

Branding Plan for New Restaurant – Ravintola Mount Nepal

Suman Bhandari



Author(s) Suman Bhandari	
Degree programme International sales and marketing	
Report/thesis title Branding Plan	Number of pages and appendix pages 30+2
<p>The commissioner of the thesis is Restaurant Mount Nepal. The thesis was made for a newly open Company Visit Nepal Oy . The newly company Visit Nepal oy is a part of Restaurant Mount Nepal. Currently, they are operating their brand in Espoo and Kereva. They are planning to open a new brand in Helsinki Center . Hence, they will open in Kamppi from the 1st of January 2020.</p> <p>The main reason to write my thesis is to create branding plan for Company Visit Nepal oy. The objective itself is to create Branding plan and also to provide insights into the brand development by analyzing the best branding practices used in other ethnic restaurants in Finland.</p> <p>The thesis consists of four main parts :Introduction, theory, methodology & findings and conclusion. First part will consist- of general information about the company, its objectives problems. While in theoretical section branding , branding theories - are discussed. The third part details the methodology and the findings that are deducted from the research and followed by the conclusions and recommendations.</p> <p>Research process and methods which includes benchmarking results and suggestions. Then followed by discussions and conclusion. In addition, the author has observed different restaurant premises and compared it with the case company.</p>	
Keywords Brand Building brand image, brand , branding ideas, brand process	

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1 Introduction

The restaurant industry is a low margin industry with the lot of competition. Trend of food culture is changing all around the world and Finland is a part of this. Because of the lot of competition newly opened restaurants are merging quicker than ever and the old ones are forced to fight for their place in the industry. Hence, to be able to survive the restaurant must evoke emotions in their customers. Whether it's trust, excitement, uniqueness or any different feelings. To deliver those feelings a methods of marketing and branding can be used for this purpose.

The first Nepalese restaurant came in operation in 1990s and since then every year the number of restaurant is increasing rapidly. Especially in metropolitan area there are a lot of Nepalese Restaurant. Nepalese cuisines are the second popular ethnic food after Chinese according to (Reijosfood, 2014). According to (Raento & Husso 2002), the most popular ethnic restaurants are Chinese restaurants and pizza-kebab and salads restaurants, then the other ethno-regional restaurants such as Mexican, Indian, Russian and other Asian restaurants.

The topic of the thesis revolve around restaurants, Branding and especially make good Branding plan for the case company Mount Nepal. The case company for this thesis is Ravintola Mount Nepal. The thesis was commissioned by CEO of the company Mr Durga Prasad Kharel and the aim is to create branding plan to survive in new market. The reason to this company is because I have 20% share on the new branch that they are planning to open from February 2020. This allowed through access to information about Restaurant Mount Nepal in general.

1.1 Case Company

Ravintola Mount Nepal was established in 2015. There are total number of 2 shareholders in Espoo branch likewise 3 in Kereva. They will open a new branch in heart of Helsinki from the start of February 2020. Being a high capital investment in new branch there will be 5 shareholders in Kamppi branch. All the shareholders will be working as full-time employees in newly open branch. Currently, the restaurant offers authentic Nepalese cuisine and beverages in the Espoo and Kereva. Currently their branch is in Espoo and Kereva. The thesis intend on creating branding plan for newly open restaurant mount Nepal.

Ravintola Mount Nepal Kamppi (Visit Nepal oy)

Visit Nepal oy (Ravintola Mount Nepal) will be a new fine dining Nepalese restaurant in heart of Kamppi located in Fredrinkatu 46 . . Visit Nepal oy will be a Limited company with the five shareholders It will start is first operation from the 1st of february. This will be the Nepalese restaurant to be opened in the central region and will have approximately 150 seats. The restaurant has 400msqaure of area. Visit Nepal Oy will feature a cosy dining room and comfortable finishing's and décor with Nepalese cuisines and offer both vegetables and non-vegetarian dishes. There are variety of popular cuisines in Nepalese restaurant some of them are Chicken Curry, Chicken Tikka Masala, Lamb Curry , Chicken Corma, Saag Paneer. There will be differ in the menu depending upon the time of the day. Menu will consist of nine to ten choices during lunch hours and change every day in weekends. It means that there will be different option in food every day. During dinnertime and on weekend, customer will have an options of choosing from normal menu which will consists of wider choices.

1.2 Aim of thesis :

Aims and objectives are the 'ends' that the company wants to achieve. And after the organization has to decide the sources and means it will use to acquire those ends, draw up a plan and devise a strategy. Many organization have common or overall aims which they can spread down into specific objectives or targets (Business case study 5 November 2019).Hence, our aim is to build a strong branding plan for the new restaurant Mount Nepal by comparing successful companies techniques. As, this company will be new so, we will to carry Ravintola Mount Nepal in a correct path towards its goal and objectives by creating branding plan. Our aim is also to analysis the new ways of branding techniques and also following the branding techniques of successful companies.

Structure of Thesis

The thesis will be divided into following chapters :

***Chapter 1**

includes Introduction

***Chapter 2 :**

presents the different theories.

***Chapter 3**

:summarise the theories

***Chapter 4 :**

shows Methods and findings (Benchmarking as a method is applied)

***Chapter 5:**

Shows Swot analysis after benchmarked

***Chapter 6:**

Shows conclusion and recommendations

2 Branding of Restaurant Services

(According to Elizabeth Smith 2018) A brand tells customers what a restaurant is all about. A good restaurant brand extends across all part of the business, from the interior design to the marketing materials. Brand sets the restaurant apart from its competitors and creates a corporate personality. When done good, a brand gives visual and emotional cues to potential customers.

There are multiple benefits of branding for the restaurant. Restaurant industry is one of the most competitive area and being different is the key to success. Best branding technique can have an impact on customer perception, behaviour and seizing new opportunities in the market. According to (Dabeva 2012 , 257) customers tend to favour strong brands over weak ones which should be the driving factors in pursuing a better and more stable brand. Continuous brand can help to gain more loyal customers that helps the business to survive.

2.1 The concept of Branding

Brand plays a vital role in 21st century business. Brand is a logo sign ,or name of the business that comes in customers mind while thinking about any product or service. Brand is a term which is closely linked to a product or place's picture and reputation in that it "captures the idea of reputation observed, reputation valued and reputation managed (Anholt, 2010, p 20).

"A name term , sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors" (De Chernatony and Riley 1997, p 90). A brand is a product or service or an organization, considered in joining with its name, its identity and its reputation (Anholt, 2007, p 4). Brand is a powerful tools to communicate a preferred image of products, services, or indeed places (Morgan Pritchard & pride, 2004)

In searching for a definition of what a brand is it is illuminating to consider the differences between a product and a brand:

- You buy a product for what it does: you choose a brand for what it means.
- A product sits on retailers' shelves ; a brand exits in consumer's mind

- A product can quickly be outdated; a brand is timeless.
- A product can be copied by a competitor; a brand is unique.

A product becomes a brand when the physical product is augmented by something else- images, symbols, perceptions, feelings- to produce an integral idea greater than the sum of its parts. A brand might be composed of a single product, or it might be made up of multiple products that span many categories. But at its core there remains a soul, a distinctive identity and image that resonates with its consumers and transcends its physical representation in terms of product format. Lysol is the brand; Lysol Anti-Bacterial Kitchen cleaner is the product (Brand Meaning, Mark Batey p 4).

Brand simplify consumer purchase decision. Over a time period, consumer discover the brands which fulfil their needs. If the consumer identify the particular brand and have knowledge about it, then they make a quick decision which helps them to save a lot of time, Also they can search for a product. Consumer remain stick to the brand and loyal to the brand as long as they believe and have an implicit understanding that the brand will continue meeting their expectation and performed in desired manner continuously. As long as the consumers get benefits and satisfied from the consumption of the product, they will more likely continue to buy that brand. Brands also plays a vital role in signifying certain product features to consumer.

TO seller point of view what brand means and signifies :

- Sign of quality to satisfied customers
- Financial returns means
- Way of legal protection of products
- Process of identification to easy handling
- Basic of competitive advantage

To consumer point of view what brand means and signifies:

- Time management
- Lower Risk

- Quality Symbol
- Source of Product
- Less search cost

–

In the Summary, a brand can be defined as a promise of a seller to provide continuously a unique set of advantages, characteristics and service to the consumer/buyer. Some of the well-known brands are Apple, Google ,Sony, Nokia, Amazon, Samsung, Burger King, taco bell, Disney, etc.

2.2 Developing brand and branding process:

Business branding is one of the most important steps in building a company. It helps to give a company a unique personality, and establishes a differentiated position in the market that attract the right customers (Jia wertz. 2017).

What do you need to be the best?

Concentration. Discipline. A Dream -Florence Griffith Joyner, Olympic gold medalist

An orange ...is an orange... is an orange. Unless, or course, that orange happens to be a sunkist, a name eighty percent of consumers know and trust .Russell L. Hanlin, CEO, Sunkist Growers (Anker 1996 Building strong Brands p.1)

– **Below are the top 10 valuable brand of 2019.**

Rank 2019	Rank 2018	Brand	Domicile	Sector	Brand Value (USDm)
1	1	Apple	USA	Technology	234.2
2	2	Google	USA	Technology	167.7
3	3	Amazon	USA	Technology	125
4	4	Microsoft	USA	Technology	108.8
5	6	Coca- cola	USA	Technology	63.4
6	5	Samsung	USA	Telecom	61
7	7	Toyota	Japan	automobile	56.2

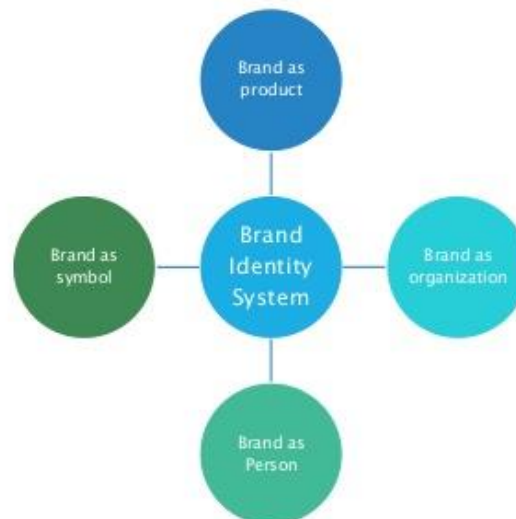
8	8	Mercedes Benz	Germany	Car	50.8
9	10	McDonald's	USA	Telecom	44.53
10	14	Disney	USA	Film	44.3

Table 1: World's top 10 valuable brands of 2019 (Business Insider, 2019)

2.2 The four perspectives by David Aaker:



AAKER MODEL:

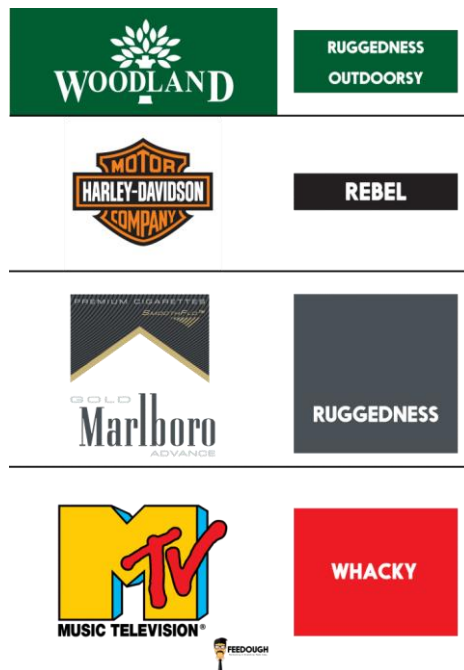


2.2.1 Brand Personality :

The concept of brand is divided in four parts: brand as a person , brand as a product, brand as organization, and brand as a symbol. The first perspective, brand as a person, deals with having a unique personality for the brand and the different personality character. These personality character may be for example energetic, genuine and natural (Aaker 1996 p 78-83). Brand personality is basically a set of human features or traits that are assigned or embedded with in a brand. According to Zanthus corp (2011) Brand personality comes into existence when human-like adjectives like unique, caring , funny, trustworthy, creative, rebel dishonest etc. Are the part of brand characteristics. According to(Aaker 1996 p 78-83) there are five core dimensions of brand personality model which are

- Sincerity

- Excitement
- Ruggedness
- Sophistication



***Brand personality of woodland :**

They use the color green which represents nature , to build a personality of being outdoorsy. Woodland got the ruggedness, outdoorsy and ready for adventure personality through its product hard boots which means for adventures and smart marketing strategy.

***Brand personality of Harely Davidson :** It has got a personality of rebel from the start. The logo and bright dynamic colors have helped them to build this personality .

***Brand personality of Marlboro :** Marlboro got a personality of being tough through its different marketing strategies which included” Marlboro cowboy” ‘The tattooed man’ and ‘The marlboro man’

***Brand personality of MTV :** The company tried to position itself to different from the other usual music videos . The concept of VJ’s followed by cool logos and taglines, like ‘I want my MTV and MTV’, is here which helped them stand out

2.2.2 Brand as-product

According to Aaker (1996 pp 78-82) brand as a product is his second perspective. This perspective claims that the product-attribution fixation trap, product-related associations should be avoid and will almost always be an important part of a brand identity because they are directly linked to brand choice decisions and the use experience’s brand-as product perspective consist of the product scope, product related attributes, quality and value, associations with use occasion, associations with users and link of the country origin (Anker pp 78-82).

Brand as a product

Perspective	Description
Product scope	Associations with product class -with what products the brand us associated? -Hp Jet line – Pinter’s (ink jet, laser jet) Compaq- Computers Baskin Robbins – Ice cream
Product Attributions	-Attributes directly related to the purchase or use of a product can provide functional benefits and sometimes emotional benefits for customers.(Aaker 1996 pp 80) -Emotional/Functional Beliefs -A product related attribute can create a value propositions by offering something extra (like features or services) or better
Quality/Value	Value is closely related to quality; it enriches the concept by adding the

	price dimension. The quality element is one product-related attribute important enough to consist work around there separately.
Uses	According to (Annker 1996 p – 81)Some brands successfully attempt to own a particular use o application, forcing competitors to work around the reality. Clorox bleach has become strongly related with whitening of clothes even though bleach can be used for cleaning and disinfecting a wide variety of things
Users	Another process is to position a brand by a type of users. The brand can be positioned also by a type of users (Gerber, Babies, Mobacco . men’s wear-classic—Avon female elegant
Country Of Origin	One more strategic option is to associate one’s brand with a country or region that will add credibility to it. According to Aaker (1996 p .82) the brand connection with a country or region implies that the brand will provide higher quality, because that country or region has a heritage of making the best within that that product class. (Swatch : swiss)

2.2.3 Brand-as- organization

When comparing organization and product attributes, the organizational attributes are more enduring and resistant to competitive claims (Zanthus corp 2011) . It focus on attributes of the organization rather than those of the product or the service such as :

- Innovation
- Drive for quality
- Concer for the environment
- Culture
- Values
- Programs for the company
- Visions

Some brand aspects can be described as product attributes in some contexts and organizational attributes in others. Quality or innovation, for example, could be a product-related attribute if it is based on the design and features of a specific product offering. If it is based on organizational culture, values and programs (thus transcends a particular product model context), however, it would then be an organizational-related attribute. In some cases there will be a combination of two views.

Organizational attributes are more enduring and more resistant to competitive claims than are product attributes. According to (Aaker 1996 p 83) it is much easier to copy a product than to duplicate an organization with unique people, values, and programs. Secondly, organizational attributes usually apply to a set of product classes, and a competitor in only one product class may find it difficult to compete. Third, because organizational attributes such as being innovative are hard to evaluate and communicate, it is difficult for competitors to show that they have overcome any perceived gap

Aaker 1996 p 83 described that organizational attributes can contribute to a value proposition. Associations such as a customer focus, environmental concern, technological commitment, or a local orientation can involve and self-expressive benefits based on admiration, respect, or simplifying. Hence, they can also provide credibility for the product claims of sub-brands.

2.2.4 Brand as- symbol

The last perspective is brand-as-symbol, which includes visual imagery and metaphors and brand heritage. There are different type of symbols: visual imagery, metaphors and the brand heritage. According to (Aaker 1996 p 84-85) a strong symbol can provide cohesion and structure to an identity and make it much easier to acquire recognition and recall. Its presence can be a key ingredient of brand development and its absence can be a substantial handicap. Visual imagery, metaphors are memorable and they are powerful. Symbols involving visual imagery can be memorable and powerful. They are more meaningful if they involve a metaphor. A vivid meaningful heritage also can sometimes represent the essence of the brand. According to Zanthus Corp (2011). It will make a lot easier to gain recall and recognition and also strong symbols provides more cohesion and structure to an identity. Symbols involving visual imagery can be memorable and powerful :

*Nike's "swoosh"

*McDonald's golden Arches

*Kodak Yellow

* Coke classic can or bottle

3.0 Brand Elements :

Brand is a mixture of different elements. Development of strong brand takes more time effort as well as elements should be matched together. Figure 1 shows the different elements and which will be described below

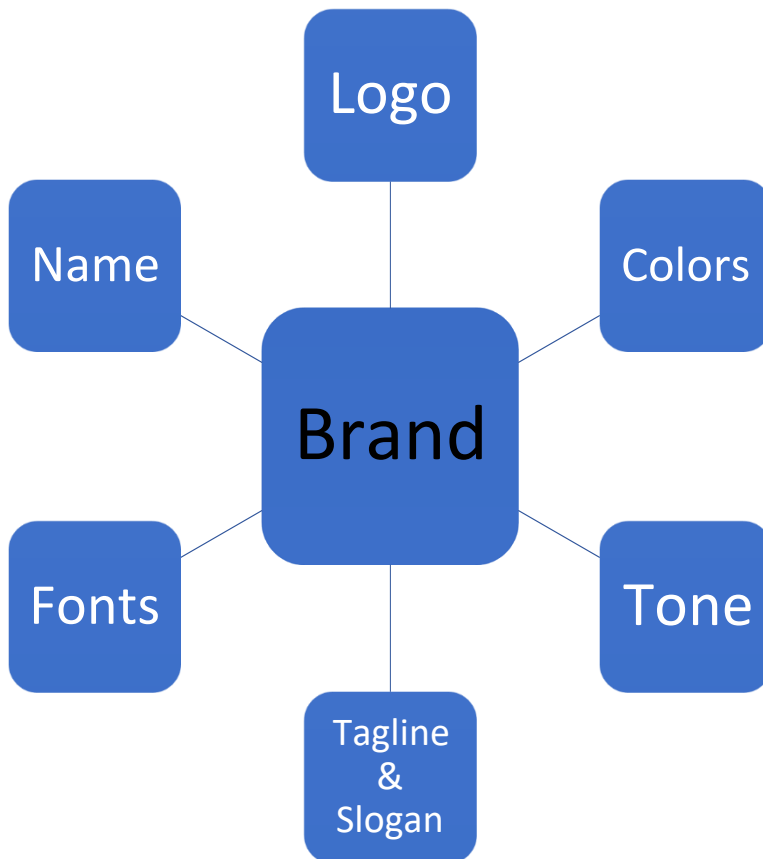


Figure 1: Brand Elements

3.1 Brand Name :



Brand name represent the whole company's profile. A brand name is a name applied by a manufacturer or an organization to a specific product or a service(Richard Nordquist 2019). Brand name is one of the brand elements which helps the customer to differentiate the product from other. It should be chosen very carefully as it captures the key them of the product or a service. (Msg 2013).Brand name should be always be same even though there is some changes in other elements(Matiista, 2013).

3.2 Logo or sign : Log or sign is a visual part of business. A logo can quickly grab viewers attention and communicate a company's core value in interesting way. A logo is a company's first introduction to consumer. The first impression of a company is always determined by logo. Because of good logo the company can recognize the brand. Ideally, people will always instantly connect the sight of the logo with the memory of what the company does. A well designed logo separates the company from the competitors.

3.4 Colors : According to (Nick Hague 2017) Colors can be used to deliver solidity and powerful positioning in logos, corporate marketing, packing and even uniforms. (Matista 2013) states that color plays vital role for brand identity. Branding color affect the purchasing habit of the customers in retail and clothing industry. Colors always needs to match with brand. For example McDonald's have chosen yellow color because the color yellow is associated with happiness and is the most visible color in daylight and also the logo is easy to spot on a crowed road.

3.5 Tagline and slogan : It is an effective way to increase the brand identity and awareness with the customers. Every business doesnt have slogan but sometimes it helps more than the logo itself to recognize the brand .For example Nokia "Connecting people "

Fonts or style of add ,brand logo, business letters and business card and other companies materials should be to make sure all the visual elements to look compatible. It gives the customers the felling of the brand (Matista 2013).

Tone of voice helps the company to show off their personality, set yourself apart, easily communicate across channels, helps to built trust (Macman 2019)

3.6 The Brand Image :

The way the customer view towards brand is Brand Image . It can be defined as a unique bundle of associations within the minds of target customers. It indicate what the brand presently stands for.” (Management study guide, MSG 2013).Management study guide, MSG (2013) explains brand image is consumers’ perception about the product and the organization’s character; the brand image conveys emotional value, in other words it’s not just a mental image. All in all, brand image is on the whole the impression in consumers’ mind. The image is constructed based on all sources and formed automatically; the brand builder should keep in mind that the brand image can’t be created. Management study guide, MSG (2013) claims that all in all consumers are not only purchasing the product but also the image. “Brand image is the objective and mental feedback of the consumers when they purchase a product. Positive brand image is exceeding the customer’s expectations. Positive brand image enhances the goodwill and brand value of an organization.” (Management study guide, MSG 2013)

According to Aaker (1996 pp. 180-182) it’s useful for the firm to compare the brand identity with the brand image on different image dimension. Technically there are three different communication tasks being reflected in a brand position statement; any brand can be augmented, reinforced and exploited or diffused, softened or deleted.

4.0 Service brand:

Brands provides meaning, service provide utility. Combined they add up to what we call service brand (Martin jordan 2013).Service branding is important because it creates the benefits of getting a potential customers to take action.There is a spiritual aspect to our lives- when we give we receive. When a business does good for somebody, that somebody feels good about them (Ben Cohen)

According to (Elaine wallance 2011 ,p 205- 216) to make the service brand effective the company needs to take the following things in concentration such as

- High quality top management :The commitment of high caliber management is fundamental to guarantee excellent service brand delivery.

- Vision : All employee need to understand and to be committed to the brand vision. The company should always needs to take hiring process seriously. The happier and more capable staffs, the happier the customers
- Result Driven :The vision should be translated clearly defined goals for the staff
- Competitiveness: The company should benchmark its performance against best practice, both inside and outside the sector.
- Use of technology : Effective use of new technologies is a fundamental source of sustainable competitive advantage.
- Consumer focus : The consumer needs to be regarded as central to everything the organization does.

According to Dube & kaul (2009, 79) the uniqueness of service branding is that human interactions between the serve provider and the customer are commonly part of the innovation and must be planned and built in innovation to make it successful. The successful service brand always provide the unique services among others.

5.0 Brand Tools and channels

Advertise :

Advertisement helps to bulid the connections and build strong, long -term relationship with the customers. According to (stephanie Mialki 2018) companies that uses brand advertising aim is to get long-term positive recognition by establishing brand identity, credibility and loyalty, and connecting with prospects intellectually and emotionally to motivate them to take action in future. Advertising helps to addvalue to a brand. Below are the tools and methods for advertng the brand

- Print : Place print ads in magazines, newspaper, coupon books trade journals ,industry magazines
- Commercials : Television and radio commercials are effective ways to promote the band
- Advertisements :Brand Promotion on trade-show, at store fronts, in parking lots or in any highly populated areas .
- Direct Mail : Company can purchase mailing lists targeted to the segment of the customer then mail out This methods is effective when the company wants to provide potential customers with paper coupon. Voucher , business card etc

- Internet : Promoting a brand online involves setting up a business website, running a blog, setting up account on social networking sites, using pay per click and banner ads, listing your business information in business directories and employing search engine optimization(Seo)etc.

Building Business partners with other organization :

It is tough to build a business partners with the others companies. But if you successes to build a business partners with the banded company then it very effective way to create a good brand for example, Taco Bell unveiled the Doritos lacos taco which is a banding coup for both Taco Bell and Doritos. Whenever you think of one brand ,the other brand comes to mind and vice versa

Social medias :

Social media is used to gain the attention and involvement of consumers by many brands around the world (Graves 2016). Social medias has many uses in branding. According to pozin (2014, 2) social media is important for branding acquisition and retention.

6.0 Factors Affecting Brand :

A lot have factors have impact upon a brand than a business plan and generally these factors can be divided into two categories: internal and external. Internal factors that affecting brand includes business strategy, Internal conversation, brand heritage, marketing mix and marketing implementation. On the other hand external factors include, but not limited to category, cultural and needs agreement.

(Crossan and Apaydin 2010) verify this viewpoint and specify core elements of the brand as perception, expression and recognition that are subjected to the impact of internal and external factors specified above. Moreover (Fog et al 2010) argue that regardless of industry and nature of the business brands cannot survive in depended of the company, its organizational, culture, suppliers, distributors and

buyers, at the same time specifying these elements as factors affecting branding aspect of the business.

It has been declare that “it can be easier to setup a new brand if there is a history of product or service experience which has already earned trust and credibility” (Davis and Baldwin, 2006, p29). (Alessandri 2009) offers an alternative viewpoint stating that the level of effectiveness of branding strategy depends upon the quality of brand identity, the choice and the level of implementation of communication channels to promote the brand, and the quality of products and services above all.

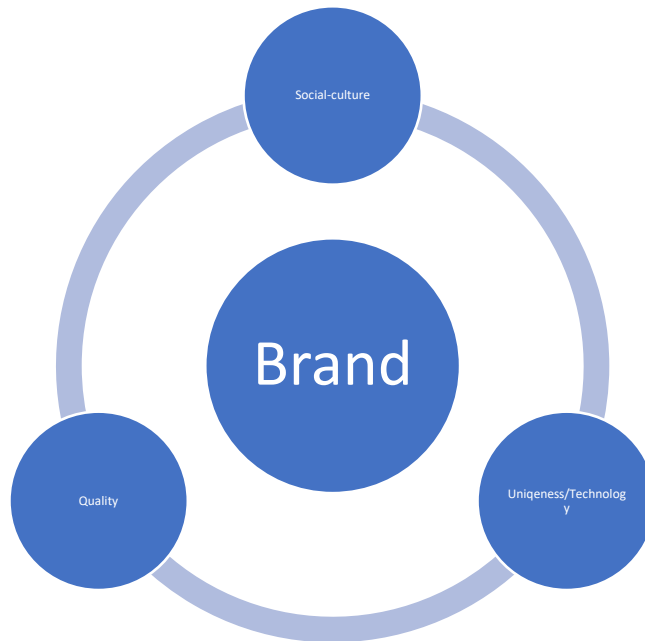
According to (Fioroni and Titterton 2009) the personality of CEO of the company is considered to be another major factor affecting brands and branding capability. Moreover the issue of band personification have been explained by showing the example of Virgin Group, where it’s CEO Richard Branson has successfully make himself as a core of the brand.

A large range of secondary authors express their viewpoint in terms of improving brand image and brand value in the global scale. Authors peak the role of integrated marketing communications initiatives focused to increase the level of brand knowledge among target customers segment and argue.

Franzen and Moriarty (2008) identify the elements of each perspective in following manners.

Company perspective	Brand reality	Customers/consumers perspective
Brand equity investment	Brand core concept	Consumers expectations
Strategic position	Physical Brand Identity	Brand presentation perceptual positining

Below are the few factors that affect Brand assets



Cultural Factors:

According to (Assael, 1998) "In order to increase the customers satisfaction the company needs to understand the real behavior and attitude of consumers in a given situation. The better the marketer understand the factors underlying consumer behavior, the better able they are to develop affecting branding strategies to meet the consumer needs.

According to (Martin roll 2009) cultural differences are indeed a major factor that has a huge impact on the success or failure of brand. When brand enters different cultures, it becomes vital for them to carefully tread the standardization-customization continuum wherein they not only manage to retain the building brand identity which is the very reason for their acceptance across markets, but also adopt the brand elements (image advertising, channels and others) to appeal to the local tastes and preference of customers.

Technology

According to (Ariline 2014) they, all those technology like internet, social media etc plays a big role in technological factors, which affects the companies' business. Basically all those technology problems, which affects to companies' ability to deliver their goods or services to markets are the factors to consider. (Mind tools 2016) states that companies should analyze future technologies if there are anything, which could be used in the production, or directly in the products , or if there are any changes that the competitors could come up with some technology innovation, which assists their situation against other products.

Quality :

When people make a purchase decision the quality of product affect on the consumers ability to make a decision because the consumers always expect the good quality product or service at reasonable price. If the customer had no previous experience with the brand under consideration , the quality of the brand was being judged through the brand exposure and outlook (i.e, Image)', Quality rating is very critical and personal that may be viewed from different dimensions , particularly the product attributes? Features and its outlook, its color and shape/design etc.

Buyer income may determine the degree of quality of a product a particular brand may be viewed as of good quality by the person having low income and low buying power Similarly, while higher income person may see it as inferior .

According to (Wheatley and chiu. 1977) the price of a brand and company and store reputation may be considered as significant cues for quality. "It is encouraging to be able to confirm that such stimuli as price information and the prestige of a store or company are used as cues to the quality of a product.

7. Research approach and methods process

In this chapter of the thesis, the author is nearby and focusing on the research part, methods, data collection, results and analysis. A qualitative methods of benchmarking analysis was conducted in the current thesis. Benchmarking is done through observation of the premises and different online sources that are available , to compare data's. The reasons behind choosing the benchmarking analysis is to get better understanding of branding practise in the company as well as identifying the way of brand planning for better improvement. Benchmarking is one of the popular methods used widely in so many industries. It will be done by studying other firms ways to break down what is superior and could be useful than comparing process to the firm's operating system to improve the firm's branding performance

7.1 Benchmarking as a method:

Benchmarking is a process where there is comparison between similar best companies product services, or processes against those of another business considered to be the best in the industry. In this process there is also comparisons between quality, time, cost, money and performance It is widely used in the companies and business all around the world to get better performance and to know where the business stands now. (*Tim Stapenhurst* 2009,18). According to Tim Stapenhurst, it is a process of comparing ourselves and organization with the organization, that is like ours or us and improve the best practices that fit better in organization. After benchmarking, needed adaption, best practices from the competitors are adopted or changed to increase the competition level like the competitors. Tim Stapenhurst (2009,4) mentioned that it is also an ongoing process to learn from other business and people. This methods can be applied on products, services or practices of an organization but it can be applied more broadly in performance level of others and learn from them. Benchmarking is most commonly used for the comparison of performance level and practices that has been used in the similar field.

Benchmarking projects are typically initiated to help organizations improve their processes, resulting in higher quality products or services, reduced costs, and/or other benefits. (Tim Stapenhusrt 2009,15)

7.2 Benefits of Benchmarking

Organizations conduct benchmarking for different reasons and the main reasons that makes them to do is improve organizational culture, improvement process, goals and target setting and specific problem solving. It makes them to realize where is gap between best performing organizations and provides opportunity to improve in the area. Benchmarking; a useful tool that helps to prioritize goals, find solution of problem and identify suitable performance level to gain goals. Benchmarking can be done with only one individual and there is control of researcher on who to choose at participants, how to obtain data, what to benchmark and what practices can be recommended. (Tim Stapenhusrt 2009,11)

7.3 Benchmarking process

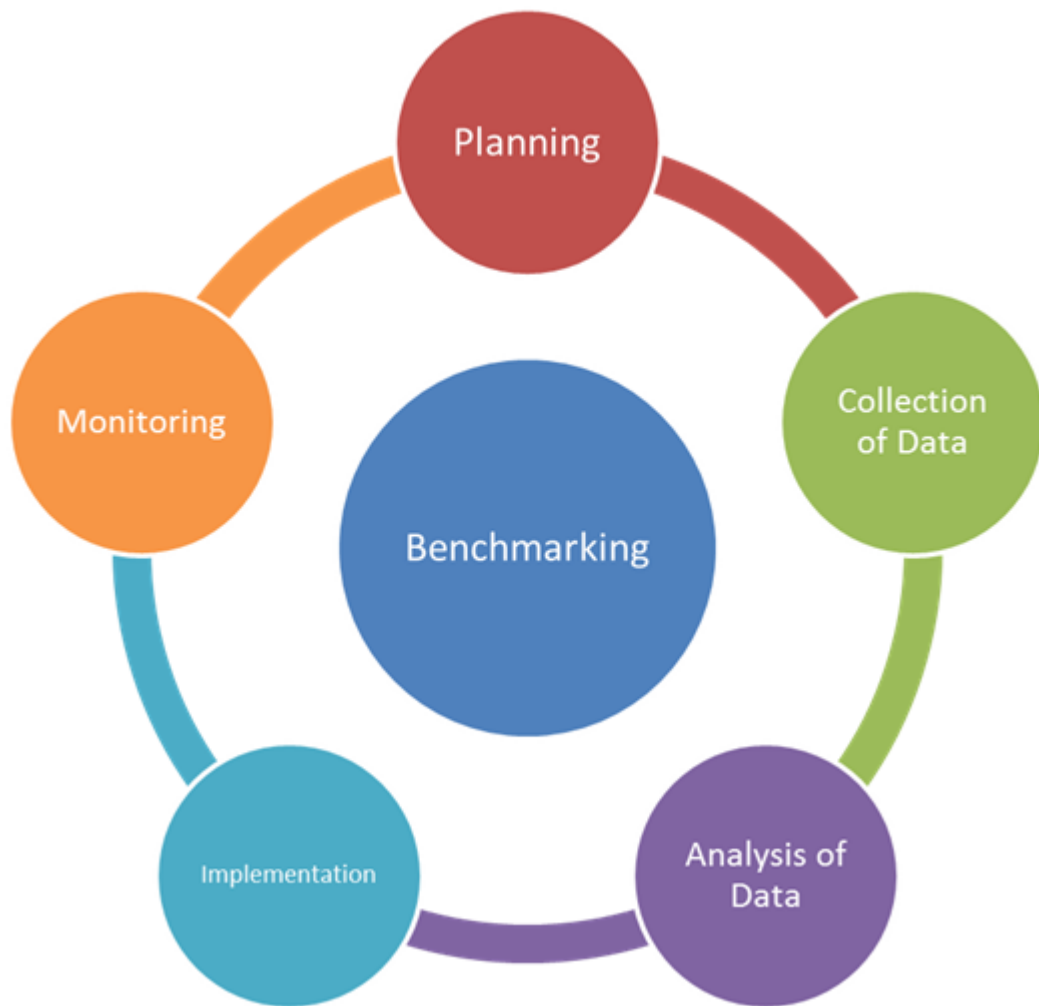


Figure2 : Benchmarking process

Figure 2 illustrates that benchmarking is a continuous process. In this process, there are different steps of benchmarking. The first step of benchmarking is preparation and planning, second is collection of data and followed by data analysis, implementation and monitoring. Monitoring is important after implementation because that is resulting phase of benchmarking process. After that, there can be seen, is there any progress in the organization or not after benchmarking.

After conducting research, the selection of benchmarked companies consists of

***Tacobell**

***Namaskaar**

***Tamarin**

***McDonalds**

In this thesis report, four ethnic restaurants are benchmarked. All restaurants have made a good brands in Finland . These restaurants are quite popular ethnic brands in Helsinki region. During the benchmarking process, different aspects of branding and brand elements such as, brand color, brand name, brand service and brand offerings are compared.

Restaurants	Tamarin	Tacobell	Namaskaar	McDonalds
Introduction	Thai restaurant offering Thai cuisine in Helsinki metropolitan area. 9 restaurants all over Finland.	Mexian food. 7000 restaurant worldwide. Altogether 10 restaurants all over Finland.	Indian restaurants offering Indian cuisine in Helsinki. Altogether 3 restaurant.	Fast-Food restaurant k hamburges. in 37855 res worldwide.
Name	Easy to remember.	Easy to remember.Distinctive.	Bit hard to pronounce.	Easy to pronounce.
Logos	Yes	Yes	Yes	Yes`
Brand Color	White & Green	Blue & White	Mainly blue.	Yellow
Tagline & Slogan	No	Yes (Live Mas)	No	Yes (I'm Lo
Fonts	Fonts are carefully chosen and fonts were wisely used on menus. same fonts and styles in all menus. Brand font is written in Thai writing style.	Bradley Hand font in website and menus.	Not defined	Font in website

Advertising	Active on social media. Facebook, Instagram. Beautiful videos of food and picnic in Facebook page. Well managed single Facebook page for all restaurants approximately 5427 likes.	Active on social media. Facebook., website, all kind of advertisement tools are applied	Not active in social medias like facebook Instagram , etc.	Website , Social Medias , Digital Marketing , Marketing e
Interior design	Well managed with brand colors and all the interior is integrated in brand color. Main colors in the interior are green, wooden and white.	Blue & White interior.	Indian style interior with pink and blue curtains. Most restaurants are lunch buffet restaurants. Most are as like normal	White and Y
			buffet restaurants.	
Menu design	Simple and easy to read with big fonts.	Simple and fast food style menu	Fast food style menu on buffet restaurants.	Fast food m
Visual identity	Brand letters are not clear as it is on Thai font. Integrated with green color.	Very clear. Neon lights makes the visually clearer.	Not distinctive. Only written ``Namaskaar`` outside.	Brand visual clear with b
Customer ratings	Average ratings 3.5 .from tripadvisor	Average tripadvisor.com ratings 2.5. Negative Facebook ratings and reviews for few restaurants.	Very poor customer ratings: Average 3.5 in tripadvisor ratings. Negative customer reviews.	Strong tripa ratings 4.0
Menu On-line	Yes.	Yes	No	Yes

Comparison Matrix

8.0 Swot Analysis :After Benchmarking the branding strategy are created and also current market situation based on SWOT analysis of the company.

Swot analysis of Visit Nepal after benchmarking

<p>Strength</p> <p>Experienced Staff</p> <p>Good location</p> <p>High-quality food</p>	<p>Weakness</p> <p>Lack of Brand Elements</p> <p>Lack of Band awareness</p> <p>Lack of advertisement tools such as website, social medias to create good brand</p>
<p>Opportunities</p> <p>Good Flow of Peoples</p> <p>Expanding Markets</p> <p>Tourist area</p>	<p>Threats</p> <p>High Rent</p> <p>Competition</p> <p>New in the market</p>

Mount Nepal Kamppi should consider

1. Build social medias phase (Facebook, Instagram, Twitter) to raise the brand awareness.
2. Create a slogan, brand image
3. Create a branding strategy and aim for brand equity
4. Create a suitable brand appearance and brand elements

3.5 Data Analysis

As the main aim of this thesis is to develop restaurant Mount Nepal, four ethnic restaurants that are offering ethnic food branding techniques are compared. All four restaurants are established ethnic restaurant brands in Finland. Qualitative data and information were gathered from webpages of concerned restaurants and observations of the premises by author. Customer satisfaction level data's were gathered by google review a popular restaurant rating website where

customer can write reviews and rate the food quality, overall experience and price of products. According to the webpage customer ratings and reviews which are older than two years are not applied.

9 Conclusion and recommendations

In the service sectors branding is seen as an important activity. Building brand awareness and recognition is done by setting the brand design , logo, colour website. Research shows positive ways to develop brand idea to the restaurant. Based on the research and observation by the author, the main aspect that has to create is Brand Logo , Brand website, sign, symbol etc. It has been explained in the theory (Brand Communication) that the sign and symbol has a great impact on the impression of brand. For example , a creative and well-designed logo, which express the visual part of the brand as well as well-designed staff dresses ,menu & information in same font, use of social medias, and good interior which match the restaurant them is recommended.

The thesis objectives to create branding plan to strength the Visit Nepal oy brand. As, the company is new so, it should focus more on logo , colour website to create a strong band. The use of band logo also can be use in main menu, it will increase the visibility of brand. As already discussed in service brand that the company should give attention while hiring the new people .Company should hire the people who understand the vision of the company . Customer service is one of the importance factors to create a good brand. The happier and more capable the staff, the happier the customers.

The company should focus on building website, social media, to create a brand identity. Like mentioned in the theory part in Aaker model the brand identity deals largely with beliefs and values also the value profile and support the brand identity.

Conclusion

Visit Nepal oy is a new start-up company. It will its operation from the 1st of February 2020 under the name of Ravintola Mount Nepal Kamppi. Since the company has been struggling with the branding plan and promotional strategy for their service. In order to solve appeared issue, research was conducted for the creation of branding plan. As a theoretical background of research, numerous theory layouts were selected as definition of branding, brand development ,brand elements etc. The goal of the theoretical framework was to raise the knowledge of both thesis writer and commissioner.

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