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A Feasibility Analysis of an online platform for event registrations.

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Bachelor of Business and Administration
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Thesis
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The main object of this bachelor’s thesis is to research whether there is a market in Finland for an online platform which will allow all sort of merchants to register online for all Finnish outdoors and indoors events and markets. The author has a possibility to create the online platform for this need if the research justifies that there is a market for it in Finland. The aim was to understand if other merchants experience the same difficulties as he does in finding and registering for events in Finland.

The theoretical part of the research consists of marketing in general, market research, and marketing mix. The business model canvas and SWOT analysis are also presented, as they are a part of the business planning processes.

The survey was conducted as questionnaire taken during The Baltic Herring market in Helsinki, Kauppatori in 2018 and the respondents were merchants attending the named event. The survey was during a duration of 3 days. The results are analysed and presented in this thesis.

The business idea was analysed through the implemented theory and analysis tools. The results have met the expectations. There is a great possibility in launching an online platform for markets in Finland and many merchants have admitted that the current situation in finding and registering for markets is difficult, time-consuming and unclear.

Keywords
business idea, business plan, market research, online platform
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1 Introduction

The object of this thesis research is to discover if there is a need in Finland for an online platform which will allow all sort of entrepreneurs to search and register for markets, fairs, expositions and festivals online. The Finnish market and event trade offers worthwhile opportunities for those who have the ability and knowledge to take advantage of all the opportunities it offers (The Finnish Central Organisation for Market and Fair Trade, 2017). The topic was chosen by author after exploring the internet for market search attending.

1.1 Research background

The author has experience of being a self-employed entrepreneur in Finland and in attending a variety of different Finnish markets, both indoors and outdoors. During his work he has recorded that to find a good market for selling his products is a big challenge not only for him, but also for other merchants. He has also noticed that many merchants which were attending different markets were not achieving promised results. The author believes that there is no simple way of finding nicely organized and well marketed events online.

Each event organization oversees its marketing for their own event, as well as the event online web page. There is a poorly organized rating and feedback system for markets, where merchants can leave feedback for future attendees. The object of this research is to discover if other merchants have the same point of view as the author about the current market registration situation and do they think that there is a need for an organized online platform which will gather all event organizers in Finland into one place, where there will be displayed the customer satisfaction level after attending a current event, date and time, price for attending and place availability up to date. The proposed platform will allow merchants to filter markets, fairs, expositions and festivals by region, period, price and theme in Finland.

The information availability online as well as in traditional media about markets and events is quite high. There are online platforms in Finland which provide information regarding the time of an event and place such as markkinat.net and tuletorille.fi, and some
local administrations such as Tukkutori Helsinki. However, the problem arises when the merchant wants to register for the event. The websites are not designed in a way that the participant can online see the price for the event and choose a place online with the same principle such as when someone is booking a seat from a Cinema platform, where it is possible to click on the map and book a place after the payment. In addition, the two websites mentioned before often do not provide registration and event information in English, only in Finnish and Swedish. It creates a barrier for entry for foreign merchants if they do not understand the official languages of Finland.

The academical structure of this research targets marketing in general, market analysis, marketing mix and distribution channels. The feasible part of the thesis was based on the questionnaire that was designed by the author and provided to the target group of merchants attending different events on a yearly basis. The questionnaire was given to the target group by the author during The Baltic Herring market in Kauppatori Helsinki in 2018. The survey was the essential data source for this research. Literature and Internet sources has been used as a secondary source of data.

The objective for this research is to find if there is a market for this new business idea. It is crucial to know if there are possible traders and merchants who wish to have this online platform for easy and simple market registration. It is also important consider whether this online platform would be profitable.

1.2 Market situation in Finland

Finland is a country in Northern Europe bordering the Baltic Sea, Gulf of Bothnia, and Gulf of Finland, between Norway to the north, Sweden to the northwest, and Russia to the east. Finland is a Nordic country. The capital and largest city is Helsinki. The total area of Finland is 338 424 km2 with 5 513 130 habitants living in Finland at the end of 2017 (Statistics Finland, 2018). Finland is a top performer in numerous metrics of national performance, including education, economic competitiveness, civil liberties, quality of life, and human development.

The current situation in the Finnish market is relatively good when the number of traders and number of events are considered. Traders at outdoor markets and fairs significantly differ from each other. They range from older women selling handicrafts to businesses with a turnover of tens of millions a year. The only common factor they have is the form
of trade. However, the following main groups are distinguishable from the mass: professional fair traders, professional outdoor market traders and part-time traders. Now there are about 600 professional travelling traders and 1200 outdoor market traders. The number of entrepreneurs in the former groups has not changed significantly over the last few years. In contrast, the number of part-time traders has significantly increased. The rough estimate for today’s situation is that there are 12000-15000 of them. Craftsmen have also found outdoor markets and fairs to a large extent. Job opportunities for this large group are offered by the approximately 400 outdoor markets, 800 yearly fairs and 700 other events and festivals arranged each year in Finland (The Finnish Central Organisation for Market and Fair Trade, 2017).

The secret of success for outdoor markets and fairs is their closeness to the consumers. Even though technology has changed dramatically, and the living environment is changing all the time, modern people are very similar to their forefathers thousands of years ago. People enjoy the opportunity for social contact and shared experiences offered by fairs and outdoor markets. It can be said that the trading business is more than just a way of doing business, it’s a part of the Finnish life itself (The Finnish Central Organisation for Market and Fair Trade, 2017).

2 Literature Review

The theoretical framework of this research thesis is based on the fundamental definitions of business processes and marketing analysis which are playing a critical role in the process of launching a new business idea. The definitions are explained briefly following with the actual planning part of the thesis. It is essential to understand the fundamentals of marketing and business planning to be capable to start-up a new business.

2.1 Research Methodology

Research methodology is based on the research orientation of the researcher, the research question, and sometimes also the dominant paradigm associated with the relevant discipline or institution to which the research belongs (Christine Daymon, 2011). It is crucial to pick up the most suitable technique to achieve the research expectations.
and obligations. The various research methods have been introduced, and the selected methods for this thesis have been explained.

There are three commonly known types of data research: Exploratory, Descriptive and Casual. It is essential to identify the correct data research type to conduct a resultative analysis. Exploratory research provides a broader guideline of what to test more rigorously. Usually it is the first very important step in understanding a broader managerial problem. It usually involves active data collection, such as surveys (paired comparison) and self-reports of several types of consumer behaviour. Descriptive research is implemented when the need to characterize a population or phenomenon is being researched. Casual research applies when an issue or topic should be studied. Casual research might be used when researcher wants to know if customers will purchase more with a change of the website layout and so on. The author of the research will use exploratory research since the main goal of the research is to discover what the potential customers want and need, and then to study it in more details in the future. To collect data, the author will conduct a survey and distribute it among the target audience. The author will analyse the responses and will provide an analysis of it.

There are three generally used research methods: quantitative, qualitative and pragmatic. Quantitative method is used for measurements, which involves numerical data and statistical analysis of the findings in the research. The research data can be generalized into large groups of people. Qualitative research method is primarily exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations. Qualitative research is also used to uncover trends in thought and opinions, and dive deeper into the problem (SnapSurvey, 2011). This selected method tests human behaviour and experiences and therefore, cannot be generalized.

There are two types of research approaches: deductive approach and inductive reasoning. Deductive approach is concerned with a developing hypothesis or a general theory and designing a research strategy for one or more specific conclusions. Inductive reasoning is basically the opposite of deductive reasoning. It begins with specific observations and aims to end the research in generalization.

Primary data is observed or collected from first-hand experiences from the surveys, interviews, direct e-mails, chats, speeches and so on. Primary sources of data provide directly gathered information, which follow an individual point of view. Secondary data
refers to data which is obtained by someone who is not the user. It might be literature, newspapers and magazines. Secondary sources provide clarifications, perception and evaluations of primary data sources. The data obtained from the secondary sources are older, and examinations are done previously in the past. (Creswell, 2014)

The research method applied in this thesis is qualitative. Qualitative research is more abstract and commonly conducted for limited groups of people. Qualitative research method allows more commentary and freedom of choice for the participants. Quantitative research method has usually a bigger number of respondents and requires more predetermination.

2.2 Limitations of the research

Generally, there might be a limitation for any research. Limitations outline the contents and determine, what is included and what is excluded in the study. The purpose of this research is to construct a web platform for event registration called MissaAnnikka and because of that it cannot be used for any other business ideas, start-up companies nor their business purposes.

The main limitation for the author conducting this thesis research is the analysed market area and number of opinions from all available event industries. Due to the authors lack of resources the research is targeting only Finland in this work and its local merchants. It is also important to point out that MissaAnnikka is only a start-up idea and the financial figures, legal aspects of the market and other law regulations were not included into the research as it is not a relevant concern at this point.

2.3 Business plan

A business plan is a guide – a roadmap of the business that outlines goals and details how to plan and achieve business goals (Berry, 2017). It involves number of elements related to the business, such as implementation, resource and financial planning. The business plan should be conducted thoughtfully in order to achieve expected results.

A business plan itself has plenty of reasons to be written: to establish business goals that are playing an important role for the success, to measure and understand the direct
and indirect competitor, to understand the customer segments, to identify the financial needs for establishment, attract investors and reduce risks of pursuing the wrong opportunity, to document marketing plan (Berry, 2017).

The Internet and books have plenty of guides and tutorials on how to write a proper business plan. The author of this thesis has experience of writing business plans for his business as well as helping other merchants to write their own. Commonly, a business plan includes the summary points, business overview, operation plans, market analysis, products and services, sales and marketing, competitive analysis and financial figures. Each part of the business plan performs important parts of the business. Therefore, writing a business plan might be challenging and time consuming (Entrepreneur, 2018).

Before writing any business plan it is essential to understand for whom it is being written for and establish business plan goals. First, each business plan is written as a guideline for the entrepreneur, but some of them might be focusing on attracting investors and might involve different business information.

2.4 Feasibility

The term “feasibility” means the potential and sustainability of the business. Testing the feasibility of a business idea can help to determine the strong or weak components of the concept and will assist in examining how the entrepreneur could make it better or more relevant to the market (Wise, 2013).

Feasibility researches further the investigation of pros and cons of a business idea. To conduct an efficient feasibility market research the owner of the business idea should answer the following questions:

*Product/Service evaluation.* Understanding the purpose of the product or service provided it is important to assess consumer behaviour and purchasing habit. If a similar product exists in the market, differentiating the product in terms of purpose and target audience will prove to be beneficial (Porter, 2015).

*Who is your customer base?* At this point the main goal is to identify the potential customer for the product or service. This is a key factor to understand the profitability of the business (Porter, 2015).
What resources do you need? In order to determine exactly what resources are essential and their associated costs, a list of key assets that will be needed is required, and it can range from manufacturing/production to office space. This will help to estimate investment cost and thus, comparative feasibility (Porter, 2015).

How much growth potential will the business have? Identifying the potential growth rate would allow business owner to get an insight on ROI as well the feasibility of the business in terms of revenue generation (Porter, 2015).

2.5 Market research

Marketing research is critically important for the business. Truly market-led companies recognize that they need to always be in touch with what is happening in the marketplace. Customer needs are continuously changing, often in ways that are very subtle. For some companies, no major strategic decisions are made without first researching the market. However, this activity goes far beyond commercial organizations. Market research can play a role in many different activities. Research can be useful to help understand what customers want, to decide whether to launch a new product or not, to get feedback from customers about ongoing levels of services, to measure the effectiveness of a sponsorship campaign, and so on. (Jobber, 2006)

In concrete terms, it is important to carry out a market research to:

- Adapt one’s strategy, adapting the product range, the communications strategy, the pricing policy and the choice of the site in relation to the market research results.
- Professionalise the setting-up approach and convince financial partners and others to get involved.
- Estimate the turnover of the future organisation.
- To be able to decide whether to launch the business or not.

Both terms market research and marketing research are usually slump in literature. According to American Marketing Association marketing research is the function that links
customers and the public to the marketer through information. This information is used to:

- Identify and define marketing opportunities and problems
- Generate, refine and evaluate marketing actions
- Monitor marketing performance
- Improve understanding marketing process

Marketing research focuses on the important data which will help to solve issues, develop the methods for data collection, organizes the information collection process and analyses the outputs

2.6 Marketing Mix

The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4-Ps make up a typical marketing mix - Price, Product, Promotion and Place, but additional variables – People, Physical evidence and Process are included to produce a 7-Ps mix (Jobber, 2006). The best marketing strategy and marketing mix are found by first doing the market research and based on that planning the strategy, implementing it and then controlling it. The marketing mix is a crucial tool to help understand what the product or service can offer and how to plan for a successful product offering (Jobber, 2006).

![Marketing Mix Diagram](image-url)

Figure 1. The Marketing Mix (Jobber, 2006)
**Product**
Product is anything that satisfies customer needs. As such products differ in the way they do things, how they are used, how they are distributed and whom they are aimed. Within marketing products generally group together with others which satisfy broadly the same needs. Products and services fit into several different categories. Many are bought both by businesses and by consumers (Whalley, 2010).

**Promotion**
Promotion includes all of the tools available to the marketer for ‘marketing communications. Marketing communications has its own ‘promotions mix’, where different aspects of the promotions mix can be integrated to deliver a unique campaign (Whalley, 2010).

**Place**
Place is not just about the point of sale, it is about the total channel of distribution and a consideration of the value chain from raw materials through to the customer. As such it’s one of the most cross-functional areas within marketing and one of the vital areas in terms of the processes aspect of the extended marketing mix (Whalley, 2010).

**Price**
Refers to the value that is put for a product. It depends on costs of production, segment targeted, ability of the market to pay, supply - demand and a host of other direct and indirect factors. There can be several types of pricing strategies, each tied in with an overall business plan. Pricing can also be used a demarcation, to differentiate and enhance the image of a product (Whalley, 2010).

**People**
People are the most important element of any service or experience. Services tend to be produced and consumed at the same moment, and aspects of the customer experience are altered to meet the individual needs of the person consuming it (Whalley, 2010).

**Process**
The delivery of service is usually done with the customer present so how the service is delivered is once again part of what the consumer is paying for (Whalley, 2010).

**Physical evidence**
Almost all services include some physical elements even if the bulk of what the consumer is paying for is intangible. For example, a hair salon would provide their client with a completed haircut and an insurance company would give their customers some form of printed material. Even if the material is not physically printed (in the case of PDFs) they are still receiving a “physical product” by this definition (The Economic Times, 2018).

Though in place since the 1980’s, the 7 Ps are still widely taught due to their fundamental logic being sound in the marketing environment and marketers abilities to adapt the marketing mix to include changes in communications such as social media, updates in the places which it is possible to sell a product/service or customers’ expectations in a constantly changing commercial environment.

2.7 SWOT -analysis

A useful tool to analyse a company is a SWOT analysis. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats.

Figure 2. SWOT Analysis (Business To You, 2017).

A company’s strengths are its characteristics that give it an advantage over others (competitors). Sometimes these strengths are also referred to as unique selling points, firm-
specific advantages or competitive advantages (Business To You, 2017). The weaknesses of a company are those points where the company has a competitive disadvantage in comparison with their competitors. In fact, by the analysis of the internal environment of a company, it should be possible to determine the strengths and weaknesses of that company. The SWOT analysis should be a short summary of the internal environment.

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The opportunities and threats of a company consist of external influences. Opportunities are the external factors of the SWOT analysis that may positively influence a company’s performance (Business To You, 2017). Threats are characteristics of the external environment that may prevent the organization from achieving its strategic goals. A SWOT analysis is quite useful because with it, it is possible to see what a firm is and is not able to do in a quick and clarifying way.

The SWOT –analysis of MissaAnnikka is done to understand in more detail the product and its features. Table 3 shows the strengths, weaknesses, opportunities and threats of the business idea.

2.8 Business Model Canvas

The business model canvas is a useful tool for understanding a business model in a straightforward, structured way. This powerful business planning tool is made of nine blocks, which each represent an important aspect to consider for a successful business. Each block aims on one vital area of business planning and will help the entrepreneur to understand each part of the business before starting it up.
Figure 3. Business Model Canvas (Business Model Generation, 2013).

The right side of the BMC focuses on the customer (external), while the left side of the canvas focuses on the business (internal). Both external and internal factors meet around the value proposition, which is the exchange of value between the business and the customer/client (Bartlett, 2016).

Key activities are the core operations a company performs for making its business model work. This involves issue solving and managing the distribution channel. Value propositions is the promise made to the customers. It illustrates how the company will create value for them and this relationship is called a customer relationship. Customer segments are the targeted groups of people a company aims to reach and serve. Key resources are the most important assets required to make the business successful. The key resources might be physical – manufacturing facilities, buildings, vehicles and so on. Intellectual resources might be copyrights, patents, proprietary knowledge and so on. Financial or human resources can be owned or leased by the company or acquired from key partners. Channels are defined as the tunnels through which the business delivers to its customers products and services and becomes part of businesses sales cycle (Bartlett, 2016).
2.9 NABC-Analysis

Figure 4. represents the framework for NABC method. This analysis applies for the development, assessment, and presentation of ideas by analysing four components: Need, Approach, Benefits and Competition. Using the NABC method requires a thorough knowledge of the value proposition.

![NABC Framework](image)

Every element of the NABC method represents a vital category of analysis when analysing a new business idea. NABC is an abbreviation where N stands for Need, A for approach, B for benefits and C for competition.

**Need in NABC**

Who needs my product? Do they know their own needs? How do they describe their needs? How do I understand their needs? How big are their needs?

**Approach in NABC**

What is my solution based on? What is specific about my solution? In what way does it meet the users’ needs? Why are you the right one to provide the solution?

**Benefits in NABC**
What concrete advantages does your solution provide? Does the solution enable the user to save time or money?

**Cost in NABC**

Who are your competitors? Do the users know your competitors? What are the alternatives to your solution (what the user normally does)? Why is your solution better than the alternatives?

The NABC analysis of the business idea will take place later in the thesis.

### 3 Research results

The idea of MissaAnnikka is now further introduced and analysed. The SWOT analysis of the business idea will be done as well as the business model canvas and NABC Analysis. MissaAnnikka is the name for the presented online platform for market registration. The name is catchy and unique. The idea behind it is a young, blue-eyed blond Finnish girl that got too excited about being at the market that got lost from parents. Also, it has 4 letter duplicates – MISSAANNIKKA, which makes it very Finnish.

The general idea of the platform is to aggregate all events in Finland into one place and to simplify the searching process for those wishing to attend. It is an online-aggregating platform in a form of a website, which is meant to first help merchants to find a suitable marked and apply for registration. The website will allow merchants to filter events/mar- kets by price, dates, rating, location and theme. The purpose of the platform is to let organizers and merchants connect with each other in one place.

As mentioned earlier in the thesis, the target market area for MissaAnnikka would be Finland. Currently, in Finland there are about 600 professional travelling traders, 1200 outdoor market traders, and the number of part-time traders is increasing every year. The rough estimate for today’s situation is that there are 12000-15000 of them. Job opportunities for this large group are offered by the approximately 400 outdoor markets, 800 yearly fairs and 700 other events and festivals arranged each year in Finland (The
Finnish Central Organisation for Market and Fair Trade, 2017). Several facts show positive signs, that MissaAnnikka has the possibility to become a successful business idea in Finland.

The SWOT – analysis and the risk analysis are now introduced in general, after which the analysis tools are conducted from the point of view of MissaAnnikka. These two specific analysis tools are expected to explain the idea further to the reader within different perspectives.

3.1 SWOT Analysis

The SWOT – analysis of MissaAnnikka is done to understand in more detail the product and its features. Table 3 shows the strengths, weaknesses, opportunities and threats of the business idea.

Table 1. SWOT analysis of MissaAnnikka

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Professional coders, members of the team</td>
<td>• No brand awareness</td>
</tr>
<tr>
<td>• Low operating cost of the platform</td>
<td>• New brand name on the market</td>
</tr>
<tr>
<td>• Low marketing cost for the platform</td>
<td>• Limited resources</td>
</tr>
<tr>
<td>• Availability of new features</td>
<td>• Seasonality</td>
</tr>
<tr>
<td>• Existing networking</td>
<td></td>
</tr>
<tr>
<td>• High flexibility of work</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Partnerships with organizations</td>
<td>• Questionable market demand</td>
</tr>
<tr>
<td>• Create own events</td>
<td>• Unpredictable profits &amp; costs</td>
</tr>
<tr>
<td>• Mobile app</td>
<td>• Low barriers for entry for competitors</td>
</tr>
<tr>
<td>• Expansion</td>
<td></td>
</tr>
</tbody>
</table>

As explained earlier, strengths and weaknesses represent the positive and negative aspects from the internal point of view whereas opportunities and threats, in turn, represent
the external point of view. SWOT – analysis facilitates the consideration of further actions, such as writing a solid business plan and launching the website.

**Strengths**

As shown in the SWOT table for MissaAnnikka, the idea of starting up an online platform has several strengths. First, MissaAnnikka is a new concept on the market. Most of the competitors are providing information based on their location – Tampere, Turku, Oulu and other larger Finnish cities. The idea of this concept is to aggregate all possible information in Finland from all regions about markets/events, to provide a possibility to create different types of events and provide a possibility to register on them.

MissaAnnikka will be focusing on customer-orientated design, which will allow effective navigation, search and filter features as well as fresh and up-to-date information about the events. It is important for a merchant to know all of the possible information about the market from what the rental price is, the events length, the event theme, and if any parking and accommodation is provided for premium events. MissaAnnikka will gather all information during the event registration and will display it for the merchants. Later, after the event has happened it will be removed or marked as a past event. It means that the main page of the platform will show only fresh and future events so as not to confuse merchants.

The platform will provide a simple and fast check-in and checkout process. Nowadays, the registration process is complicated. To apply and register for the market, merchants must prove individually to each organization what product they sell and explain the processes of how they make them. MissaAnnikka will allow the merchant to include pictures and its description during the registration, so it will be added into account. During the application, organizers will click on the merchant’s account and check his products. This information will be added only once into merchant’s profile during the registration.

Another strength for the business idea is that it has low operating cost. Obviously, the costs of creating the programme might be high, but once it functions as an online service, the running costs would most likely be relatively low. Though, low operating cost is not a certain fact.

**Weaknesses**
The idea of creating this online application might require high investments in the beginning into marketing and promotion as well as on purchasing Finnish domains and the IT software on which the platform will be built. The author of the thesis is a student and the main source of the company’s budget will be attracted from external investments.

Entering a new market with the new idea is quite hard without having an already strong brand name. As was revealed in the questionnaire analysis, most of the people are searching for events through Google and Facebook, so it might take time to re-educate them to use new sources of information and technologies.

As was already mentioned, the author of this thesis research is a student and will be working with two other students on this idea. Working in a small team will require each member of the team to work on multiple tasks besides coding the website. Working on multiple tasks without relevant experience in sales, marketing, accounting and other important parts of the company will influence its quality. Later, when the company will start to grow, most of the tasks will be delegated to professionals.

Opportunities

Nowadays, technologies are improving every day. Mobiles, tablets and laptops are playing an important role in everyone’s life as one on the main sources of information. One of the biggest opportunities the company will face in the future is the launching of a mobile App. A Mobile App will allow its customers to track interesting happenings in their region daily and quickly register to the events that are of interest to them, because places are always limited.

One of the biggest opportunities is to build a partnership with some big event organizers in Finland, such as Messukeskus – the biggest event and conference centre in Finland. It will help to save resources and build a marketing strategy on the mutual benefits. For example, MissaAnnikka will provide a possibility to create events on the platform for free and Messukeskus will set banners during their events with the platform logos and webpage link.

The idea has a possibility to enter a new market and expand to other Scandinavian markets too. Indeed, the success of the website should be analysed in the beginning before the expansion.
Another opportunity is to create their own events on their own platform. Later, when the platform will gather the required information about the existing events and once they have been analysed, there might be a possibility to create missing and demanded events and markets in the specific area.

**Threats**

MissaAnnikka’s main threats are possible companies or organizations which might like the idea and outplay the idea with higher investments into their platform and bigger resources. Big companies with a developed brand represent the biggest threat for the business, because they have more resources, less funding issues and some sort of customer base existing already.

Uncertain costs into marketing is also a possible threat. As mentioned before in the Opportunities section, the company’s marketing strategy will be based on the partnership with big event organizers. It will require a specific number of vouchers to give away to merchants, banners to place around the events and so on. The investments into marketing will be based on the number of partners, their sizes and number of events they organized, so at the beginning it is very hard to forecast the marketing cost.

Concluding the SWOT analysis for the business, the author wants to point out that the idea of MissaAnnikka has more positive and promising aspects rather than negative. The goal is to minimize threats by managing risks in the right way.

### 3.2 Business Model Canvas

The business model canvas was introduced and applied from the point of view of the business idea to help understand the concept of the business plan. The standard canvas is consisting of nine parts, of which each describes a vital aspect of the business. The business canvas model is being used as the foundation for a business plan for an online platform. The market and people’s opinions are constantly changing, which is why it is important to systematically update and adjust the business model from time to time.
### Table 2. Business Model Canvas of MissaAnnikka

<table>
<thead>
<tr>
<th>Key Partners</th>
<th>Key Activities</th>
<th>Value Propositions</th>
<th>Customer Relationships</th>
<th>Customer Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payment Providers (e.g. PayPal)</td>
<td>Platform development and maintenance</td>
<td>A website for booking and organizing an event</td>
<td>24/7 Customer support</td>
<td>Event organizers</td>
</tr>
<tr>
<td>Event Organizers</td>
<td>City events, community engagement</td>
<td>Information about fresh up-to-date events</td>
<td>Online Event ranking</td>
<td>Event attendees (Merchants)</td>
</tr>
<tr>
<td>Local Social Media</td>
<td>Local market place development</td>
<td></td>
<td></td>
<td>Visitors</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Key Resources</th>
<th>Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selection of Finnish events</td>
<td>Word of Mouth</td>
</tr>
<tr>
<td>Platform</td>
<td>Social Media (Ex. Facebook)</td>
</tr>
<tr>
<td>MISSANNIKKA Brand</td>
<td>Local Events</td>
</tr>
<tr>
<td>Business Loan</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cost Structure</th>
<th>Revenue Streams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>Fixed cost for creating an event</td>
</tr>
<tr>
<td>IT</td>
<td>Fixed 5% fee from each merchant after booking a place. The price will depend on the event.</td>
</tr>
</tbody>
</table>

### Key partners

Event organisers are the main key partners for the business platform MissaAnnikka. They will help to market the platform and attract merchants on board in return for additional marketing for their event on the platform. In addition, it will help to gain recognition and potential customers by advertising, for which big social media companies would be needed, too. The potential partners for this business idea might be Finnish NRG Radio and Helsinginsanomat (Finnish newspaper). Payment solution should also be considered. The most famous and convenient ones are PayPal and NETS.

### Key activities

The main goal of the platform is to provide an up-to-date list of all types of events in Finland for those who are seeking for entertainment and for those who are seeking an event to sell their product/service.
MissaAnnikka is an online service platform and all activities would be implemented through the internet. The main activities include refreshing the list of events, finding new events and updating them on the platform, recruiting organizers on board, and providing a clear beneficial message to the organizers and merchants about the platform.

**Key resources**

The platform is the main resource the company will have. The author understands website development as do his two partners who have been working in the IT industry for over 10 years. MissaAnnikka will use existing competitor’s information to build their own website. All information about the events in Finland are public and might be found in an annual Finnish event catalogue. The goal is to develop brand recognition among all Finnish event organizers and merchants.

**Value propositions**

The value proposition of the presented business idea is a fast and simple way of reserving a stall at a market place for merchants for all industries. By creating an event on MissaAnnikka, the organizer of the event gets access to the merchant’s database on the website and notifies them that event might be interesting for them for their category. There are very few global platforms that classify merchants by their industry and notifies them about events only for their industry. None in Finland.

**Customer segments**

MissaAnnikka would have two types of customer groups: event organizers and event attendees (merchants). Event organizers, such as handcraft organizers, big conference organizers, small private event organizers would benefit by using this platform by attracting new customers and visitors.

Event attendees (customer group 2) can be divided into two subgroups: public and private customers (merchants). Private customers are small businesses or individuals who are seeking for a new market to sell their products and services. The public subgroup is a visitor of the website, who is seeking for entertainment and wants to know what events are going on in Finland now and in the future.
Customer relationships

The main goal of the platform is to develop an ongoing connection between a company and its customers. The relationship involves market communications, sales support, technical assistance and customer service.

It is very important to give both customer groups a possibility to provide feedback about the event. The trial period of first month of the premium account is also a good way to increase customer satisfaction and give a chance to enjoy all features provided on the platform.

Channels

In the best-case scenario, word of mouth would be the most powerful and effective marketing channel. Especially considering that company's resources are very limited. In order to start aggressively promoting the new platform and quickly capturing the market before the competitors enter it, partnerships with local social media outlets should be in place. The idea is to build a connection between the website and social media so both are getting benefits from working with each other. For example, radio channels might have free banners on the website and in return they would mention the platform on their radio once a day.

Also, event organizers are core channels for the authors business idea. Organizers already have a customer base and might attract them on the website. When two different organizers meet on one platform, they literally share their customer base with each other. In this case, merchants might find the more suitable market place for his/her products and services.

Cost structure

Financial calculations require further research and examination before being published. Therefore, the calculations are not published in this thesis research. The business idea is in a stage of planning, which means that financial estimates and figures are not currently needed but will be a crucial part in further business planning.
The major cost might consist of market advertising and IT software purchase. The members of the team will work on the platform without any salaries during their free time. The revenue stream would include registration payments, fees from profiles and fees from selling tickets to events. The pricing should be analysed in more detail to keep it simple and affordable for its customers, especially when brand has no recognition on the market.

3.3 Market research of Finland

3.3.1 Customer Analysis

Finland is one of the most developed countries in Europe with a relatively good economic situation. When it comes to the number of events and traders on the market the numbers are also quite high. Traders at outdoor markets and fairs significantly differ from each other. Now there are about 600 professional travelling traders, 1200 outdoor market traders. The following main groups are distinguishable from the mass: professional fair traders, professional outdoor market traders and part-time traders. The number of entrepreneurs in the former groups has not changed significantly over the last few years. In contrast, the number of part-time traders has increased a lot. The rough estimate for today's situation is that there are 12000-15000 of them. Craftsmen have also found outdoor markets and fairs to a large extent. Job opportunities for this large group are offered by the approximately 400 outdoor markets, 800 yearly fairs and 700 other events and festivals arranged each year in Finland (The Finnish Central Organisation for Market and Fair Trade, 2017).

3.3.2 Competitor Analysis

There are two types of competitors on the market – direct and indirect. Direct competitors are the ones who are offering a similar type of service. The main direct competitor on the market is the Finnish central organisation for market and fair trade. They collect all information about events and publish them annually on their own catalogue which might be purchased online and received by postal delivery. They also have a website (www.markkinat.net) with information about a number of events, but the website is not user-friendly and is only in Finnish. They do not provide the possibility to register for an event on the platform and there is no possibility to filter events by category, price, location and other important aspects the merchants consider when attempting to find the most suitable place to sell.
The second group of competitors are indirect. They also provide similar type of service but focus only on a specific category of events – premium class of events, for example only cars. One of the most famous ones in this industry is 10times.com online platform which gathers all information about ongoing and future premium events worldwide, such as World Trade Centre events in Dubai, China Marine Economy Expo in Zhanjiang, National Exhibition of Mechanics in Germany and these are just to name a few. They do provide a possibility to filter events by location, price and other aspects and they also provide a possibility to purchase tickets for the events there. However, these events are huge and attract millions of investors and people and miss small events which are too very interesting and attractive. The main goal of MissaAnnikka is to combine together those two types of platform, which will help to filter the types of events and register them for Finland in one place.

3.3.3 Segmentation

Targeting the right customers is a crucial aspect of the business. In the case of MissaAnnikka the customers are event organizers and merchants. Luckily the author, being a self-employed merchant for more than three years and having experience of attending all sort of events in Finland, has lots of contacts in Finland and specified insights about this industry. Most of the organizers might be found online and in catalogue of events from organization of markets and fairs. The author is also a very active merchant and can promote the new idea on the market in social media among other merchants. It is very important to know the target group and to be a part of it.

Potential customers are the ones who are interested to create an event from abroad and are looking for a new market to enter. The platform will allow them to do it quickly and efficiently. This is a preliminary analysis and the author understands that in real life there would be needed more information.

3.3.4 Distribution channels

In order to reach the targeted group of customers the platform is planning to work with partners. This is the fastest and the most efficient way of reaching the end-users. The main goal is to deliver a short and clear message to the future partners that by advertising
the platform they also promote themselves – symbiosis. The potential partners might be the radio and newspapers.

To reach the second group of customers – merchants, the platform is planning to attend as many events as possible on the market during the first six months and give away vouchers and brochures about the new possibility of finding and selecting events in Finland. This is a cheap and effective way to reach the target group. By doing so it will provide a chance to interact with the customers and listen to their opinions of what might be done better. It is very important to listen to the customers and adjust the products according to their needs.

3.4 Marketing Mix

Product (or service)

Obviously, services are more difficult to assess in terms of attributes in comparison to tangible products. The main product is a possibility to create the events and purchase tickets on them as well as a possibility to display sponsors and their banners on the webpage.

Place

The business would not have premises at the beginning and will be operated distantly online. The main idea of the business is an online platform for providing services. The place is the internet, where end-user can see the ongoing events and purchase tickets on them.

Price

The pricing will be divided into two major groups for premium customers and basic customers for both groups. For the event organizers would be the subscription based premium accounts which will allow them to create an unlimited number of events and use all possible features. Same applies for the merchants. The premium account will cost money and will allow them to see events earlier than others to book better places as well as to use all filters. The price modelling process is one of the most complicated aspects of the business and in this case should require additional analysis and information.
Promotion

The promotion strategy will be divided into three different groups: advertisement, design and target groups. MissaAnnikka will involve all traditional social media sources – internet, radio and newspapers. The business will work with social media as it is affordable, accessible and proven on the market.

The second promotion way is simple, efficient and user-friendly design. The website design should express the fun and joy of attending events, festivals, educational expos and so on.

The main priority of the business is customer satisfaction. The company’s goal is to focus on a long-term relationship with the customers with a long-Life Time Value (LTF). The plan is to provide unique feathers on the platform, which are not offered by competitors on the chosen market. The goal is to provide fresh and up-to-date information on the website. The effect should be wowing when using the platform, so users will use the most powerful source of spreading the information – word-of-mouth. The platform wants to prove that attending and finding events is simple and fun and might be done through one-click.

Premises

The premises do not play an important role in the business. This business is online and even working from home might be suitable to write codes and send requests and B2B offers to potential customers. In the future, when the staff will start to grow, there would be a consideration of finding a better place to manage people and work together.

3.5 NABC -Analysis

Two types of customer groups of MissaAnnikka were analysed separately in order to understand them through the NABC analysis. Both dramatically differ from each other. MissaAnnikka has two target groups of customers – attendees (merchants) which are searching for ongoing and future events to participate and the second group are event organizers, who are using the platform services to create an event for additional inflow of merchants.
Need

Attendees are looking for an event to participate with their products. Each merchant is unique and producing or providing their own service which is different from others. For this need, they need to find a right place to sell their product/services and to leave the event with profit. The platform will help them to filter events by category, display them how many merchants are attending the event and what types of products/services they offer, so he/she can forecast the outputs of the event.

The second group of customers (event organizers), using MissaAnnikka service when they need more recognition and to attract more customers, both of which lead to an increase in popularity.

Approach

Both target customer groups have different types of needs and wants, which effects on the way of approaching them. In order to approach organizers, the traditional social media will be used. The organizers should clearly see that their events on the platform will be marketed and nicely promoted. The main approach is to provide a clear message to the organizers that by using the service they get only benefits – Facebook is one of the most powerful tools of targeting people nowadays.

To approach merchants, the platform is planning to attend as many as possible events on the market with vouchers and brochures. Talking face-to-face will help to understand the new business idea and to hear tips of how to improve and make it better. It is essential part of starting a business just to talk to the customers before moving on. They know better than anybody else of how to make it better.

Benefits

Both groups of customers are benefiting after using the service. The organizers will get customers (attendees) and event recognition among them. Higher flow of customers will help to select right merchants onto event, which will result in a better choice of products for visitors. It all too familiar situation when visiting some Christmas party and seeing only ladies selling Christmas socks. With the higher flow of merchants, it would be easier
to create an additional variety. This is a low-cost channel to approach customers and very efficient since the platform will be built precisely for them.

For the second customer group (merchants) it is a fast and cheap way of finding and registering for the event. No need to anymore order catalogues to see and choose events and no need to order newspapers. Now all of the information will be published in one webpage and filtered for the merchant’s needs. With one button click the merchant can apply to book a place to attend.

**Competition**

As was mentioned earlier in this thesis, there are two direct and indirect competitors which are providing similar service. Safe to say, they differ from the author’s business idea. One competitor is only focusing on premium class events worldwide, when the other focuses only on small ones and does not provide the possibility to filter and register for events. Information there is only in Finnish prevents foreigners to use their service. It would be great to combine them within one platform to make a user-friendly design with fresh up-to-date information and the possibility of creating and filtering events.

**4 Empirical research**

Before starting up a business in a niche market with a limited information about the industry, the founders have to make sure that future customers have a similar, or the same, opinion about the current situation in the market. One of the best and most efficient ways to analyse the target customer group is to conduct a survey. It minimizes the risks of failure and is relatively cheap in comparison with other forms of market researches.

The conducted questionnaire survey was created based on the target questions of the research. The author wanted to prove that other traders/merchants have a similar opinion about the market research processes as he did. The survey has ten questions of which some were multiple choice question, some were meant to be rated from one to then and some had a possibility to write a free opinion.

The survey was conducted during The Helsinki Baltic Herring market in 2018. It is the oldest ongoing event in Finland, it has been held since 1743 and attracts all food and
craft lovers from all over the Finland to Helsinki (City of Helsinki, 2018). The author questioned randomly chosen 35 merchants which were attending the mentioned market. The survey was done in two days, because merchants were very busy serving the customers and answering the survey at the same time.

The survey was conducted in English as the thesis research and program degree the author is studying at is in English. Pretty much all merchants that are attending trade markets are facing a high percent of tourist, foreigners as customers, so the level of English should be sufficiently high to manage to sell their product.

In this section the survey questions and answers will be introduced. The questionnaires can also be found in the given format in the Appendix 1. The main idea of the survey was to make it clear and understandable for the respondent to get all answers. The goal of the survey is to see whether the respondents are supporting the idea of simplified platform for markets registration in Finland or not.

The survey consists of 10 questions. Each question of the survey has a specific purpose for this research. Question number one asks survey participants’ age, and the answers are divided into the groups. The groups are designed to be this way to discover opinions varying by these age groups. 55 or older is the last option to choose from, because elderly might not understand the idea of the MissaAnnikkaa.

Question number two is about participants’ gender and question number three the industry the merchant operates. The purpose of these two questions is to understand what difficulties are standing out when it comes to the gender and industry.

Questions from four to nine ask the participant about markets and market research processes. Next question asks about participation in events while question number five asks for survey participants’ opinions on the most critical aspects of choosing a market place. In addition, question number six helps to understand how participants are looking for the events by and question number seven ask the participant how hard it is to find a good market to sell the product. The purpose for these types of questions is to determine customers’ feelings about events in general and event planning as an individual. Basically, the questions from four to eight prepare survey participants to answer the last question.
The last question number nine asks the participants about the business idea itself. The author wanted to know what they feel about the idea and if they want to use it in the future.

4.1 Observations & Findings

The observations and findings part of the thesis will analyse the collected data and provide findings in the research. Altogether, in the survey participated 35 participants. After the surveys was collected and studied the data was structured and relevant charts applied in order to better visualise and understand the data. The author himself conducted all of the following charts.

Based on the data provided in Figure 5, most of the survey respondents are 46-55 years-old merchants within the share of 40% of total. Moreover, the second biggest group of participants are 36-45 years old, which is 34% of the grand total. Together these two groups form 74% of all respondents. Basically, majority of respondents are 36-55 years old merchants. It might be explained by the fact that in Finland are 12000-15000 of part-time merchants. These people sell their crafted products on their free time, mostly on the weekends or holidays as a source of additional income.
Number of respondents by the gender has evenly distributed between the females and males. Males 48% and 52% as females. Sometimes gender plays a role in one’s individual habits and decision making. Also, it is beneficial to know the gender since it might help in the future to choose a correct marketing channel to reach the merchant. Furthermore, the industry in which merchants operates has a significant impact on the market searching processes. As in every market, there might be a higher demand on one products and services over another.

![Industry Chart]

**Figure 6. Industry**

As Figure 6 illustrates that the most (37%) of the survey respondents are operating in the jewellery industry, handcrafted products are the second biggest group of respondents (31%), 11% of respondents are representing a food industry, 9% of respondents are working with textile as well as 9% are artists. Some respondents have entertainment industry (3%). Based on the authors experience, jewellery and handcraft merchants are representing the biggest number of participants of majority of Finnish festivals and indoors/outdoors fairs. It can be easily explained by the fact that these types of event attract females more than men.
Figure 7. Participation in Events

Figure 7 illustrates the answers distribution for the fourth question of the questionnaire. The majority, 43%, participate into events sometimes – from one to three times per year. The author noted that the duration of the markets were not taken into account, it means that the merchant might attend only two events per year that might last for six month each. For example, Kauppatori market in Helsinki is officially open for the whole year, when the actual sales time is six months during the summer time and one month during the winter. 29% of respondents do it more often – from three to five times. Moreover, 14% are do it five to seven times as well as 14% even more than that. The last two groups of merchants might be considered as professionals and form 10% of all traders in Finland.

The next question in the survey was about the important aspects for choosing a market to attend. 100 % of all respondents marked price as highly important criteria for choosing the market place. Based on the authors experience of attending over 15 market events in Finland, the rental stall price might dramatically vary from one market to another. For example, Kauppatori market place in Helsinki costs 22 euros a day for renting a 3x3 square meter place, when the Christmas market in the same city during the winter might
cost 200 euros a day. The price depends on the location, on the marketing invested into the event, guests and many other factors. Another two important criteria are location and season. 80% and 74% of respondents in accordance marked it as highly important. Topic/theme of the event and event duration are not considered as high importance aspects for respondents. Since for the majority of merchants at events is a part-time job, they prefer it to be on a weekend or summer time on holidays. Based on the conversations with respondents, they said: “it does not really matter how long the market is, the most important factor is how it is organized and marketed. If I can sell 10000 EUR worth products a day its better than I do the same in one week”. Profile of other attendees and brand of organization were the least important criteria. Only 10% of respondents said that it is important for them.

![Market research tools](image)

**Figure 8. Market research tools**

The survey participants were asked, what are they using for searching a market to attend. Figure 8 displays the tools used. The majority of 57% are using Facebook as their main tool in the market research processes. Also 26% are using Google. Friends are the 3rd popular source of information for a market research when only 6% are using the current platform for attending and searching an events.

The data mentioned above shows, that 83% of all respondents are using Google and Facebook as the main source of information. It means that nowadays there is no platform where Finnish merchants can get a good information about the current situation of events.
in the region they operate. Friends is also one of the most reliable sources of information for searching a place to sell. Friends might provide with insights, prices, organization and outputs of the event, when organizer would not. Only 6% of respondents said that they find information from markkinat.net, which is relatively small in comparison with mentioned before Facebook and Google.

Next question was asking the respondents to mark from one to ten how hard it is to find a good place to sell their products. Majority, 74% (who marked from ten to seven), think that the event research is a very hard and time-consuming process, the information is unclear and very limited as 26% did not think so (from six to one).

The data shows, that event research process is complicated and time-consuming. It proves the authors theory and strengthens the idea of creating an online platform for a more organised and simplified way of searching the market places.

The next question was asking the respondents, how the events and festivals are organized in Finland. The respondents were asked to mark from one to ten the answer, where 10 is highly organized and 1 poorly organized. The author broke down the answers into three major groups: highly organized, normal and poorly, where from 10 to 8 is high, from 7 to 5 is normal and from 4 to 1 is poor. 55% of respondents considered event organization is very high. The author shares the opinion of respondents who marked event organization as high. Based on authors experience, the organizers of events in Finland usually call in advance and provide participant with all required information regarding the market. Markets also provide a possibility to come in advance before opening and check the place. Participants also get invite tickets for friends and families, so they do not have to pay for extra. 32% considered organization as normal.

Based on the conversations with respondents, the main problem in organization is marketing. Many markets are lacking visitors and it is easily explainable. Finland holds over 2000 markets a year. It means that many markets are running at the same time in different parts of the city. If there is no mutual database online which involves all information about the markets, the organizers will not consider other organized events and only the most marketed place will attract most visitors. Using the platform, small organizers that do not have enough media power and resources in marketing would not run same theme market as the same time as more branded organizers. Only 13% of respondents marked markets as poorly organized. Perhaps, these respondents were not lucky to attend a
nicely organized market. The platform will help merchants to rate the market and filter good ones from the bad in the future. It will prevent unprofessional organizers to make money on behalf of naïve merchants.

MissaAnnikka as event searching tool

As Figure 9 shows, most of 80% (28 respondents), consider the idea as potentially helpful in event searching process, when 11% (4 respondents) already found their most efficient and least time-consuming way of finding a market. Moreover, 3 respondents (9% of respondents) said that they already use similar platform for this purpose – markkinat.net. Markkinat.net have their own annual catalogue of most events in Finland and as well newspaper. Still, based on the answers above for question 7, 94% of participants do not use this source of information, which tells the author that there is a chance to create more simple and user-friendly way of helping merchants to find and register on the market.

Based on the questionnaire results, MissaAnnikka has potential to turn into a real business. Many of respondents admitted that they struggle in searching for a good market place as well as it is a time-consuming process. Based on the information from the research, we can see that the absolute majority of participants are using only Google and Facebook as a primary tool for their research. Furthermore, what is most important is
that most respondents admitted that they need a platform which will help them easily to find and register on the market place.

5 Conclusion

The goal for this research was to understand, whether MissaAnnikka, as a new business idea is feasible enough to become a real business. Based on the conducted research, the answer appears to be yes. According to the survey responses merchants are admitting that they are lacking a good tool for finding a good market and they are confirming that it might be very useful in terms of time saving and cost to create proposed online platform. Merchants also admit that the existing process of finding and registering on markets is time-consuming and costly. Only a few, two out of thirty-five respondents, are satisfied with the current situation.

There are very few competitors on the market that are providing similar service but focusing on two different customer groups and type of events. The goal of this new business idea is to combine them both and provide a unique service to the target customers. In addition, MissaAnnikka will be the first platform in Finland which allows merchants to create a merchant account and receive notifications on there for their just created event which is matching to a merchant’s background, product or industry.

There is always a risk that massive competitors might enter the market with higher capital and social media power. The presented idea also requires further additional analysis and pricing modelling. The most challenging part would be to convince event organizers at the beginning to publish their events on the platform with very little audience. To do so, the author is planning to use flexible pricing model, which was done by YouTube. The idea is to make service fully free, but later to start adding extra features for money. It will help the platform to get audience at the beginning.

As was mentioned in the thesis, there is also a possibility to use data and merchants contacts to start creating own events, which will be another revenue channel for the business. Ideally, is to gather all merchants from Finland in one place and to use this data to see the biggest demand in a specific industry.

The marketing mix and SWOT-analysis supported the study and gave an even clearer view of the outcome of the planning and the survey. The Business Model Canvas was
the main tool for business planning and helped the author to understand the business more. In conclusion, it might be said that there is still space to learn and analyse the feasibility of the market. The presented research, as was many times mentioned during the research, is a base for the future studies and researches. The author got the expected results from the research and will focus on implementing the idea on the market with their teammates. Many recommendations were given by potential customers and merchants during the survey, which will be helpful to the author.

The author will start working on the idea in Finland. If Finland proves that there is a bigger market in Europe, there would be a possibility to extend the website on an international level. All in all, MissaAnnikka has a possibility to become a real business on the Finnish market.
6 References


https://wisesyracuse.wordpress.com/2013/02/13/easy-ways-to-test-feasibility-of-your-business-idea/
**Appendix 1. Questionnaires**

**Layout of Questionnaire for the online platform in table format.**

<table>
<thead>
<tr>
<th>N</th>
<th>Question</th>
<th>Answer Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Age?</td>
<td>• 16-25&lt;br&gt;• 26-35&lt;br&gt;• 36-45&lt;br&gt;• 46-55&lt;br&gt;• Older than 55</td>
</tr>
<tr>
<td>2.</td>
<td>Gender?</td>
<td>• Male&lt;br&gt;• Female</td>
</tr>
<tr>
<td>3.</td>
<td>Main Product?</td>
<td>Own Answer</td>
</tr>
<tr>
<td>4.</td>
<td>How many markets do you attend on an annual basis?</td>
<td>• 1-3&lt;br&gt;• 3-5&lt;br&gt;• 5-7&lt;br&gt;• 7 and more</td>
</tr>
<tr>
<td>5.</td>
<td>Please indicate the importance of each aspect related to the market for you when you are registering:</td>
<td>• Price&lt;br&gt;• Location&lt;br&gt;• Topic/Theme&lt;br&gt;• Length of event&lt;br&gt;• Profile of other attendees&lt;br&gt;• Organizers reputation&lt;br&gt;• Season</td>
</tr>
<tr>
<td>6.</td>
<td>How are you looking for markets? Specify the process (Facebook, Friends etc.)</td>
<td>Own answer</td>
</tr>
<tr>
<td>7.</td>
<td>How hard it is to find a good market to sell your product?</td>
<td>Mark from 1 to 10</td>
</tr>
<tr>
<td>8.</td>
<td>Evaluate the way markets are organized in Finland?</td>
<td>Mark from 1 to 10</td>
</tr>
</tbody>
</table>
9. How would you feel if all the events in Finland would be published on one webpage online where you can apply for each market and register/apply for them?

- Good idea
- I already use it (specify the platform)
- I like the way I do already

Layout of Questionnaire for the online platform in non-table format.

Moi! My name is Pavel and I am currently finishing my Bachelor of Business studies in Helsinki from Metropolia University of Applied Sciences. The main goal of this research is to understand how difficult it is for merchants to find a place where to sell their products in Finland (festivals, fairs, handmade-craft events) and register for them. The author of the thesis has the possibility to analyze the work and to come up with a solution.

1. Company Name (Optional):

2. Main Product (e.g. jewelry, textile):

3. How many markets do you attend on an annual(yearly) basis:
   - 1-3
   - 3-5
   - 5-7
   - 7 and more

4. Please indicate the importance of each aspect related to the market for you when you are registering:

<table>
<thead>
<tr>
<th></th>
<th>Not Important</th>
<th>Somewhat Unimportant</th>
<th>Neutral</th>
<th>Somewhat Important</th>
<th>Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td></td>
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<td>Location</td>
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<td></td>
</tr>
<tr>
<td>Topic/Theme</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
Appendix 1

3 (3)

<table>
<thead>
<tr>
<th>Length of event</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Profile of other attendees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organizer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Season</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

 Anything else you think is important for when you sign up to a market?

______________________________________________________________

5. How are you looking for markets? Specify the process (Facebook, friends told me etc.)

______________________________________________________________

6. Mark from 1 to 10 how hard it is to find a good market to sell your product, where 1 is very hard and 10 very simple.

1 2 3 4 5 6 7 8 9 10

7. Do you feel that you have missed good markets because you did not know of them?
   - Yes
   - No
   - Maybe

8. In your opinion, how are markets organized in Finland? From 1 to 10, where 1 is not well-organized and 10 very well-organized.

1 2 3 4 5 6 7 8 9 10

9. How would you feel if all the events in Finland would be published on one webpage online where you can apply for each market and register/apply for them?
   - Good idea
   - I already use it (specify the platform ____________________________)
   - I like the way I do already

10. Do you have any suggestions for improving the events registration processes?

______________________________________________________________

THANK YOU!