Segment

Customer services is significant to customer because it creates the experiences about products and services so that customer can have their own comparison and choice. Therefore, the business can be enhanced to become more better and more efficient. Customers give company or organization variety experiences of interaction and reaching the demanding. Customer satisfaction are evaluated of how pleasant and unpleasant the have experiences on the projects, business or organization. The more caring psychology was the higher satisfaction the customers become. Some companies misunderstanding that reaching the demand of customer is just to fulfill their demands, however they need to enhance and develop their own skills strategies to meet customer needs. Technology and information must work together to enhance customer services. The information need to be brief, clear and easy to use, that makes customer feel more comfortable and interested to search more about the product. (Harris 2006, 4.)

There are five basic needs of every customers, it will become a wide rage of lost if it cannot focus on five basic elements since customer demand is unlimited and sometimes it become unrealistic and over reacting. First and foremost, important thing is the service. Depend on the size of purchase that make customer have the same equivalent values. Secondly, is about the price, since goods become variety, the comparison of goods between different brands is high value, the financial research need to prepare carefully and being invested in. The price is more important to customers sometimes more than quality services. The products which are sold to customers needs to be durable and functional, customers depend on the same price products but competitive price, or same products but higher reputation and more high quality. Customer need as soon as possible consultant about concerning the products. Their priority is always the first of all cost and their demand is always adapted and fulfill by immediatelly response like somebody waiting for them, that is the key of success for all companies and organization. Customer gratitude plays a very important role in business. Customers need to feel respect

when they use the services of a particular company, through customer appreciation, updating the latest product information, as well as best suited to each customer, customer care professional, discount cards, etc. which show customers that they are really appreciated. (Harris 2006, 5.)

Internal and external customers are the two important kind of customers that every companies or organization needs, external customer are those who are in cold environment that means that potential customers from the outside are more likely to become loyal customers of the business, potential customers who have the advantage of expanding their sales and reputation. Customer loyalty is a group of customers that must interact daily, strengthen and build trust, build credibility, increase customer loyalty. Perennial customer groups are strong advertising teams with potential customers, for example, a sister in a family with small children, a high-quality paper vendor, and a referral for friends. Siblings in the family have children. Customer loyalty is also a place to help businesses grow through success or correct mistakes through experience. (Harris 2006, 7.)

Customer attributes help us to distinguish the specificity each customer group or individual customer, depending on the size of the business or organization. The customer attributes help them to be divided into groups according to demographics, psychology and firmographic. The most basic and straight forward of identifying customer is demographics because it content basic information of customer such as age, marital status, income, circle life, home ownership, sex, occupation etc. Psychology information is about modes of living, needs, motives, attitudes, reference groups and so on. Based on psychology to provide value as well as the most detailed supply for each customer, certain groups. Based on the above types of businesses, as well as organizations, the orientation of establishment and development of the company on the market demand, for example, if the market demand increased sharply in fashion, the company can not develop strongly. (Harris 2006, 8.)

4.1.1 Strategy and Challenges

Customer service is not just a skill, it is a process of researching, planning a smart and detailed plan to achieve the most objective and successful results. Setting a strategy and developing it is one of the most important rules in achieving the accomplishment of customer service. A perfect project needs positive and accurate content and is constantly changing as needed, based on the situation as well as the change in the process of business development. A detailed and perfect strategy helps the business in controlling the finances spent on customer service. For example, if you over-invest in customer care, the financial problem will arise and the business will have to recalculate it, leading to the loss of time and effort and that is what the business does not want. perform. But if you invest too little in customer care, customers will find more thoughtful services in similar companies. There are seven basic keys to consider while

developing customer service, planning, infrastructure, culture, high-touch and low-touch, consumption behaviour and market segmentation. (Harris 2006, 51.)

As mentioned above, when developing a customer care system, planning is very important. To begin with the customer care plan, suppliers need to identify and establish the target that the business wants to target as well as providing customer service. Plans need to be as detailed as possible to maximize customer service, predicting most of the eventualities to deliver maximum and most effective solutions. Infrastructure construction plays a very important role in the process of building and developing a network of people, societies and businesses that can not thrive without infrastructure. One who starts his business with a small truck, gradually accumulates experience of adding more customers and investing more in a garage, so that he can build and set up more. Machines, as well as having better infrastructure for customers .(Harris 2006, 52.)

Company culture is one of the important factors in developing and guiding customer care environment. Every business and organization has a very different culture, the company culture must be professionally researched and developed in order to improve the quality of customer service is most clearly. As an example in the restaurant industry, many restaurants are designed in different ways, carrying the meaning of the food served there, there are restaurants do not attach importance to the customer service staff , but there are many professional restaurants with professional staff style, there are statistics show that the tips are more advanced and the number of guests distributed in the peak hours also improved markedly. For example, always ask customer for extra services in Pizza Hut and always go around asking if customer feel happy or need any immediately help. (Harris 2006, 54.)

Consumer behaviour need to have a system data, which can be collected all the information about customers and also create better strategy to serve customer. It is an important elements to show that the company will end up with strong and maintain in long term or give up in short term, same as restaurant, when you can catch up the trending and creation of food services, it makes customer surprised and attracts the customer towards the restaurant time and again. By the contrary, when the restaurant end up with short and unmultiple menu, not focusing on quality and content, you lose customers. The segmentation has divided customers into many groups with same demand and interest, same characteristic .(Harris 2006, 56.)

Customer service is ultimately one of a series of strengths and weaknesses, which in turn serves the target clients in the most professional and durable way, in a series of following values, expectations , extends loyalty in service as well as quality of service or product. Customer service also improves service quality with more advanced equipment such as information technology or new creative plans. Barriers in customer care, such as lazy, less professional communication, no time management, lack of professional attitude, such as putting too many

personal feelings in the process of communication with customers, dress Customer service too stereotyped lack of creativity. (Harris 2006, 15.)

Everyone's perception is very different, it is formed from the experience of each person, usually the perception of each person is relatively different, such as the same case, but the solution of two different people resulting in two different results. In the enterprise, customer perception is very important, it shows the importance as well as the assessment perception to improve the business better. Businesses often ask their customers to evaluate their products and services to make the customer speak out their views, so that the company has certain statistics in the direction and development. his company. All businesses want to predict as many good and bad cases as possible, however, not one company predicts excessive or almost all cases. (Harris 2006, 16.)

4.1.2 Technique of Implementation

Marketplace nowadays not only changes and upgrade but also full of modern technique, customers always have feeling to require more and more than everyday, sometimes it's over the needed or necessity of a company. However, it leads to the encourage of building a good and long term success, business soon or later need to enhance and develop their services due to the demanding of customers. For example, in the past few years, restaurant normally do not have feedback from customers, the grounded of the restaurant depend on how good quality and services they provided and attracted more people and well-known. However, the increasing of service become restaurants received feedback by asking directly to customers or by giving them a note. With the development of technique, there will be profile of thousand restaurants in one main website, full with information and feedback, rate and experiences. Restaurants depend on their profile to enhance more and more of their quality and services. (Harris 2006, 151.)

There are three main service provider that are customer key core. Availability, Accessibility and Accountability, they are created to meet customer time table, services of listening and understanding accurately, quick and enough information for customer questions are always concerned as an advantages. Customers want to solve their experiences in a friendly and practical way. They want to be more thorough and sophisticated than their own, customers have different busy lives, it would be a good impression for the business if they can give High quality and long service, for example customers cannot buy or use a service quality that needs maintenance and repair at all times. Customers often ask for a high resolution of their questions in the most thorough and practical way, often the research and questions from the business do not meet the requirements as well as the description. It is imperative for the company to provide personal opinions to help customers respond to their instincts, to use those questions,

to synthesize the research. Now a days, customer can give feedback through internet as well which is worldwide available. (Harris 2006, 152.)

Business often makes a very common mistake, for example, in the process of building and developing a service, rather than focusing on the actual shortcomings of customer service. Explain how the structure of the work and the service operates, which is not in the customer's interest, and sometimes it causes the customer to feel angry and offended by his or her request. It is also time-consuming to understand the structure of the company. This leads to higher satisfaction among customers in other companies. Often the business does not see the failure of themselves or their services, but often looks at the surroundings and provides an anti-constraint explanation that the growing competition of the external environment or are they having HR or organizational difficulties, which is so bad that they do not see a service hole inadvertently pushing businesses down and could lead to bankruptcy. (Harris 2006, 152.)

Techniques are a tool and a process, consumers are often sensitive to the use of new products and services, and often make comparisons and comments on the benefits of the new service, compared to previous services, has the advantage that new products and services are always attracting the curiosity of customers, and customers are often very friendly when applying new products for free. This is until they are given a certain value. One of the most popular services of customers as well as of the future businessmen is the fact that all services of payment, transaction, customer care via computer network and convenient at any time and everywhere. in trading. For example, today's restaurant services do not need to be paid in cash, but through credit cards so people do not have to carry a certain amount of cash with them. (Harris 2006, 153.)

In addition to familiarizing yourself with new products and services, employees in the organization also have a number of disturbances that need to be strengthened and introduced, one of the important things is that the staff should be friendly as well as comfortable, and easy to use new products or services. Senior staff, managers need to be approved and directed before giving to subordinates. Persuading employees to use the product is one of the most important and practical steps in using the product as well as advertising and persuading the customers later in the process to collect feedback. As well as having the most objective view possible to filter the weak points, bad service, to improve as soon as possible quality service later. (Harris 2006, 153.)

Today the most well-known service types are call-to-customer services, businesses that cut back on this service by replacing each one with its own telephone service centers. There is already common telephone service centers that answer all customer inquiries in all areas, such as when a business subscribes to a service switchboard, the service is available to the operator so that it can be used to reduce the cost of personnel for the service and to provide the operator

with the necessary information for a reasonable fee. The most service centres are the telephone services, which is a type of care giving service to the customer through the call, there are two types of service that is service of incoming and outgoing calls. Call service is when the customer inquiries about information related to product quality, information, usage, preservation, pay. The call service is when the call centre informs the Advertisements and calls are allowed from the customer in case of over-loading of information for the customer as well as causing nuisance if the customer is not interested in certain products. (Harris 2006, 154.)

Customer service through the network, such as pay, goods exchange and services, online tutorials, technical support. Online payment service to reduce the number of printed and printed paper, customers and businesses will save a considerable amount of time in the transaction process, will be awarded and received quickly and easily. It's easier. Online sales will help customers see a wide variety of products, prices and comparisons easier, save time transport, have services to bring home as well as help customers easy. It is easier to exchange products with the business, teaching services such as programs and health, beauty or psychological knowledge are designed through video and exchange through the purchase is also a type of business image.

4.2 Marketing Channels

Philip Kotler (2000, 4) Defines marketing as “the science and art of exploring, creating and delivering value to satisfy the needs of a target market at a profit”. Marketing practice can be studied as being all the enterprise that appear at the interface between the company and the farther nature. Marketing is generally a process of establishing products and services so that customer gets asset from it and buy it. There is a saying that marketing is a process where, for example; salesman sells comb to person who is bald. It means that even if a person has no use of the product, he will buy that product just because he is influenced by the salesperson way of selling it. Marketing identifies unfulfilled needs and desires. (Blythe 2006, 4.)

Often, marketing and advertising is regarded as similar. Advertising is the compensated insertion of a message in a group medium. It is a part of publicity, it is not the whole of it. Advertising and publicity is different. Advertising might be about promoting products, or it might be about improving the collective image, or sometimes it may have aspects of both. Advertising can be presented through several mass media. Although, advertising is targeted through very limited media, but even then, the message goes to the wrong people. (Blythe 2006, 19.)

Marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The theory of marketing mix is the foundation of marketing, which is a set of marketing tools used by the firm to pursue their marketing objectives in the target

market. The marketing mix consists of 4Ps; Product, place, price and promotion. (Blythe 2006, 25-30.)

The product can be anything that is offered to customers to fulfil their needs and desires. There is a wide framework of product such as the product variety, brand name, logo, services, product design and many more. For any company, before producing a product, it is important to know the customer and market behaviour and find out if the product is really needed by the customers. Producing the right product and delivering to the right customer is important for any business. (Blythe 2006, 39-42.)

The next one is price. Price has a great relevant in business. Price generates revenue to the business. Framework of price are paying method, credit items, price list, discounts, allowances and many more. Price of the product should be very relevant to the quality of the product. Place is another Ps of marketing mix and locations, channels, coverage, inventory and transport are its framework. Place is a channel used to reach out to customers such as retailers, outlets, and catalogues. So, while a business is searching for place to form a business, a suitable location should be found to meet the target customers. (Blythe 2006, 45-50.)

Promotion is the only way to send message to customers about the product. It can be done through advertising, direct marketing, public relations, sales forces, sales promotion and many other ways. (Blythe 2006.)

4.3 Service Product Management

Service product management deals with managing a service product across its complete lifecycle. The product lifecycle studies a clear definition of the product concept. The product-class life cycle reverse changes in total market demand and lasts much longer than the product-form of product-brand life cycles of a company and this is because the time of the capability phase can be characterized as unlimited. The product form and product brand life cycles tend to rebound the competing strengths of the company, and therefore, it follows the classic model of product life cycle than the product class life cycle. (Avlonitis & Papastathopoulou 2006, 43.)

Service is consumed by each of us every day directly or indirectly. Millions of economies today are based on services. But, is all service good or not is a question. What makes service good or bad? In today's time, quality of service is important element that comprehend between competing service. Ethereal service cannot measure in quality though. Quality is much easier to define when accomplishing tangible products compared to intangible service. Some customer may like the same service, and some may not like it. However, leading companies are obsessed with service quality and service perfection. When customer demand high quality in everything

they purchase, or every service they consume, the movement affects the service organization. Similarly, in restaurant, customer demand for high quality with good taste food. It is not always possible to satisfy every customer because as it is said before, some may like the same food, and some may find different in taste with same taste food. Improving the quality of services is more difficult than improving the quality of products because of the limited nature of service. Same service may be good enough for today, but quality can be decreased by tomorrow because of competitive market. If a product is unsatisfactory or defective, it can be repaired or replaced but if a service is unsatisfactory, of course it can be improving for future, but it cannot be undone. So, providing service is more critical as compared with providing products. Service can also be improved with research about customer choice. This can be done through interview or questionnaire method. So that, it can be clear about what customer want and can be provided with the same service that the customer demand. (Richard et al. 2003, 129-132.)

It is often important to design certain fail-safe techniques into a service to make sure the safety of service providers and consumers. Fail-safe constructs procedures that block mistakes from becoming service defects (Chase and Stewart 1994). Likewise, satisfaction of customer can be measured by the responsibility of management, supervisors, and front-line employees to create and maintain a strong business ideology. In restaurant, there are many regular customers who visit time by time, so for this type of customer, restaurant owner knows their demands, interests, needs and requirements. Although each company may approach it in different ways, they usually go to great lengths to collect this information. Poor service infects almost every industry that counts service as its main mission. (Richard et al. 2003, 132.)

4.3.1 Building quality Service

The delivery of quality service brings out the development of and loyalty to policies and agenda. The key factor in distributing quality service is the development of customer likelihood relating to the products and services, and the eventual decision on the part of the customer as to whether these expectations were met or outpaced. Quality service is service which is good in the eyes of the customer. Customer and management define quality service differently. Customer define competent service as good service, but management define it according to their staff and expenses. Management do not do things just because customer like it, they do things according to the cost they have to pay to staff. This is the reason management judge staff in various ways. They want to make staff behaviour qualitative just to serve their customer with qualitative service. If staff give service to customer in a pleasant way than that is regarded as a good service received by customers. Somehow, it is acknowledged that quality of service is indirectly related to the service staff who directly provide service to consumer. For example, in a restaurant, waiter serve their customer with very polite and smart behaviour, being friendly

with customer then customer like this type of behaviour so in customer's point of view, the restaurant provides good quality service and vice versa. (Lynn 2005, 16.)

However, staff training in most of the organization, is focused on the needs of the organization instead of on the needs of the customers. Training in service industries like Hotels, restaurants, airports, café, etc. should be aimed at developing competent staff, whose skills and knowledge are brought to bear on the outstrip difficulty on how to meet the customer needs. The importance of the client, and their long-term value to the organization or business, is an application when deciding how much time to spend with them. Service is different according to the service time, type of customer and probable value of the customer. In a restaurant, if a regular customer must wait for longer time, it is less risky when staff are busy or under pressure. If a new customer must wait for longer period, it is riskier because new customer might feel the service is not good in that restaurant and might not come back in future. The competence of professionals determines from their possessing a set of compatible aspect such as knowledge, abilities, skills and attitudes. Since customer define quality based on their perceptions, there is a need to bring these perceptions to front-line staff so that they perform competently in meeting customer's expectations. There are many methods like surveys, focused groups, customer feedback questionnaire etc. to close this loop. (Lynn 2005, 21-25.)

No matter, if all the staffs are trained in a good way, it is still possible that the performance problems arrive. When having to apply disciplinary procedures, managers must ensure that all staff are treated consistently. Management should not turn a blind eye in some instances while acting in others. As much as legal responsibilities is important, moral and ethical responsibilities towards employees are also important. Staff training is not just making staff smile in front of customer, but they should be taught how to handle rude and arrogant customers, how to be positive during busy time and many other responsibilities which need to be taken care of.

Table 1 shows the match between job factors and applicant needs. There are four factors to job analysis, job description, job specifications, job design and job evaluation. The job description determines the role of the person, the duties and responsibilities of the individual in that business. For training staff, this is very appropriate, it makes sure that the job applicant has a clear idea of what is expected of them, and that training meets any failing an employee may have in relation to those duties. The coordinate between what the organizations has to offer and the individual's career needs. Successful placement commits the employment of competent individuals who will find that their positions meet their expectations and fulfil their needs for farther development. Similarly, job specifications define the skills, knowledge and experience necessary for individuals to perform the duties defined in the job description. Any kind of discrimination should not occur on any precedent which is not directly related to performance of the duties of the position.

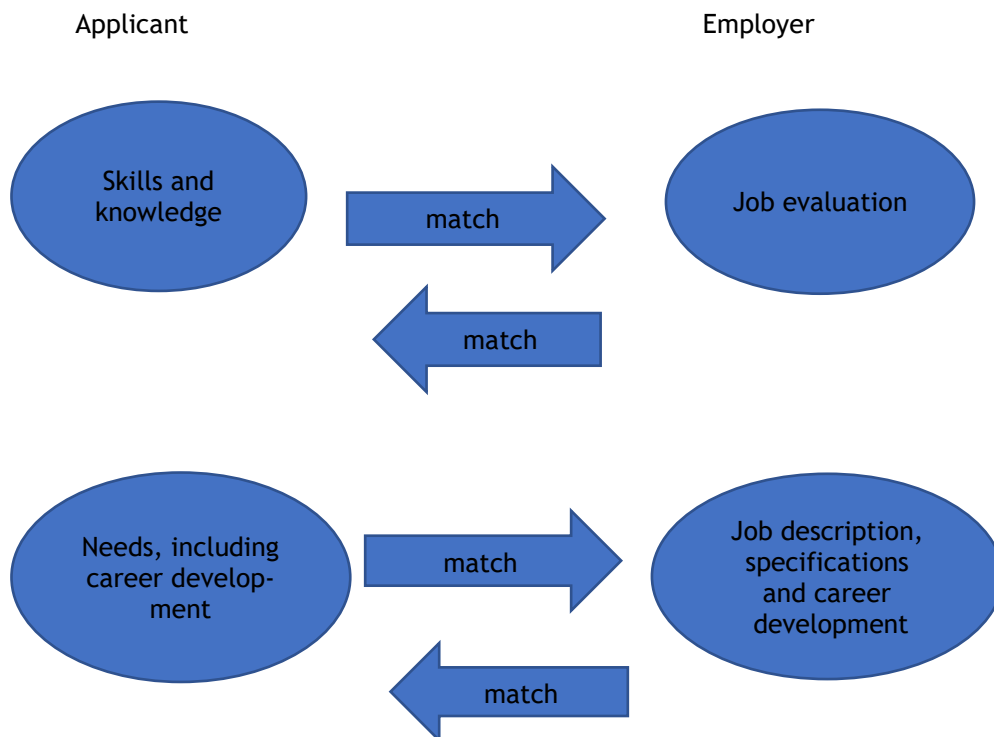


Table 1: Match Between job factors and applicant's needs (Lynn 2005.)

Job design is also known as the performance of a broad range of tasks, which makes staff more flexible and accomplished. It is more fashionable and makes staff to do task easily. The addition of extra tasks is not convenient only when staff find the routine duties performed easy to manage and have no desire to diversity. (Lynn 2005, 48.)

4.3.2 Staff Training programme

Training and development are an educational movement which involves the sharpening of skills, concepts, changing of attitude and achieving of more knowledge to enlarge the performance of employees. There are many training and development access available for organizations are proposed including mentoring, on the job training, simulation, etc.

Training needs, comes from the selection and employment of unschooled individuals, or the development of new procedures and products, need to be met by academic training programs. Whether a training is one-to-one basis or part of team training, it should be documented and established. According to my experience, if an employee has taken training but has not achieved capability, this needs to be registered on their personal file as further documentation to assist in the case of a claim for unfair dismissal. So, if any inappropriate things happen,

managers will have everything recorded in a file to confirm the organization's guarantee to make clear its expectations of its staff.

Education is notably consistent if there is a direct interaction between the studies undertaken and the work performed on the job. Candidate should not only have high levels of performance but also has customer relation skills possible. Vocational training is directly compatible, and this is the case where training is competency-based. The applicant should have the proficiency outline and achievements recorded against industry standards. In training and education, it is difficult to describe with real life problems and possible conflicts that arise during working time. During interview of applicant, some questions related to customer service needs should also be included so that HR person knows how well the applicant knows about customer needs and can deal with it or not. Training is not simply giving practical package of duty but also to make the staff able to handle the situations that may arise during work time. Common problem faced during work can be introduced to trainer and make them focus more on those solutions first. (Lynn 2005, 55.)

From researchers experience of taking training other restaurant before, it can be told that good training to staff is very important to make them independent in handling the task in future. Staff should be trained in every department to make them perfect in handling for example, a restaurant should provide staffs training to every department it has like cashier, kitchen, restaurant waitress, buffet server, cleaning the tables, managing financial transaction at the end of the shift, etc. At the end of the shifts, it makes staffs confident in handling those department individually which is the good outcome of training provider as well as staffs who takes training. As there is a saying that the business can be improved by doing and making mistakes, a trainer should be given to perform task individually and should not fear of making mistakes because at the end, people can learn from their mistakes.

Quality of problem solving in any work is needed in staff. It is based on both the procedural and personal dimensions of service, it has been given its own dimensions because it is such an important part of service. Sometimes unexpected happens in workplace and problem service all about dealing with those unexpected. Problems are so often solved by listening, with no further action needed. Staff needs to listen to the problems of the customer and act accordingly. While listening, non-verbal behaviour such as eye-contact, body position, nodding head matters a lot. All the problems solutions are different. Some require immediate action whereas some needs to go through the process. During training session, staff should not only be trained on how to serve food, or how to set up table but also these things should be taught to face the situation where customer have problems during service time. But, also this staff-quality cannot be teaching with just some practical shifts, but staff learn this during the working experience because all problems have their own solutions. The types of problems need to be analysed

carefully after the event. Everyday working with new people can bring lots of surprising and unexpected problems. (Lynn 2005, 135-141.)

5 Practicle Implementation

This section focuses on three major research methods, menu studies, interview and observation, the results of the study together with the parameters, supplement the development orientation of enterprises as well as the ideas of developing the business in the future. The study includes an interview with restaurant owner Kathmandu Palace, asking for more experience in looking at business development in Helsinki as well as the advantages and disadvantages of his own path lead to sucess.

5.1 Menu Ideation

Figure 4. is the picture of the menu idea, It consists of Vietnamese and Nepalese food list which have price variation according to the selection. It also includ some drinks that goes well with food that mentioned. This menu is implemented during the trial period. The chang- ing might be applied after 6 months of trial period.



Figure 4: Fusion Fast food menu

5.2 Restaurant Testing

Menu research was one of the important parts of the thesis. As opening a restaurant and being an entrepreneur is practical commodity, researching food that be served in the future restaurant is important for seeing how customer reacts to it. The practical testing menu is conducted in Kathmandu Palace Restaurant.

The practical testing was done for 5 days from 5pm-9pm. The target customer were family and young people. For each day on conducting the survey, customer intake was around 8-10 person. They were from different nationalities. Target customer were recognized by observation. Mostly were Finnish customers.

As describing the restaurant layout, the restaurant where the practical menu is tested is a fine dining restaurant. It gives buffet service in Lunch time and Dinner is from the menu list. The restaurant has the full capacity of 56 customer at one time. Usually, 110-115 customers come in a day in both lunch and dinner time altogether. Mostly, Finnish and Nepalese customer visits the restaurant. Also, Indian, Japanese, Vietnamese, and other nationalities customers were seen during the testing period.

A varieties of food options are provided for choosing by customer. The main product was "MoMo" for Nepalese taste and Fried Noodles from Vietnamese taste. The varieties of food list that were offered to customer is in figure 5, most of the customer chose was "MoMo", Chicken biryani and fried noodles.

The development process of the product took place in the middle of June for 1 week. As it was held in Kathmandu Palace Nepali Restaurant, it was much easier for conducting the work because it was already well-established restaurant welcoming a lot of customer per day. So, the menu is offered to every customer and explained details about practical testing. Few regular customers denied trying the new menu because they came to have the regular food in the restaurant and it was perceived positively. Some customer was immensely interested trying the menu, few items on the list is served. During the survey, the target customer was maximum 10 customer per day as it was difficult for the chef to manage time preparing all kinds of food in busy hour.

Practical Day	Food Item	Total sales per day
Day 1	Fried Noodles	4
	MoMo	3
Day 2	Pho	4
	Chicken Biryani	2
Day 3	Cheese ball	1
	Pho	3
	MoMo	2
Day 4	Fried Noodles	7
	Pho	2
	Spring Roll	1
Day 5	MoMo	4
	Pho	2
	Sea Food soup	1
Day 6	Pho	2
	Momo	1

Table 2: Practical Food sold result

Table 2 shows the number of foods that sold during the practical week. The menu was set price as 5.5 € for each item. As, the restaurant helped to conduct the practical test, money received from food selling was given back to restaurant. The highest volume of customer was on Day 4th, there were 10 customers in total who tried the tested menu. The feedback from customer was very positive based on taste and quality of food and service. The questions that provided to customer is listed in appendix 2.

The challenges occurred during the testing days was managing time for preparing food. There were 3 regular chefs of the restaurant, but they were originally from Nepal and only preparing Nepalis food but in the menu also have few Vietnamese dishes. So that the Vietnamese food were prepared by one of the researcher when customer ordered. This factor made the experiment day easier and smooth. The survey is not only for customer inside restaurant but also tested by friends and colleague because the questions are mostly related to overview thinking of the Asian restaurant and the idea of decoration. So, finally the testing week was successful.

5.3 Serviceblueprint

Table 3 refers to overall strategy that being chose to integrate the different components of the study in a coherent and logical way. Thereby ensuring will effectively address the research problems, it constitutes the blueprint for the collection measurements and analyses. With the menu research above the practical testing do not really have a restaurant style from appetizer

to dessert, salad buffet as appetizer is arranged for customers to have different choices as well as in terms of quantity, main dish is provided. By day, to measure the percentage of customer's favorite and perceptions, the desserts do the same as the main dish, but the quantity is less to help customers not overload the food but at the same time feel good and get the whole and full flavor that the restaurant offer.

Based on the survey and quality of food and customer needs, there were twelve paper form of quality and customer feedback during the trial period. Most customers go out to eat in Asian restaurants about once or twice a week, which is about 5/12 for two times, 6/12 for one, and the other for other comments. Most of the twelve surveys show that the quality and taste of Asian dishes are usually good or very good, as Finnish weather is mostly focused in the winter, so most customers need space. It is very important for us to plan a restaurant rather than take it. In the form of buffer or menu shows 50/50 amount of comments of customers so it is considered on the source of the original.

Finnish people love nature and prefer simplicity, so the design of a simple restaurant with many motifs attached to the environment or plants is very popular, based on the fact that the restaurant will be operated. In the Helsinki area, the demand for a combination of modern motifs will add to the excellence of competing with other restaurants. In addition, Finland also enjoys a restaurant with a small bar serving alcohol or cocktails, and most customers love this serving model, which is also a positive point to be noticed.

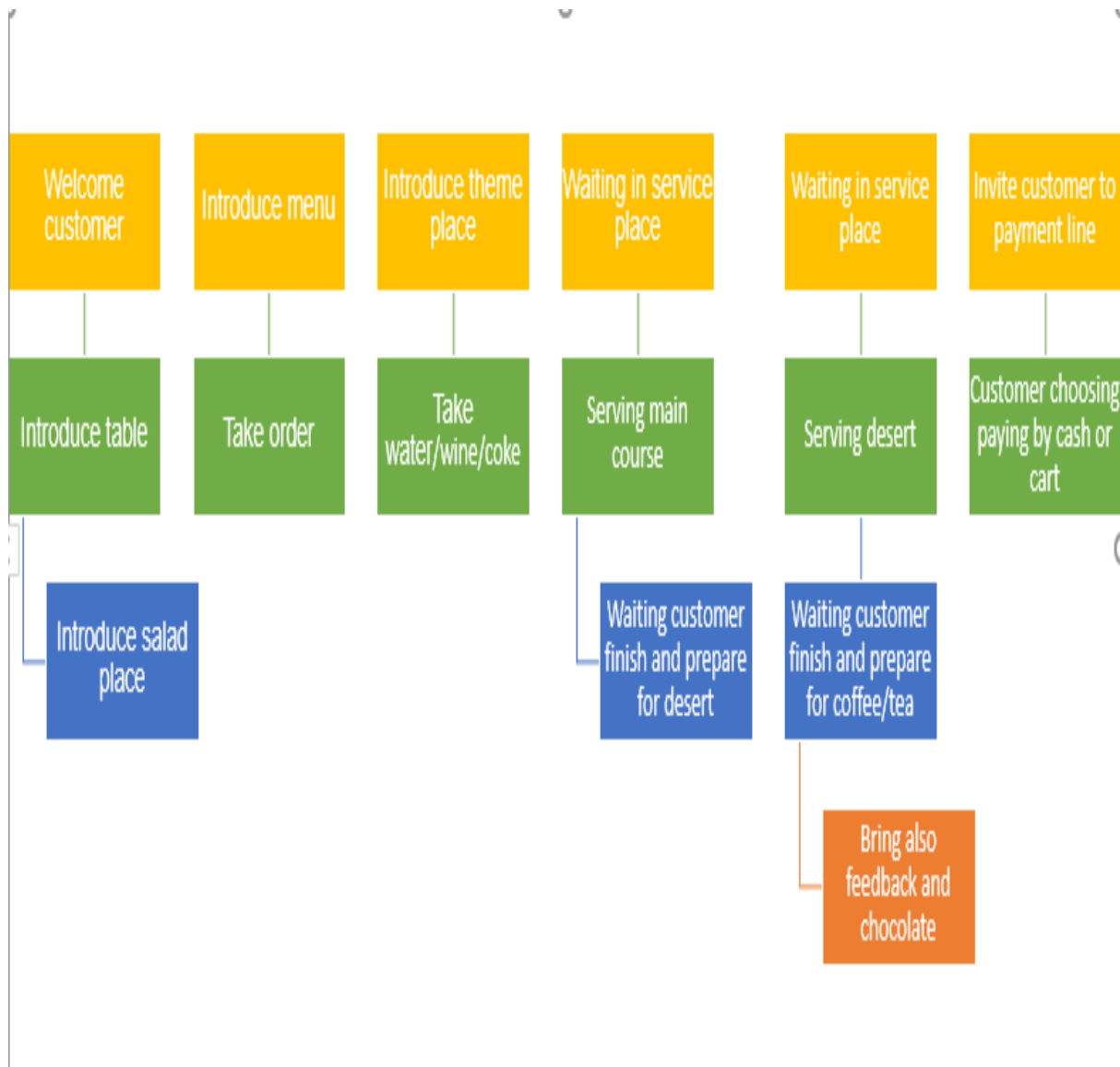


Table 3: Service blue print of testing menu

Table 3 describes the process of serving customer in restaurant.

5.4 Interview with customer and Restaurant Owner

Interviewing is one of the most common methods of research to collect data from people in social science research by asking questions and receiving information from participants' answers. Type of primary type: Unstructured: This is an informal interview that applies when the researcher develops enough understanding of the topic of study because this is the in-depth conversation that the interviewer and respondent engage. Open the question and the development may be unintentional (Walsh 2003)

Semi structured: Interviewers and respondents engage in flexible use of topics during conception and interviewers use question lists and topics to address in the conversation. .Structure: The interviewer uses the questionnaire and asks each respondent to complete a series of questions, faced with tight control. Questions before setting data, you can read data to execute data and can be done.

Short communication: This type of interview can be done directly or via email, video conferencing, telephone. The purpose is to test 'facts' and have 'insights' as something. Interview Group: In contrast to these types of interviews, this type increased in the number and scope of study participation so that the research data for the collection also increased and worked in the dynamic group. This interview also reflects the social and psychological aspects of group behavior. When the interview occurs, a farmer speaks with their mind and also reflects the views of others. Focus group: moderated by team leader and moderator facilitating group interaction. The methods used when researching in new research areas or topics are difficult to observe, a very sensitive topic.

The interview requires careful planning before the project, when the researcher chooses this method to study and implement the right method to help achieve results and expectations. This method is the most time consuming study so that researchers also have to think about this point as well as the resources against the benefits. For example, if the topic is simple and controversial, the questionnaire is more relevant and cost effective, as the interviewer develops all strengths when the researcher needs to understand more about the topic. Learn with more ideas, emotions, feelings and experiences. In general, qualitative research can capture knowledge of research in the field of research and analysis of management implications for 'strategy'. Searchers and learners can work together to develop new knowledge to help businesses have useful and meaningful research. (Walsh 2003).

5.4.1 Small Survey about Asian Restaurant among customers

The questionnaire is one of the four main social studies methods in addition to interviews, observations, and documentation, which vary in shape, purpose and size. The main purpose of the questionnaire is to collect information, which can then be used as data for analysis.

This is the most common method of social science research that is effective for many subjects in many locations. The questionnaire was a formal and standardized instrument for collecting quantitative (quantitative) data over interviews, which could be analyzed by software in social sciences (SPSS, SAS). , Stata, Excel). In particular, the advantage is that the face-to-face interaction is unnecessary and the privacy of the participants can be protected but the standard data is collected effectively from the identical question and it Provide a response time to read and understand the questions. Moreover, when conducting research, using questionnaires is easier to understand when resources and money are limited.

Facts and opinions are two broad categories of questionnaires and it is important for the searcher to determine the search information that belongs to the categories mentioned. Actual formulas require only simple information such as address, gender, or marital status while comments refer to attitudes, views, beliefs and preferences. In fact, the questionnaire usually contains both types of information.

Interview data is the major source, and the purpose of interview is to get inside someone's mind to understand the perspective of he/she or the perspectives of a group of people. The insights need to be studied could be feelings, memories, and interpretations; that cannot be observed effectively by other methods. (Carson, 2001.)

Individual in-depth interviews are non-directive or semi-structured interviews. In this method, the respondent is encouraged to *talk about the subject* rather than to answer 'yes' or 'no' to specific questions. (Schmidt & Hollensen, 2006). This is like one informal conversation with an individual to expose the perceptions of the research phenomenon (Carson, 2001). This is the qualitative research method that conducting intensively in small size of respondents to study the insight perspective of a particular research topic.

Focus group is group interview that approximately from six to twelve persons who share similar characteristics or common interests. This method represents an array of techniques and methods that have been used by social scientists for long time with the original termed 'focused interview'. The basic idea of the method is group interaction that participants are encouraged to interact (Schmidt & Hollensen, 2006). This is one of the most applied research tools in social sciences that collecting data through group interaction on a topic or topics. (Carson, 2001.)

5.4.2 Interview with Owner

Before starting a business, the idea is to make it more practical and specific so that a small interview with the restaurant owner is conducted. The main goal of this interview was to get more information about opening a restaurant, to know about challenges and risk factor that may arise during business period. The interview took place in Kathmandu Palace restaurant during day time on June 20th, 2018 with the owner of the Restaurant. After more than an hour of interviewing about the establishment of the restaurant as well as the ups and downs of the experience of doing a business project abroad, there are valuable and exciting experiences with a variety of practical sharing from the owner. Kathmandu Restaurant, opened on September 15, 2014, is relatively new near the center of Sello, according to the owner, most of their clients are Finnish rather than local people. That made them change their strategy of providing food to bring to customers the special taste of Nepal and have a subtle blend of flavors to create the right flavor more for Finns.

Most Finnish people can not eat spicy or slightly spicy foods, which is a weakness because of the spicy Nepali flavor used to deodorize meat and increase the intensity of the dish, however main point The disadvantage is that the owner must think in a unique way of mixing the ingredients to match the taste and taste of both Finnish and other people. In addition to differences in taste and style of eating, the owner also shared very sincerely with us and the establishment far from homeland where not with the same voice, different cultures and papers do the construction Restaurant is one of the challenges with young business.

There is a problem, after a lot of difficulties, the passion still makes this owner open his own business, he said, financial accounting for a large part, but deep inside is to find the true-self a check Entertaining in a certain area, focusing on services that bring benefits and comfort to people is a big plus, passion for conquering challenges, working and associating with In addition to providing employment opportunities for others, it is also a great source of pleasure for businesses when not only their passions help others but also bring joy to oneself.

5.5 Observing testing period

Along with interview, observation method is also equally important while doing research. Different researcher has defined observation method in different ways. Marshall and Rossman (1989, 79) reckon that observation is “the systemic description of events, behaviours and artefacts in the social setting chosen for study”, Schensul and LeCompte (1999, 91) describes participant observation as “the process of learning through exposure to or involvement in the day-to-day or routine activities of participants in the researcher setting”.

Observation method is generally observing the customers and their behaviour and collecting data. The authors use all their sense to examine people in natural way. It can be during taking order, during serving food, or just during customer having food. It is done with very calm way so that customer does not feel uneasy during their visit to restaurant. In natural environment, observer collects and write whatever he/she finds out from the observation.

In term of hospitality sector, doing survey research is important to update customer’s feedback for future reference. This helps organization to improve the quality that customer seeks for and fulfil their demand. Observing customer’s behaviour and their opinions towards service was the main reason for survey research. The goal of the observation was to know the number and type of customer that comes every day to get the precise idea about arranging food materials and also get idea about how the business with be in future.

After observing, the researcher can also give questions to customer to fill out some queries related to the topic. After all these, the observer decides and write the result according to the interested field.



Figure 5: Restaurant theme design

Figure 5 is the picture from The Kathmandu Palace restaurant dining area where the practical work was held on.

Observation method was used since the writing work for this thesis started but apart from that, while doing the practical implementation in Kathmandu Palace Restaurant, the observation also did at the same time. Customer's behaviour and interest towards food was carefully noted. Families, couples, and college youngsters were main customers during the research week. The main purpose of observation method was to analyse the customer's behaviour and interest towards Asian food combined with Nepali and Vietnamese food list in menu.

After the practicing week in Restaurant, the result that being collected was pretty much positive. Customers were happy with the food that were served and also with the taste. It is noted that most of the customers loved Asian food and often visit Asian restaurant. There were many positive feedbacks about the idea of opening Asian restaurant in which menu is combined with Vietnamese and Nepalese food from which customer can choose the food according to their taste. Many customers also specify that they will visit such kind of restaurant in future.

During the week, many things were learnt from the practical work. As observation, the support that was provided by Kathmandu palace restaurant was very helpful. They grant a huge part the practical week to be successful. Despite of having a positive environment, there were some complication and challenges during the week. The Kathmandu Palace being a Nepali restaurant, Vietnamese species and ingredients were not available and it was managed in very last moment. Also, chef working there were not familiar with Vietnamese food preparation, so it was a bit challenging work for them and for the testing too. But, from all these positive and negative consequences, the challenges is to be flexible and clever in handling the uncertain challenges that may occur in real life.



Figure 6: Author in the practical work

Figure 6 shows the author doing her work during practical shift.



Figure 7: chefs in kitchen

Figure 7 shows the chefs working in kitchen from The Kathmandu Palace Restaurant where the practical work was held on.

6 Business plan for start-up

The plan that are done in any existing business, or before opening a business is generally known as business plan. But, not all business plans are for start-ups that are launching the next big thing. To manage and drive the business, also business plan is needed. Existing business use business plan to boost strategy, handle responsibilities and goals, establish metrics, track result, managing financial transactions and many more reasons. Most successful large businesses describe the main goal of their internal planning process at articulating and analyzing their mission. Business should be started to be the result of a meaningful examination of the foundations of business and virtually every word should be important. (Abrams & Barrow et al .2008,55-60.)

For any business, a name is very important, and it should be easy to remember. The name needed in any business depends on the kind of business it is, and how many products and what type of products it has. Some business owners also use their own name for business, but it may limit the ability to grow and change focus. Also, same name from another famous brand cannot

be used in any new business. Likewise, products and services are particularly technical, complicated, innovative, or proprietary, time is consumed to describe them which is not effective. Before providing any service or product, it is the research's responsibility to clearly identify and describe the nature of the products. So, clear information about products and services should be described beforehand. (Abrams & Barrow 2008, 62-66.)

Customer are the heart of every business. The quality of the people determines the success of the business. For the long-term estate of a business, the experience, skills, and personalities of the management team have a greater impact than the product or service provided. If a business is a start-up, the most important person in a business is the founder. This is the reason, if someone must be evaluated in business, it is the founder. Some business is fortunate enough to have enlisted the services individuals with particularly superior track records. Similarly, Board of directors must be included in every type business. Mostly in large organization, board of directors are people who have invested huge amount of money to business. Venture capitalists often require board seats as a condition of their investments. (Abrams & Barrow 2008, 191-196.)

Financial source is the most important part in any business because without money, no business can be open or established. But, to open a business needs huge amount of money and not every person have such huge amount of cash. But to solve this problem, there are many sources from where it can take loan for business. There are various types of financing and one of them is debt financing. Business owners take loan from lender and takes whole profit from business alone. The lender doesn't share profits but just his money back with some interests. Likewise, loans from bank and other lending institutions are difficult to secure for new enterprises. The financial clarification is demonstrated on section 3 in this thesis. (Abrams & Barrow 2008, 191-196.)

In a business, not only finance and location should be planned but also the positions of the member should be managed beforehand. Every post in business is equally important to run the business. According to my working experience, some small business may have same owner and manager but in larger organization, owner is generally the person who invest money and manager will be someone who looks after and manage the whole team of the organization. Generally, Chairman is involved in the day to day operations of all aspects of the business. He directs the administrative and financial aspects of the business and works closely with the marketing director to help in guiding and supporting activities over which they have specific responsibility. However, each director is given their own duties and responsibilities to handle in their own respective area. (Abrams & Barrow 2008, 198-205.)

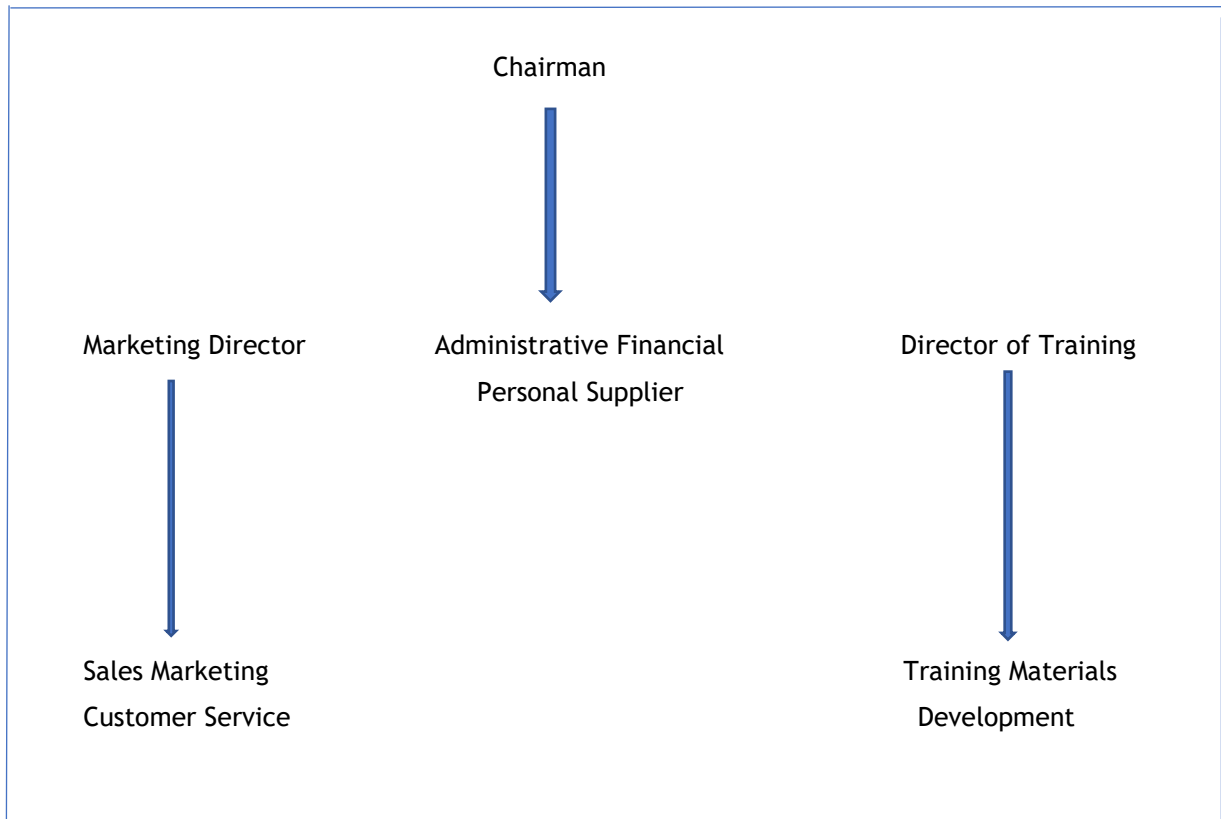


Table 4: Management Structure (Abrams & Barrow 2008.)

Table 4 shows the management responsibilities in business. How one department is related to other in every business. In my view, a successful business is run by combination of different people on different departments of the organization and all are equally important in business. (Abrams & Barrow 2008.)

6.1 Background

Business plan can benefit even the smallest business to larger business. It allows to communicate vision to others and assure them to meet ambition of the business. It includes through market research and detailed information about marketing strategies, target public, staff, dis-incentive and goals. For financing business, also business plan is needed because investors will pay close consideration to the business's financial statement and financial projection. Before investing money to any business, shareholder want to see if business have set landmark and carry out practical tools to measure success. Also, how much is spent on marketing and advertising is the data investor want to know about. Additionally, investor want to see how secure the management team is and make sure the team members have good proficiency to help run the business for long term. Business plan helps to clearly see the vision and upcoming project

so that it makes everyone easy and comfortable to work. Also, Business will smoothly run with a set up plan. (Brian B Brown et al.2006.)

Generally, a business plan is a prototype which gives detail about how the business run and get profits. It involves the clear information needed for effective operation and management of the company. It gives vision about what is important, how is task done, and what is already done to make a business successful. While making a business plan, it is important to see the future possibility rather than thinking about experience. Having a road map keeps the entrepreneur concentrate and motivated. Business plan needs research and gathering information for possible future difficulties and it boost up the knowledge of the industry and the competitive sketch. It explains how the business will conduct in the marketplace. It describes what is being sold, who the customers are, what is needed for success and many more information to lead business towards success. (Brian B Brown et al.2006.)

Business plan guide from the starting phase until long run. Planning promotes team building and a spirit of cooperation. When the plan has been made, everyone knows their job responsibility and how can they assist the other organizations to complete the assigned task. They can see clear vision of how their work devote to the success of the organization and can take delight in their contributions. Potential conflicts can be reduced if top management system have a proper plan of the business. Also, planning gives organizations a realistic view of their current strengths and weaknesses relative to major competitors. Having a road map keeps the entrepreneur focused and motivated. Business plan needs research and gathering information for possible future hazards and it boost up the knowledge of the industry and the competitive landscape. So, for any business, if its small or large, business plan is needed in every field of business organization. It shows the path to move on and makes easy for every member to see their clear goal about how the business runs and how the task should be done. Business plan guide the business step wise to go through long run in future. (Brian B Brown et al.2006.)

Table 5 describes how the business plan makes clear vision of the company. It defines the goals and mission of the business. It also defines the desired outcome after the task have been done and its strategies. After all the task have been done, what will be the result and outcome is also defined by the business plan. (Brian B Brown 2006.)

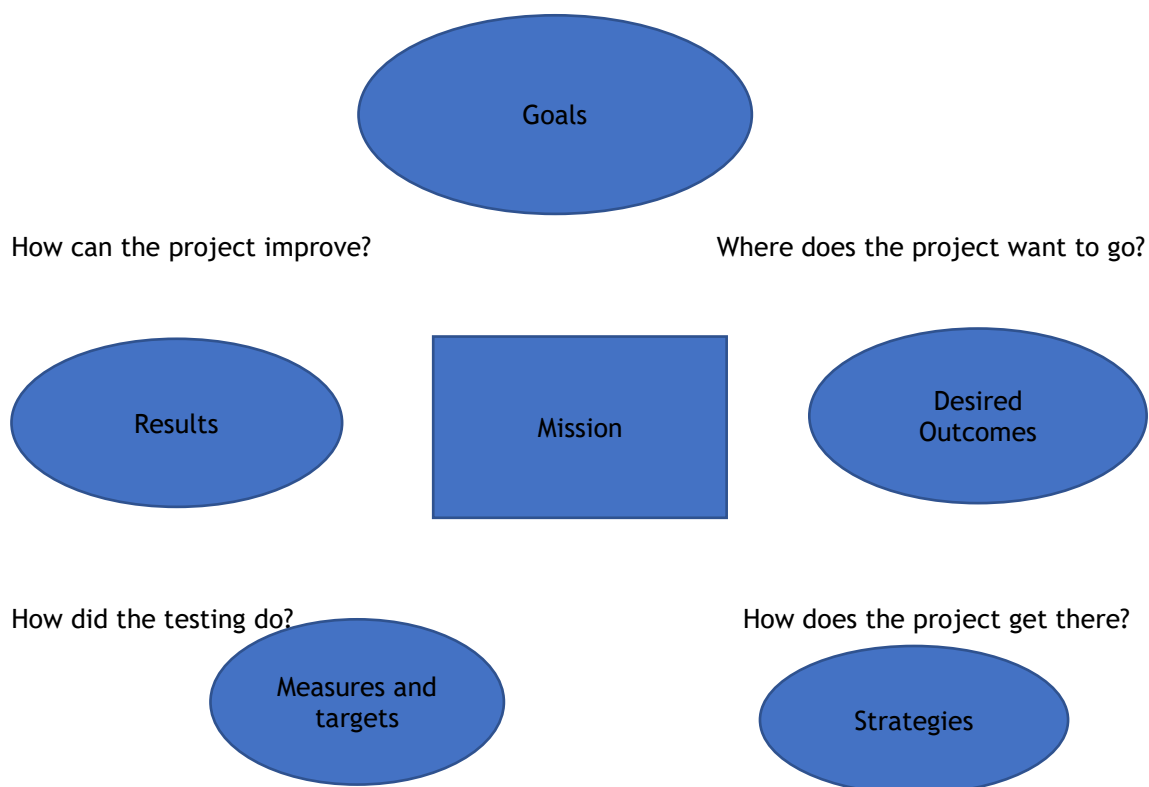


Table 5: Business Plan cycle (Brian B Brown 2006.)

6.2 SWOT analyses

This phrase stands for strength, weakness, opportunity and threat which contains those definition. Strength and weakness are the internal elements of a company or organisation. They are flexible, can change during period and situation. Opportunity and threat are external elements happen unpredictably and can not have exactly circumstance or situation. All company or organization have meeting and try to listing out as much as possible those unpredictable change that can make business little bit less barriers to drive. Business and organization using those elements all the time by circumstance and situation access to changing environment and responds proactively. (Brown, 2006, 27.)

Every business need this analyses, understanding by strengths, weaknesses, opportunities, threats. Strength and weaknesses can be seen as an appearances of a projects or companies,

it can be seen clearly by elements, data analyses and characteristics of company. It's easy to discuss and figure out through mind map or meeting, reviewing through experiences during the running business period. Strength and weaknesses can be determined by now and in the future. In the contrary, opportunities and threats are something unexpected and unpredictable, those are ignonito elements, which require every business to focus and more delicate when analysing problems. Those element are outside of controlling, which can be affected, for example gorvenment policy, customer trendy or development of technology. (Brown, 2006, 27.)

After a month of research and study, the SWOT analysis conducted by some practical elements. About strenght, the Asian Restaurant model is the first idea in Finland, the combination of Asian food by meal and not only by bread or a hamburger. The idea are unique, serve with quality hygiene and professional style, friendly staffs and affordable price. This project is for the start-up company so of course the weaknesses about financing and accomodation is the most concerning problem. Finnish law and legislation are difficult to deal with. Due to the fact that the idea are unique, it not so problematic for the first marketing, Asian food trend and healthy eating trend are become popular in Finland so it will become an opportunities.

6.3 Market research

Market research is the examination of analyse and determine how and what aspects business or organization need to research or study to reach the demand and general point of view of customer. This paper focuses on analyzing the type of targeted customer .

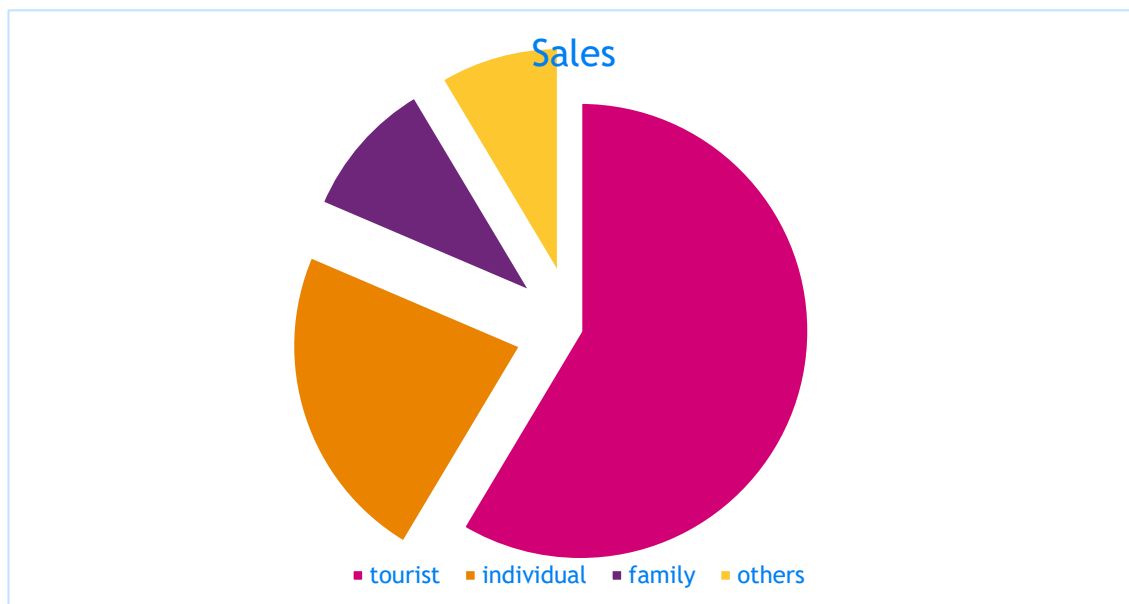


Figure 8: Pie of Market Segmentation

Figure 8 shows the chart of market segmentation.

During observation period, customers were also offered take away facilities, so the result is counted more in the end that the amount of tourist come to eat account for more than half number of customers.

Secondly is individual, why the word individual, it contain student, single such as men, women, children and so on, who hurry for work but still need a fulfil meals for their up coming activities. Due to the fact that Asian food are trendy nowadays, it's not so hard that they can consider a nutrition meals more than a hamburger or pizza, from starter to dessert so economic people will have intelligent choice with their money or time.

Thirdly is family, as Asian people eat very healthy, they do not want their children all the time familiar with unhealthy food such as high calories or gluten they can choose from the restaurant as a greener and healthier choice, with whole meal is very comfortable for family.

Finally is others, for instance business people. High class people but would love to try street style food. Variety choice and hurry for early meeting in the morning or get quickly their energy back after long day working.

6.4 Finance

Finance plays an important part in opening a business, so that finances go smoothly and with the least flaws, dividing core values and temporary values is key, Practical gadgets, advertising and customer service, human resources are the leading factors that need to be considered and considered in the financial sector. The calculation of price and quantity of quality products are also very important, quality and customer service are included in the calculation of prices, Accounting and auditing, depending on the size of the enterprise, is an effective tool in looking at the future constraints or advantages,

Often, new businesses open their own resources after a long process of savings, or those who are unemployed find their way out of business often raising funds from family, friends or borrowing. Low interest rates from banks, recently to encourage young people to open more and more businesses, the government often held business contests, bold ideas taken from the highest awards, and the Young people are funded by a certain amount of capital to open their businesses. Besides, if the idea is bold and breakthrough, the scale, young people are more consultants from the beginning, accompanying in the path to develop their career, although then it has to offer the shares in the company, but the practical experience and advice from the previous ones will bring many strengths in the building and development.

In many Asian countries, prices are fierce competition, as well as effective advertising, but it is worrying that Finland is a country where market prices are equal, competitive environment. It is not fierce competition that occurs in the quality and uniqueness of the business.

Restaurant Dining Room Furniture	€ 12,000	16.5 %
Kitchen Equipment	€ 9,000	12 %
Other Equipment	€ 12,000	16.5 %
Lighting and Decor	€ 1,500	2 %
Licenses	€ 15,000	21 %
Signboard	€ 800	1 %
Menu and Advertising Cost	€ 1,500	2.5 %
Extra Furniture	€ 3,000	4 %
First 3 months' rent	€ 18,000	24.5 %
Total	€ 72,800	100 %

Table 6: Estimated capital for Startup business

Fixed Cost	Amount	Percentage
Rent per month	€ 6,000	50 %
Electricity and water bill	€ 3,000	25 %
Staff salary per month	€ 3,000	25 %
Total	€ 12,000	100 %

Table 7: Estimated Fixed cost

Table 6 and 7 shows the estimated budget that have been planned for the business. It shows Fixed cost and Start-up capital in two different table.

7 Outcome and Result

Since this thesis work is about the ideation, which contain the idea of opening a mixed culture between Nepal and Vietnam, it is expected that this idea become a unique one because there not yet have restaurants combine with two Asian countries. The thesis is mainly divided by theory part and practical one. Theoretical frameworks have discussed and determined the culture and characteristic of food in Nepal and Vietnam, that makes clear the diversity of those two countries and how this idea is selected at the final decision.

Inside the practical part, the focus is on creating a menu which can bring the most special dishes about the two countries. The menu is test by taking a short internship in Kathmandu Palace restaurant near Sello, which lasted only a week, because the purpose is to understand how people think about the food and a small survey also about what customer generally think of eating out, good feedbacks are received about the dishes and took some experience by talking directly with customers. The feedback is listened and from that can be the advantages to point out more opportunities and threat in the period of running business, that is the observation time in restaurant. There was a good time interview with the owner of the restaurant, how he felt and his story about running his business, those could be very admirable time the study has gained.

The research has gained two important elements of running a restaurant are the relationship between the service provider and customers, how good to run the business to attracted them and make them become loyal customer, second is about financing, every big plan always needs a good financial support, and manage the money flow to master the business.

Customers Feedback	Kitchens Feedback	Restaurant Owner Feedback
Creative idea	Do not cook too spicy	Build good customer relation
Affordable Price	Keep food in right degree	Create friendly environment for customer
Nice menu decoration	Maintain Proper Hygiene	Give customer priority
Variety of food choice	Manage the food store	Manage time and finance along with marketing strategy

Table 8: Feedback from Customer, Kitchen and Restaurant Owner

The table 8 described the feedback that were received from customer, kitchen worker and Restaurant owner during the practical time.

8 Conclusion

All in all, in every business whether it is service business or not, there are lots of rules and regulations along with challenges to take care of. There are many steps to follow which goes from idea to concept along with planning phase which includes deep research and analysis on the topic. Asian food is fully rich of nutrition, freshness, diverse of tradition and culture along with very high rich of taste in food. Asian food has been popular now a days all over the world including Finland but the author's concept of mixing Nepalese food menu with Vietnamese food item will assuredly bring some new dining experience to Finland.

Business plan is a sketch paper of business idea. Before starting any business, a sketch of the idea is drawn and planned. Writing business plan is important in research work so that all entrepreneurs could deeply understand the nature and opportunities of the business ideas. The idea about restaurant location, financial plan, market analyze, etc. are discussed in detail in business plan for restaurant business. The practical knowledge is written in a form of written form.

Questionnaire method and observation are the main research methods used during the thesis research process. The purpose of interviewing the owner of the Kathmandu palace Restaurant was to collect some basic ideas for the author to open a new business in future. The result of interview helped the author to write the business plan in an entrepreneur's perspectives. The purpose of Questionnaire method to customer was to know how familiar customer were to Asian food and their dining experience in Asian Restaurant were. The result collected from questionnaire method helped the authors to collect data about their choice in Asian Restaurant market. The interview method was one of the most helpful process in writing business plan.

Although, observation method was used from the starting of the thesis, but it was used mostly during practical week. The practical work was carried out in Kathmandu Palace Restaurant which is Nepalese restaurant located in Espoo to perceive how customer react to Nepalese menu combined with Vietnamese menu and figure out if business concept was possible in future. The whole testing week is explained and summarize through a service blueprint. Most of the customer like the concept and loved the food that will be served so the study assumes the result was positive from the observation method. Despite of challenges and complication came across the practical week, the author managed it well.

The main intent of writing a thesis business plan is to open a real business in future. Running own business is continuous, if the business exists. It does not end with the end of paper work. The process of writing business plan is a valuable learning process for the authors. It made the author more practical and see business as not only financial way but also about clients and fulfilling their demands. Despite of many difficulties, the author thinks opening real business is possible when it is done with knowledge, passion and hard work. When something is done with all the determination, that is when the result is fruitful.

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Appendix 1: Question for Owner of Kathmandu Palace restaurant

1. When was the restaurant open?

.....
.....

2. What kind of customers you get often in your restaurant? (Finnish or Asian)

.....
.....
.....

3. What is the most popular dishes in your restaurant?

.....
.....

4. What is the advantaged of opening restaurant in here?

.....
.....
.....

5. What is the disadvantage of opening a restaurant here?

.....

.....

.....

6. What was your passion about opening the restaurant?

.....

.....

Appendix 2: Question for customer

It is a survey among customers in Kathmandu Palace, friends and work-friends

1. How often do you visit an Asian restaurant in Finland?

- Everyday
- Once per week
- Twice per week
- Others

2. How do you feel about Asian food?

- Very good
- Good
- Average
- Dislike

3. Which one do you prefer?

- Take away
- Inside restaurant

4. Which one do you prefer?

- Buffet
- À la carte

5. Is the portion of Asian dish enough for you?
 - Yes
 - No

6. What kind of architecture you like when you go to the restaurant?
 - Simple
 - Vintage
 - Modern
 - Nature
 - Others

7. Do you like restaurant with small bar and cocktails?
 - Supper!!
 - That 's fine
 - No idea
 - Others

8. Do you think hygiene and cleanliness is important or just quality of food?
 - Very important
 - Important
 - Average
 - No idea