

KARELIA UNIVERSITY OF APPLIED SCIENCES

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THE INTRODUCTION OF A NEW CONCEPT (MEETING SPACE):  
BUSINESS PLAN FOR “TAKE IT EASY”

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#### Abstract

This paper introduces a detailed analysis of internet consumption in Finnish society, describes the main sociological consequences of IT's influence on major spheres of life, examines market demands, and as a result presents a brand new business concept with detailed plan of its implementation. The core idea standing behind these concepts is the creation of a facility for leisure time activities. Being one of a kind, this facility is referred as a meeting space. This means that while feasibly looking like a cafe, the meeting space is able to offer a great variety of services and introduces a whole new perspective towards regular human habits. The name of the meeting space is *Take It Easy*.

The theoretical part of this work consists of but is not limited to an analysis of the Key Strategic Concepts, Marketing and Service Marketing and Customer User Persona. A questionnaire with closed-ended questions answered by 80 respondents and an interview with 2 persons with open-ended questions served as the empirical data. The research results are equivalent to the assumptions and predictions of the target market segment behavior formulated on the basis of statistical data collection and a literature review.

Even though the topics raised in this survey do not comprise the entire spectrum of possible challenges being measured, they remain valuable. This is true because the survey questions reflect the most significant issues associated with products and services offered by *Take It Easy*. The research is done in conditions of Helsinki as it is taken as a test bet. Despite this, this business idea will develop internationally around the world. Overall, the study concludes that the designed business plan is a viable option.

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Business plan, Market research, Strategic Management, Marketing and Service marketing, International Business, Exporting Ideas, Finland, Networking, The ACT Methodology, Three Stage Structure and Before-After-Bridge.

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# 1 INTRODUCTION

The 21<sup>st</sup> century has always been associated with technological breakthroughs and digitalization integrated in almost every sphere of life. This trend is also noticeable in the social lives and communication patterns of younger generations. Indeed, nowadays it is hard to find an individual who is not registered in any social media. People are getting used to online chatting and cannot imagine their lives without scrolling a feed or watching stories. This information can be proved with the statistics gathered in this report.

Such a big shift towards online life definitely has many positive consequences. However, the downside effects appear as well. One of the most urgent issues is loss of social face-to-face interaction and as a result the skills and competences required for it are limited. This business concept will also solve the problem of improving the social situation in Finnish society. That is why the aim of this paper is to develop a business plan for launching the *Take It Easy* meeting space, which would have two main purposes. Firstly, it would be a secure place for a gathering of people (who for example have met on social media). Secondly, it would encourage people to get acquainted in real life. Both of these goals are achieved towards several activities, partnerships and projects discussed later on in this paper.

*Take It Easy* is a meeting space facility. This means that although technically it is a cafe, it offers a greater variety of services and introduces a whole new perspective towards a regular human habit. The idea is to create an adventure for each customer and to find an individual approach towards every prospect. In addition to this, *Take It Easy* will fill the void of original cafes in the market area and will stand out from corporate peers with fast food concepts and fast services. It will be a relevantly affordable option with superior quality of product and service.

## 2 BACKGROUND INFORMATION

First there will be presented framework issues in this short coming section. In concordance with two aspects (the use of social media and the Internet and high coffee consumption), it was decided to combine these two faced together: get people together socialized.

### 2.1 Usage of Internet in Finnish society

We live in an era of rapid change that is increasingly gaining momentum. Nowadays, the number of registered people in social networks is growing every year. People spend more and more time in social networks while sitting at home, forgetting about the real world.

According to Tilastokeskus and information collected after the study, which was conducted in 2018, almost all Finns under the age of 55 use the internet and telephone and actively use social networks. Moreover, statistics show that in general 76% of Finns use the internet daily, and this number is only increasing.

Table 1. Using of Internet 2018 (Source: Tilastokeskus).

	Use the Internet <sup>1)</sup>	Use the internet daily or almost daily	Usually use the internet several times a day
	% of population		
16-24	100	99	98
25-34	99	98	97
35-44	100	99	96
45-54	98	91	87
55-64	93	82	72
65-74	78	60	47
75-89	40	27	19
Gentlemen	90	84	78
Ladies	88	80	74
All	89	82	76

The increased use of the internet and the resulting decrease in meeting people occurs in all areas and spheres. So for example, in order to pay bills for an apartment one does not need to go to the bank. It is just enough to download the application of the bank and without leaving home and just only by using the Internet provide all the necessary payments. Such applications greatly simplify life; there is also an opportunity to make purchases online without leaving home. Such applications help to save a huge amount of time, but at the same time the human component that has been uniting people for many centuries has disappeared. This component is live communication. Therefore, the task of modern society is to develop such areas, services and applications that could interact with the real world. One of the most striking examples of the last two years has been the Pokemon Go app. The task of this application and its conditions was to make people go out and look for Pokemon from the game in the real world, using the camera and geodata of the phone.

Therefore, the main goal of *Take It Easy* is to give people the opportunity for lively communication that they lack so much in everyday life. And when after a hard working or school day spent in the office at the computer, people will be able to come to a place where the only main task is live communication without the use of modern gadgets.

## **2.2 Coffee consumption in Finland**

In Finland this is an assessable choice to organize this project around coffee drinking; because coffee seems to be very important issue, which gets people together. Worldwide coffee demand has grown by about 50% over the past thirty years (Freedom Finance 2020). Coffee is consumed daily all over the world. Of course, there are top coffee consumption nations, among which Finland is in first place (10 kg per capita per year) (Kahvi.fi 2020). Thus, coffee remains one of the most popular non-alcoholic drinks for Finns.

According to the information on Kahvi.fi (2020), from 1990 to 2019, per capita consumption of roasted coffee in Finland is gradually increasing. This shows that Finnish coffee consumption has not decreased even for 29 years, and only grows up every year. Thus, according to these statistics, coffee consumption will not decrease.

There is huge amount of population which is using virtual meeting devices and virtual communications. However, there is still need to get together. There is a need in spaces and places for spending time together more natural and using coffee. These two aspects (coffee consumption and usage of the Internet) were used to combine them in the one aspect. Moreover, it is easier to combine everything around the coffee and with the help of it. So, *Take It Easy* will give the answer on the main question “How to combine coffee and usage of the Internet?”.

### 3 LITERATURE REVIEW

In the next paragraphs there will be discussed and explained theoretical assumptions and classical theories that will be used as a base lines for this work. For this work, these concepts help to think through the strategy, measure enthusiasm against reality and be aware of existing limitations. All of the next concepts and approaches are important and relevant for this work. Based on the approaches, there will be avoided such potentially dangerous mistakes, as a lack of capital for the functioning of the company, the right choice of the location of the enterprise, the choice of the wrong market or niche, etc. The tools in literature review will be used as guidelines and frameworks for this work. That is why they are important for later understanding and are introduced in the beginning as a literature review. In this literature review the core concepts and basic ideas which will be used as a theoretical background and will help to clarify the whole concept are gathered. In this chapter the core concepts covered in this study are explained. This part collects information to determine the appropriate theoretical foundations for the study of this business. Information has also been collected to identify suitable data collection methods for the study. There later on will be written about theoretical assumptions concerning this work and chosen research method. This part of the thesis includes a synthesis of key topics and ideas that are expressed in the theoretical part.



### 3.1 Competitor Analysis

In the next paragraphs will be written more about business plan and planning related issues and theoretical ones behind it. Firstly will be discussed competitor analysis and after customer, customer segmentation and outputs regarding it. To plan an effective marketing strategy, a company should know everything about its competitors. Competitor analysis is an effective way to understand the goals of competing companies by identifying their weaknesses and strengths. It allows for identifying opportunities and taking into account the dangers that are associated with a particular business activity. A thorough analysis of actions helps to develop optimal solutions and actions for the successful development of an enterprise. (Kotler & Armstrong 2014.)

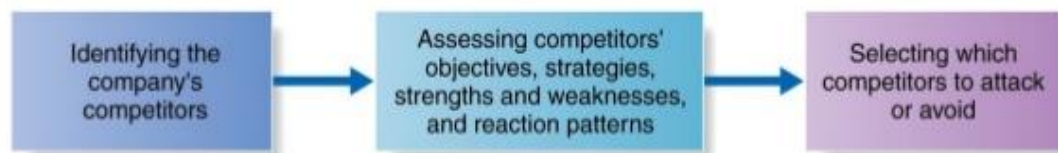


Figure 1. Steps in Analyzing Competitors (Source: Kotler & Armstrong 2014).

As seen in Figure 1, the first step is to identify and evaluate competitors. This is followed by determining the goals and objectives of competitors. Next comes identifying their competitive strategies, strengths and weaknesses, in other words, benchmarking. Benchmarking is the process of comparing their activities with the best companies in the market and in the industry, with the subsequent implementation of changes to achieve and maintain competitiveness. From this there will be a clear understanding and representation of how and in what specifically a company or business needs for developing. The final step will be the selection of competitors. It is important to understand whether it is a strong competitor or a weak one. It will also be useful at this stage to do CVA Customer Value Analysis. This type of analysis is carried out to determine what benefits target customers value and how they determine value among various competitors. (Kotler & Armstrong 2014.)

With the help of competitor analysis, there can be gotten completed information to build a competent business development strategy. This type of analysis will be used in the work, but the comparison will be performed twice, since this business idea, at first

glance, has many competitors. The first analysis is an analysis of existing competitors for meeting space, and then an analysis of existing competitors for a coffee shop. These both competitor analyses will be studied and discussed in detail in the part “Analysis of existing competitors”.

### **3.2 Customer Segmentation**

All of the following parts that will relate to prospect research will be collected and described in more detail in the part titled “Customer User Persona”. Customer segmentation or segmentation is the process of dividing the consumer market into parts (segments) according to certain criteria and needs. (Blythe 2009.)

Through Customer Segmentation will make it easier to understand why a customer comes, what consumer wants, what it starts from when choosing a specific product. This segmentation will also help to further develop and improve future product, while making a minimum of mistakes and shortcomings.

Market segmentation work in business is very important in 4 points:

- To increase the share of regular/loyal customers, the company begins to purposefully work to meet their needs and solve their problems. This will immediately manifest itself positively in the attitude of clients towards the company and, as a result, in financial indicators.
- Focusing on certain categories of customers allows you to more accurately define your competitors in terms of problems being solved and work in advance on your competitive advantages.
- A solid foundation is emerging for working with salespeople to develop sales skills.
- Basic needs are unchanged, but motives change over time, so the segmentation process must be done at regular intervals. Otherwise, there might be found that the segments that have provided sustainable business growth in the past have suddenly shrunk significantly.

### 3.2.1 Customer Segmentation Tasks

The customer segmentation process itself is an important step in the development of product positioning, a great advertising tool and the marketing strategy as a whole. The consumer market includes groups of people who may react differently to a product or service. The reason for this may be differences in requests, in lifestyle, age, income level, etc.

Customer segmentation will help to divide the consumer market into segments and focus marketing efforts on the target loyal audience. In marketing, the term “segment” means a certain group of potential or real customers with the same type of requests and reactions to the product. (Blythe 2009.)

The main objectives of segmentation are:

- Maximum audience satisfaction,
- Increasing the competitiveness of goods and services,
- Providing superior customer experience,
- Focusing on growing and profitable segments, and
- Develop effective retention strategies.

### 3.2.2 Types of Customer Segmentation

In the process of segmentation, the selection of the right attributes plays an important role. In marketing, the following segmentation criteria are distinguished:

- Geography — suggests that people living in different countries, regions, cities, districts have different requests, reactions to the product in connection with the distinctive climatic conditions, lifestyle, and cultural characteristics.
- Demographic — divides people by such indicators such as gender, age, marital status, education, income, occupation, etc.
- Psychographic — unites customers in groups based on interests, values, and lifestyle.
- Behavioral — based on the definition of segments depending on the motivation of the purchase, brand loyalty, and readiness to order a product.

Customer segmentation is a powerful tool for building an effective marketing strategy and promoting the product on the market. By examining the customer base and directing the advertising campaign to the target audience, one can increase the efficiency of investments, make a profit and establish mutually beneficial relationships with consumers of the product. (Kotler & Armstrong 2014.)

### **3.3 Customer User Persona**

Customer user persona is one of the most important parts of any marketing strategy. This is a fictitious description, or in other words, a portrait of the buyer of a particular product, representing the key features of a large segment of customers. With the help of the knowledge of a potential client, a business idea can be developed more deeply or expanded, knowing exactly what a client wants and how to please him. It also contributes to the growth and achievement of the desired results. Thus, the customer user persona will help to clearly understand the goals and will help to better prepare for serving their customers. If one interacts with potential customers, sell what they like, there will be no loss of interest and trust. This will therefore help in providing an excellent experience for the customer, because of which he will come back just for the product. A customer user persona helps to focus on the problems that the client needs to solve. Therefore, it is very important to understand the problem, so that the business idea is the key to solving the problem, because it is when solving the client's problem that success is guaranteed. Only because of the client an understanding is formed of what to produce, how to improve, where to move on to, what mistakes to take into account, etc. Moreover, this concept (customer user persona) helps in segmenting the audience, which will provide accurate and narrowly targeted information. The more detailed the customer user persona is defined, the easier it will be to conduct business and make the product. (Kotler & Armstrong 2014.)

To define a customer user persona, we need to answer the list of general questions:

- what do they do?
- what industry they are in?
- what are their job titles?
- where do they reside?
- how old are they?

- what is their salary?
- what is the marital status?

These were general questions listed. Accordingly, the more questions, the more deeply and in detail they go, the better and more accurately one can find out customers' user persona and develop a business. (Kotler & Armstrong 2014.)

## 4 MARKETING AND SERVICE MARKETING

In the coming parts there will be discussed the following parts will describe the concepts, strategies that will be used and taken as a basis for developing *Take It Easy* marketing strategy.

### 4.1 Marketing

Because the purpose of a business is to create a customer, a business enterprise has two - and only two- basic functions: marketing and innovation. Marketing and innovation produce results: all the rest are costs. Marketing is the distinguishing unique function of the business. (Peter Drucker 1954.)

The well-known theoretician economist Peter Drucker notes that the main goal of marketing is to get to know the customer so that the product or service can sell itself. Marketing is the process by which companies attract new customers, create long lasting strong relationships and thereby retain old ones. This set of processes ensures the promotion of goods and services for profit.

To achieve the goals of business, marketing involves the following tasks:

- Detailed market research, in-depth analysis of customer preferences
- A thorough study of the market pricing system and the development of the organization's pricing policy
- Analysis of competitors
- The creation of an assortment of goods and services of the organization

- The release of goods and services corresponding to demand
- Marketing communications

The main importance of marketing is that it collects feedback from consumers through marketing. Marketing reduces the degree of risk, thanks to it, there can be created a demand for goods for *Take It Easy* which are more profitable to sell the most, on the sale of which can be earn the most. It is also easy to find out what will be in demand in the future for *Take It Easy* and how many products will be needed. The power of marketing is enormous and it is logical to actively use it to improve *Take It Easy* efficiency.

## 4.2 The ACT Methodology

### **The ACT Methodology**



Figure 2. The ACT Methodology (Source: Kabani 2012).

A=Attract

This is the beginning of online marketing success. The first stage, the main task of which is to attract new customers through social networks. To do that successfully, one needs to have a unique brand that will contain its concept and solid content in order to interact with people. This is the initial stage when people get to know the product (with *Take It Easy* it could be done firstly, not only online).

### C=Convert

As soon as the client shows interest in the product of *Take It Easy*, he or she will want to learn more about it. This refers to the delimitation of customers. One group is customers, who can remember product information or who consume information. An example is subscribing to a channel or page. Customers monitor the account but do not buy the product itself. It is likely that one day they will become clients. The second group of clients are those who actually buy goods and services.

### T=Transform

This is the final stage when clients or customers become significant influencers. According to Shama, “social networks are built on social proof. Thuswise, social networks are a great way to turn past successes into new attention for our company”. (Kabani 2012.)

## 4.3 WOW - Effect of Marketing Strategies

The WOW factor is a commonly used slang term in business that describes what a company does to go above and beyond customer expectations in delivering a great product and service experience. Most often, this concept refers to customer service, during which the employee gives the client more than was expected, thereby causing the Wow effect in the client. A literal interpretation of the WOW factor is a customer experience with a product or service that causes her to immediately say or think "Wow!" because of a pleasant surprise. With the help of this method, *Take It Easy*, despites a large number of competitors or a disadvantage against them, can look advantageous from the point of view of the client. (Kokemuller 2020.)

## 4.4 Three Stage Structure

Introduction - scene and characters,

Confrontation or “Rising Action” - imagine the problem and create tension, and

Resolution - the resolution of the problem.

The first act creates a situation in which the client is located. The second act presents the problem that the client is facing and creates tension and discomfort. The third act

presents the culmination of history at the end of which a solution to the client's problem is revealed. This will be achieved through a product or service. (Reedsybog 2018.)

#### **4.5 Before - After - Bridge**

This is the favorite narrative and copywriting formula of many marketers. However it will be also used in marketing strategy of *Take It Easy*.

- Before - a description of the world with problem A;
- After - a description of life without problem A;
- The bridge is an introduction of a product or service that will solve problem.

Identification of the problem with which the target audience stumbles. Ideally, the problem that the company solves. The world should be described so that this problem does not exist, and it is necessary to explain how to get there or imagine a solution (i.e. a product or service). (Horvath 2017.)

All of these above methods can be used not only in *Take It Easy*, but also in any business in general. These marketing methods/strategies will be mentioned and discussed in "Marketing Strategies" part. The information and paragraphs before were represented because they introduce the main models and ideas of how to run *Take It Easy*. Thanks to such methods, it is possible to clearly formulate and convey to the consumer the desire to purchase a product or use a service and also to attract the customers.

## **5 ONLINE AND SOCIAL MEDIA MARKETING**

Nowadays the world of social media is rapidly growing. Every company must have its own social media accounts. Companies cannot ignore the importance of social media. It impacts both the company and the customers. Social media marketing builds a company's brand, increases sales, and drives website traffic. With strong social media marketing it is possible for *Take It Easy* to solve both attracting new customers and keeping the old customers. It is an important tool for maintaining the customer relationships and building new ones. Social media marketing will help *Take It Easy* to



increase sales, brand loyalty, achieve other business goals with the help of promotion activity.

Social media gives personal power:

- Social media gives flexibility (if a person is better in pictures or the marketing strategy is focused more on images and visualization than on writing texts. Here is a huge range which social media channels would be better to use).
- Social media gives a global audience. (Brogan 2010.)

The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. Social media is a place where people can not only create content but also share, comment and add to it. It can be in different formats such as text, video, audio and pictures. It provides a way for people to express their thoughts, relationships and ideas online. (Scott 2017, 62.)

According to Statistics Finland (2020), in 2017, about 70 percent of the Finnish population aged 18 to 64 use social networks. According to the forecast of Statista Digital Market Outlook, the number of social network users in the country is projected to exceed 3.1 million users in 2018 and will increase annually, while penetration will remain close to 60 percent. According to the 2018 report on the digital landscape in Europe, the active penetration of social networks in Finland amounted to almost 60 percent, not only for registered users of social networks, but also for those who are actively involved in social network services every month. According to a study on the use of digital media in Finland, daily use of social networks grew by more than 20 percent in 2018.

This means that *Take it Easy* will be definitely actively using different social media channels, especially for instance Instagram and Facebook, where there will be achieved new customers and created long lasting strong relationships and thereby retained old ones.

## **5.1 Social Media as a Communication Channel**

Currently, social networks are used not only for communication with each other, but social networks also have a huge impact on the business as a whole. This influence occurs through marketing. Social networks long ago became a tool for promoting a product or service, attracting customers and expanding a business.

This is a set of activities for using social media as a channel for promoting a company or a brand and solving other business problems. Marketing in the abbreviation is not an accurate word, since it means promotion, which is part of the marketing mix. Social Media Marketing is communication with the future consumer through social networks.

The main focus is on creating a message (textual or visual) that people will distribute through social networks on their own, without the participation of the organizer. It is believed that messages transmitted over social networks generate more trust among potential consumers of a product or service. This is associated with a recommendatory distribution scheme in social media due to the social connections that underlie the interaction. Promotion in social networks allows to influence the target audience in a targeted manner, choose the sites where this audience is most represented, and the most appropriate ways of communicating with it, while at the same time affecting people who are not interested in this advertisement to the least extent.

Instagram - is an app for sharing photos and videos with elements of a social network. The success of Instagram only confirms the hypothesis that niche demarcation is the future of the social media market. As Western marketers predicted, social networks have begun to divide not only by the type of users, such as LinkedIn (for professional contacts), but also by the type of content (Instagram). Instagram has become an amazing success story. Instagram followers are growing every second. It would be rash not to use such a "live" platform in the interests of a business, despite the fact that the largest social networks have long and more than successfully been used to promote brands. Developed strategies and techniques have created a real industry of SMM services. Instagram has become a social network that can become a powerful marketing channel for brands. The service allows for publishing and consuming visual content, which, as we know, is perceived by users dozens of times faster than text.

Instagram for promoting companies is a fast, convenient and visually attractive way to disseminate brand information. This is the way to increase the loyalty of representatives of the target market and to reveal the nature of the brand in pictures, conveying the spirit, cultural and marketing values of the company. In the part, called "Marketing Strategies" will be described more detailed and specific methods for social medias and communication channels.

## BUSINESS ENVIRONMENTAL ANALYSIS

### 6.1 PEST Macro Environmental Analysis

In addition to all information, analysis etc., there would be a need for a larger, environmental study and a macro analysis. PEST Analysis would be the suitable one. It will tell how the society, social things, legislation, economic and environmental issues are effecting on *Take it Easy* business process. Macro Environmental differences should be collected with PEST Analysis. The results of the PEST analysis are important for assessing the threats and opportunities of the environment in which *Take it Easy* will operate.

PEST is an acronym formed by the words Political, Economical, Social (Social, socio-cultural), Technical (Technical). So, description of some (main) environmental factors; the company's macroenvironment. (Kotler & Armstrong 2014.)

Pest Analysis would increase Validity and Reliability of the findings, because it will provide more background for the environmental issues which are affecting on the success of the business of *Take it Easy*.

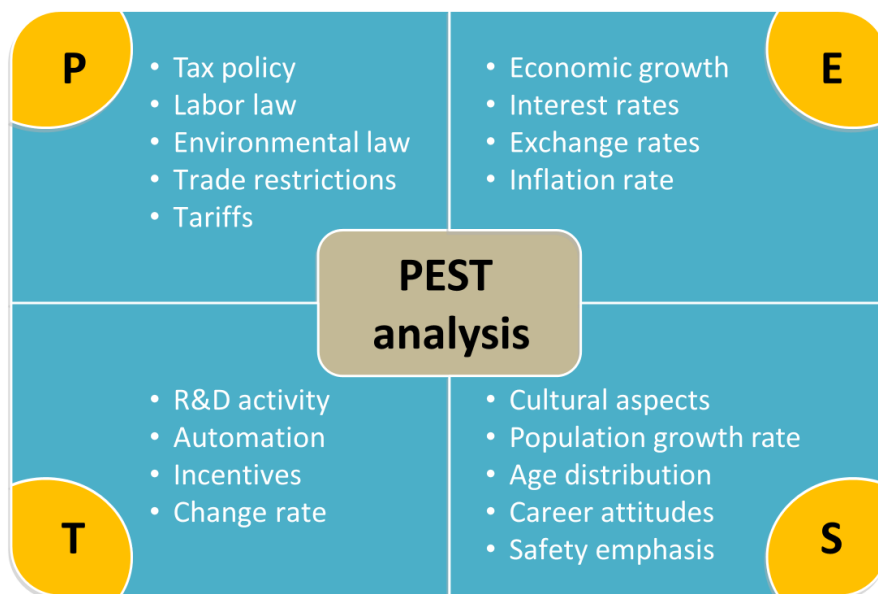


Figure 3. PEST analysis scheme (Source: Your Free Template 2020).

## 6.2 SWOT Micro Environmental Analysis

It is very important for any business to analyze, find strengths and weaknesses, find possible threats, as well as advantages, avoid troubles, and make a product as useful and popular as possible among existing customers and to attract new ones. This acronym was first introduced at Harvard in 1963 by Professor Kenneth Andrews (Powerbranding 2020). This universal method has become incredibly popular and is now always used in strategic analysis of any product, company, factory, store, etc. This analysis is very effective in a close-range and it will tell the close proximate for *Take it Easy* and effects which are close and immediate fir it. SWOT analysis is a comprehensive assessment of strengths and weaknesses, opportunities and threats. In this work, this analysis is mentioned twice, since two comparative SWOT analyzes will be done: for coffee shop and for meeting space.

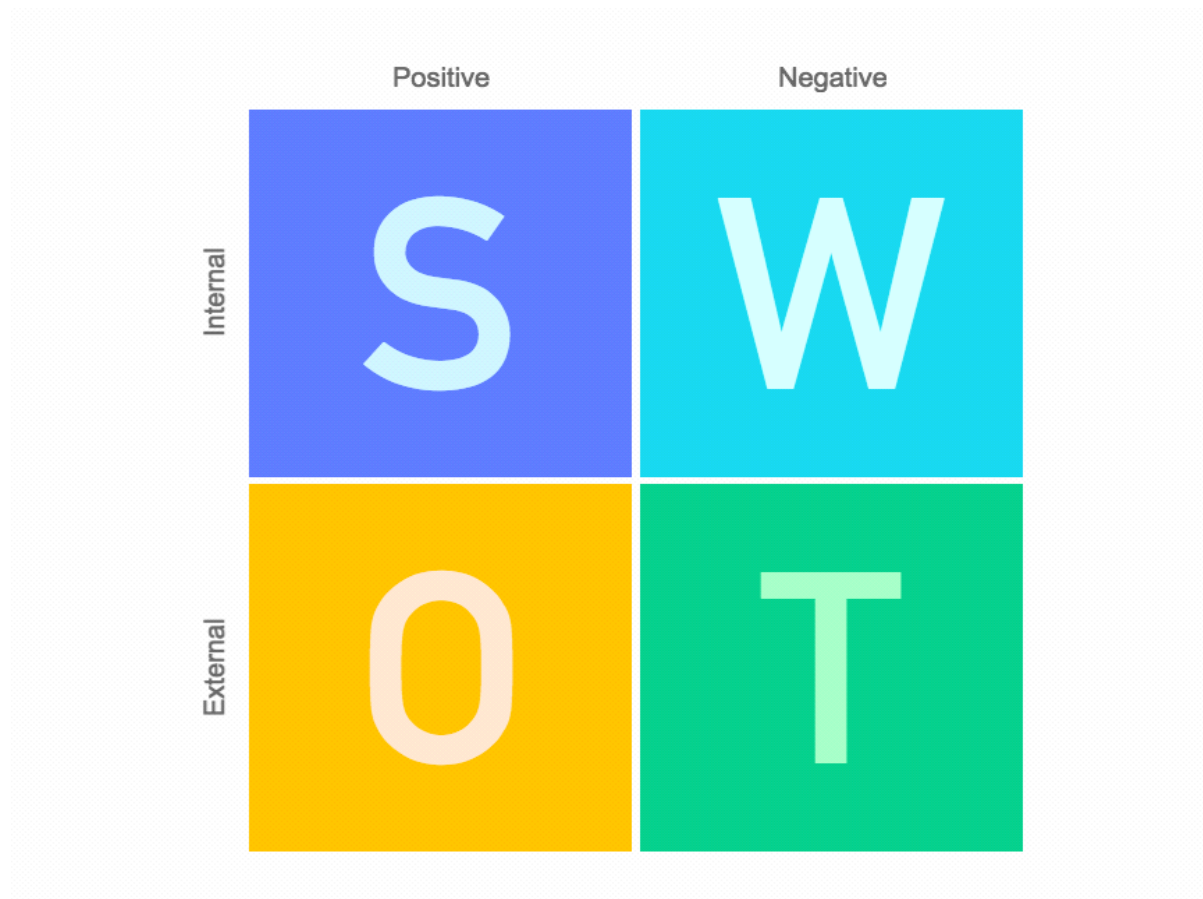


Figure 4. SWOT analysis scheme (Source: Eurgison 2020).

**S** (Strengths) — internal strong properties, business characteristics that distinguish it from competitors.

**W** (Weaknesses) — internal drawbacks that make the company vulnerable to rivals.

**O** (Opportunities) — external factors that give additional opportunities to achieve the goal.

**T** (Threats) — external cases that can complicate the goals' achievements.

(Kotler & Armstrong 2014.)

## **7 BUSINESS PLAN**

### **7.1 Clarification of Concept Name**

This name reflects the business value proposition offered to prospective customers. As stated earlier, the designed concept serves to two main purposes. Firstly, it would be a secure place for a gathering of people (who for example have met on social media). Secondly, it would encourage people to get acquainted in real life. Both of these goals are achieved via several activities, partnerships and projects discussed later on in this paper.

The name *Take It Easy*, precisely describes the two main business objectives mentioned above. On one hand, it suggests that people should be less stressed and worried about potential challenges appearing within the process of engagements in social interactions. On the other hand, the meeting space facility discussed in this paper guarantees comfortable conditions for customers' pastimes. In other words, customers would have to invest minimum effort in order to experience an enjoyable adventure and remain satisfied.

### **7.2 Product Itself**

As mentioned above, nowadays young people spend a large amount of their time on phones, gadgets, and social services. They also become acquainted more often through social networks and dating sites as Tinder, Badoo, Happn, etc. That reduces the likelihood of dating online. Consider *Take It Easy* as an example of a young man

and the Tinder application. If a young man wants to communicate, wants to make new acquaintances, he gets registered in this application, puts his photos there. Indicates geolocation, for example, Helsinki. Then he displays photographs of people in the same geolocation. If he liked a woman and would like further communication, he points it out. Then, if they have mutual sympathy, they have a common chat, where their communication begins. That is not live communication. How will *Take It Easy* solve this problem? It will help people to make new friends.

Of course, all people are different. Not everyone has the courage to approach a stranger and start a conversation. And even if it is enough, then a person may begin to doubt if "it is necessary to do that, because she/ he may already have a relationship". There is also a solution to this problem.

All clients of *Take It Easy* can be divided into three groups:

- 1 - Customers whose goal was to initially drink coffee but do not mind making new friends,
- 2 - Customers who came to the "cafe" just for coffee and do not want new acquaintances,
- 3 - Clients whose initial goal is to make new acquaintances and the secondary goal is to drink coffee.

How will people understand who wants to make new acquaintances or just sit and drink coffee? - The color of a mug. Each group will have an inherent color, with the help of which it will be possible to understand the intentions of a person.

Thus, a person will understand whether the other is open for communication or not. The color of a mug will push him to acquaintance.

Of course, as mentioned above, *Take It Easy* is also a perfect and suitable place to work on the computer. The color of the mug will be the "status" of the person. This, for example, as a status in Skype (do not disturb) or in WhatsApp (at a meeting). The client will choose his own status, according to his preferences and desires.

In order to help people make new acquaintances, *Take It Easy* will host games (for example, once a week or more often), designed for approximately 10-15 people. These kinds of games will also unite customers, thereby forcing them to communicate with

each other and create a situation during which people will be forced to start a conversation with each other.

## **8 MARKET ANALYSIS (RESULTS FROM THE SURVEY)**

### **8.1 Basic Principles about Quantitative and Qualitative Research**

This part is related to the method of research, which was used in this study and its main issues. There were chosen quantitative approach. Quantitative research method was chosen because it should count occurrences across a considerable population. It uses data and replicability to claim generalizations from survey samples and analyses. It attempts to curtail contaminating social variables. Quantitative research allows for generalizations. (Holliday 2016.) The survey of potential customers will be done through a quantitative research method model.

Through quantitative business research, organizations try to find out what people think about a product in a way that results in structured statistics and extremely cold facts. To get reliable statistical results, it is important to interview a large enough number of people and make sure they are a representative sample of your target market.

This type of research involves a quantitative, numerical expression of the market situation, consumer behavior and reaction. The main advantage of such studies is that they help to study the opinions of a large number of respondents on a limited range of problems, which allows such studies to be an indicator of the reliability and objectivity of the data obtained, as well as to process it by statistical methods and disseminate the results to all consumers. (Holliday 2016.)

The purpose of quantitative research is to reduce the risk of making wrong decisions. They are especially defined: clear, specific information, sources of their receipt, data processing is carried out using statistical procedures. (William, et al. 2010.)

This research method was chosen because Quantitative study usually involves more respondents, since it is much easier to conduct multiple-choice surveys than a series of interviews or focus groups. Thus, it can help to get specific answers to a wide range of questions. In quantitative research, the number of cases may be one or a few. To write this work, quantitative data, statistics, results in numerical form were needed. Moreover, it was necessary to embrace a sufficiently large number of respondents who would give an objective result. In quantitative research, the number of cases is large, dozens or

thousands. Therefore, this method collects more approximate information that was needed in the conduct of this study. (Heikkinen 2011.)

Thus, conducting quantitative marketing research helps to better understand the preferences, tastes and habits of the target audience. Based on the data obtained, there can be drawn up a plan for marketing activities and measures to increase the flow of visitors.

Also, there were included some qualitative explanatory information and explanation in open-ended questions by taking interviews. The questions are the same, but interviewees answer it by answering through the prism “Why”. Quantitative method was used as the main method. However, there was enriched the information, providing open-ended answers. These answers explain more “Why”. The qualitative explanatory gives more insights and deeper understanding. As it was mentioned before, there was provided a possibility to open-ended questions. These would regard as qualitative explanatory information. Moreover, these issues will be discussed later in the part 8.4 “Customer Opinion Research”.

## **8.2 Research Settings in This Work**

This survey was done to get the needed information and to find out those objects, which are important to know how to compose this business plan. Moreover, to understand will there be any customers, demand and need in this product. It is always a way of action first to do a research about the possibilities and to claim about it based on the results from the study, that the collected data is really reasonable. This method of data collection was chosen because it seems to be the handiest way. Most of the target groups are people using social media related tools and they are familiar with this questionnaire approach. For this study, 80 people were interviewed. All respondents live in the Helsinki region, since the trial and first version of this business idea will be located in this city. That is why it was important to interview the residents of this city, since they will be the main consumers in the future. Most of the interviewed were young people, students and students of two educational institutions (University of Applied Sciences, Vocational School). The working staff was also interviewed. Greater emphasis was placed on young age, since they will be potential clients and will be more focused on new acquaintances or just a pleasant place to spend time. For data



collecting method was used survey, because in this case it was the most cost effective and the best way to collect large amount of material to make conclusions for analyzing and a good business plan. For quantitative research, a survey with questions was sent out via email, which was created by Google Forms. The survey included 13 questions with short answers. These questions were chosen because they were the most appropriate, relevant, reasonable and could reflect the survey results in the best way. For the qualitative research, two interviews were conducted remotely and interviewers were also selected from those educational institutions. The questions were the same, but detailed answers were required.

### **8.3 Validity and Reliability**

Validity and reliability are used to evaluate study quality. It has been conducted correctly by the means that they were used in scientific research. By using this reassuring method, there can be secured that the phenomena was studied. According to these, it is possible to understand how a suitable and well a research method measures something. These issues will be referred to in this research. Validity is the accuracy of the measurement, and reliability is the consistency of the measurement. In any research, in all research when creating research content and recording the results, it is very important to consider these two aspects. Between themselves, these two concepts are quite closely related, but despite this they have different purposes. The measurement may be reliable, but may not be valid. Despite this, if the measurement is valid, it becomes reliable. The measurements could be reliable but not valid. They might be perfectly correct, that it might make sense. However, measurements cannot always coincide with reality, conditions, conclusions and results. (Middleton 2020.)

### **8.4 Customer Opinion Research**

It is the opinion and needs of customers that determine the success of a brand on the market. Therefore, it is especially important when conducting a market research to study consumer preferences. This allows for developing the necessary amendments to the marketing strategy, improve the quality of the brand in accordance with the wishes of

consumers, and therefore allow it to increase in popularity. Since this business idea is international, each time, depending on the location of the selected country or city, a survey will be sent out to new future potential clients. Especially this will be important when the cultural context will be changed to different cultural settings for expanding *Take It Easy*.

When conducting this study, there were selected the most important and main questions the answers to which gave a clear idea and understanding that the project will be in demand and will be popular. This chapter will directly include the findings of the survey and statistics, while the questionnaire itself will be in the Appendix 1. Moreover, there are scattered in this part also some qualitative explanatory data, that will explain some aspects deeper. The qualitative data will be taken from the interviews' answers for the same questions.

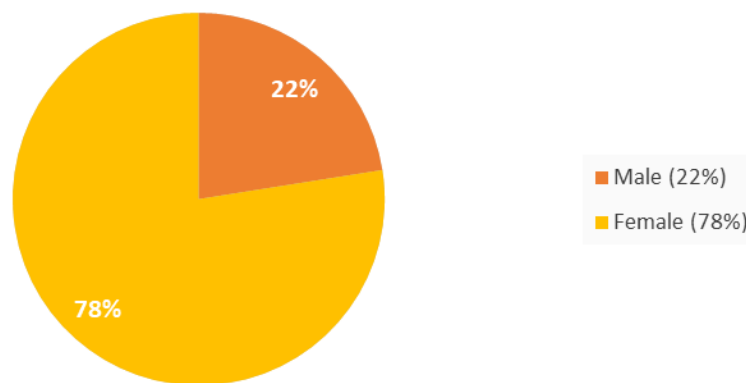


Figure 5. Customer's gender statistic.

The number of respondents was 80 people. As seen in Figure 5, most respondents were women. Men and women comprise 18 and 62 people respectively. The percent equivalence can be seen from Figure 5. During the interview, based on the result of this diagram, a question was asked about a rather large difference among the interviewed women and men. The interviewees came to the conclusion that the female half is more active and has a greater desire to participate in various polls of this type than men.

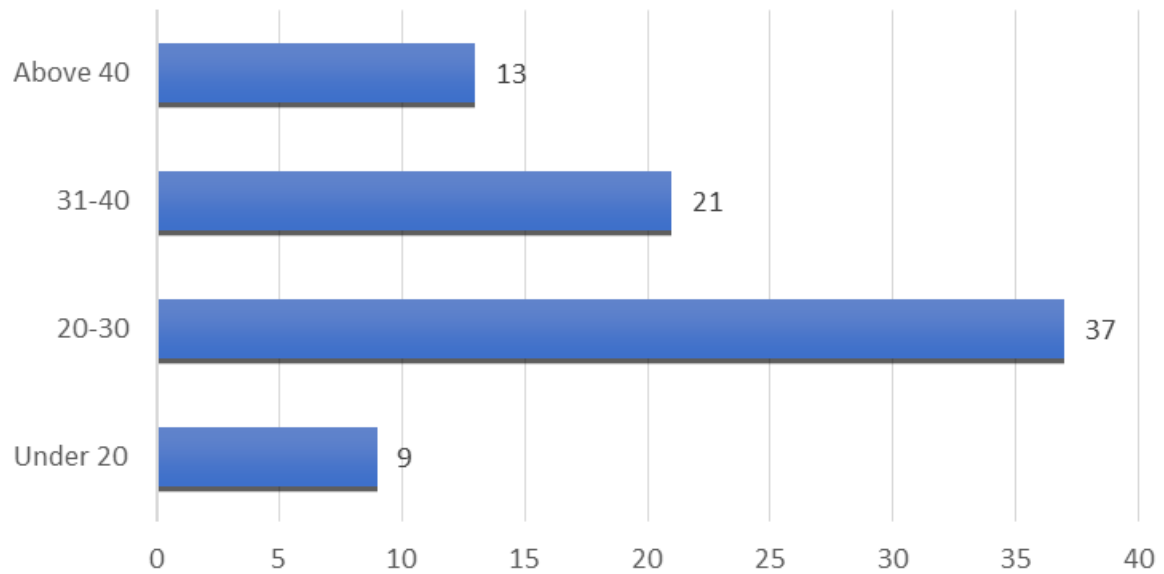


Figure 6. Ages of respondents.

According to Figure 6, the largest group consists of people from 20 to 30 years old. Then come people a little older: from 31-40, and then more than 40 years. The youngest group consists of people whose age is less than 20 years. Thus, our clients will be on average 20-30 years old. This shows that our clients are most likely to be either students or young professionals who are unlikely to have a family. Based on the indicators of this chart, the interviewed respondents assumed that the given business idea and concept was more close to the middle age group (as can be seen in the chart). People over 40 were not interested in this idea, as well as young people due to a mismatch of interests.

Based on the questionnaire it can be concluded that respondents have various taste predilections. The main replies included coffee, tea, cocoa and sodas. At the same time, the prevailing majority emphasized the importance of specific coffee drinks. That is why, the additional question (discussed in more detail below) was sent out to the survey subjects. This helped to get a deeper insight into the preferences of prospective customers and better understanding of the market behavior.

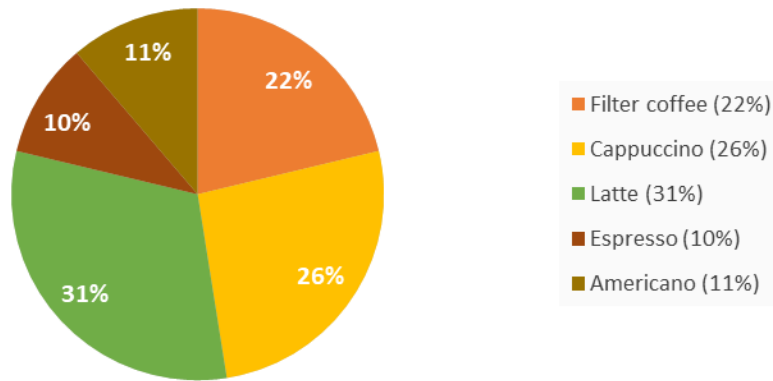


Figure 7. Favorite coffee drink.

When choosing the drinks that would be included in this question, the most frequently encountered drinks from competitors were chosen. Of all the selected drinks, latte, cappuccino and filter coffee are approximately at the same level of demand. Then, almost at the same level, with a difference of 1 per cent, is Espresso and Americano. Thus, the emphasis in our coffee house will be placed on the first group consisting of three drinks.

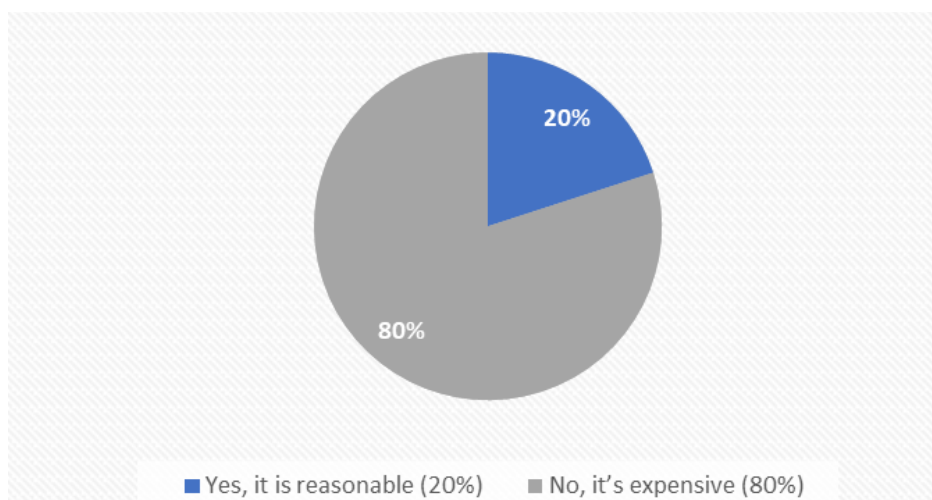


Figure 8. Price estimate.

In order to correctly draw up the financial part, as well as to understand what is needed to be better than competitors, this pie-chart is very important. As can be seen in Figure 8, despite the fact that the majority of respondents believe that the idea is a bit overpriced, people still care and continue to buy coffee in coffee houses. For this business, the ideal concept is that although the price will be slightly lower than average or at an average level, for this price the client will also receive not only a drink, but also the opportunity to spend time in an informal environment. When answering the question:

"In your opinion, is the price of coffee drinks reasonable in a cafe?", both interviewees had the same answers. Both were of the opinion that, from their point of view, the price of coffee drinks is quite high and could be lower. Also, one of the respondents added that if the price for a snack was added to the price for a drink, then it would be more logical for him to pay a little more and go to lunch than to drink only coffee and a bun for about the same amount. Also, he added that he likes the pricing policy *Take It Easy*. It seems that people would like cheaper option instead of paying more in this case.

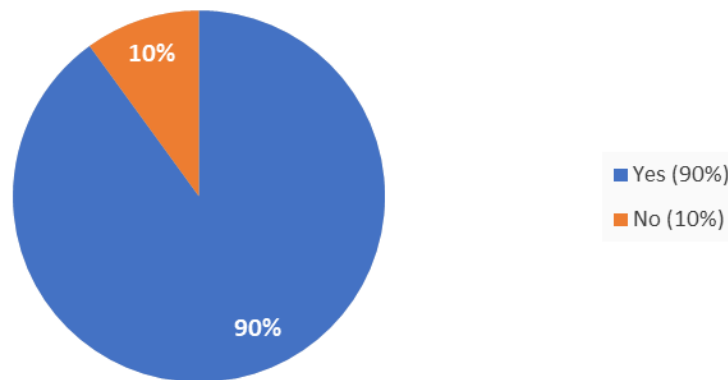


Figure 9. Importance of offers and benefits within the service experience.

It is not a secret that many people often care about offers and benefits. That can often stimulate client to choose between two cafes. According to Figure 9, more people are interested in various possible offers. That is why a large number of different offers will be offered to attract customers. This will help customers save money, and business, on the contrary, will raise revenue. Despite the fact that the answers to the chart indicator are completely different and have a large gap in the answers, one of the interviewees replied that the bonus system is also important for him "especially considering the fact that the prices for drinks in *Take It Easy* will generally be slightly lower standard ". Another respondent had different opinions and is included in the small number of respondents for whom the bonus system is not important. He justified it this way: "If I like a product or service, I am willing to pay and spend more." More specifically, discounts will be available in the chapter on marketing strategies.

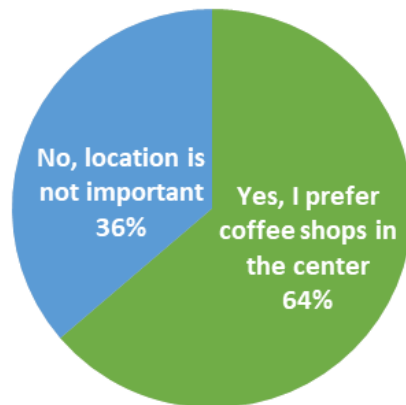


Figure 10. Importance of location.

Location is one of the most important criteria when choosing a place. According to Figure 10, for most people, location is still important. That is why thinking about the location, a place was chosen in a shopping center in the city center, where is always high patency. For both respondents, the answer was unequivocal; both prefer the location of the cafe in the center, as they claim that "most of the customers go to work in the center or through the center in one way or another." Therefore, in their opinion, the optimal location will be the central area of the city.

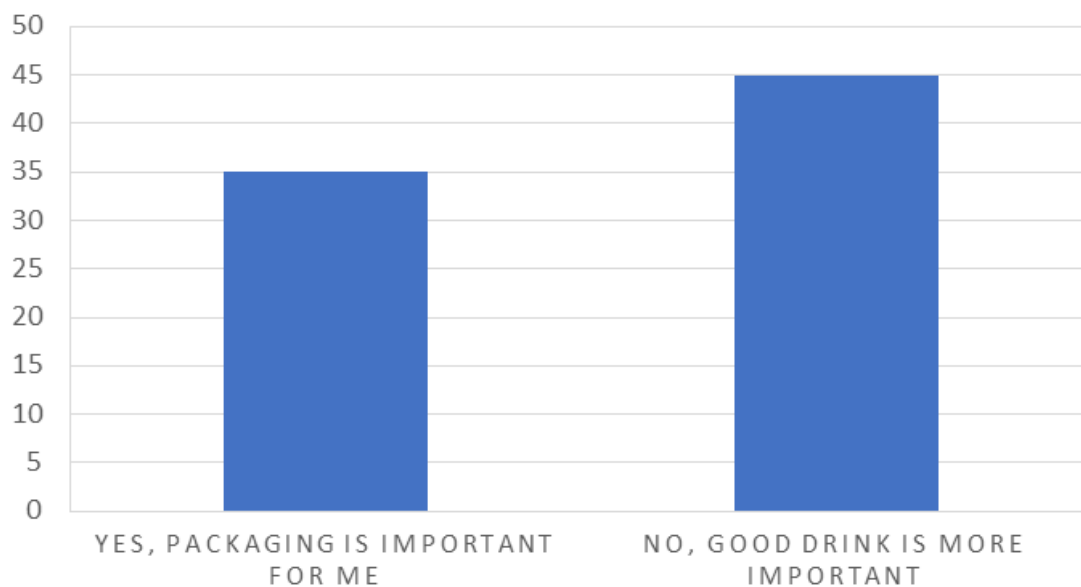


Figure 11. Importance of packaging.

Thinking about the uniqueness of the business, initially in the list of distinguishing features from competitors was the introduction of interesting take away cups. After the survey, this idea faded into the background, as statistics show, most people care about

drink more than about packaging. Therefore, the focus will be focused on the other, but this may mean that there is also an opportunity to return to this aspect, that is, to organize creative take-away coffee packages.

■ Close location with more expensive products (64%)  
■ Further location with cheaper products (36%)

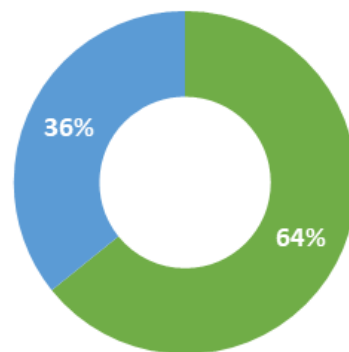


Figure 12. Customers priorities in terms of price and location.

According to Figure 12, it is important to point out that people choose a better location over the price. This means that physically the designed meeting space should be located in high patency. Moreover, taking into account the fact that the price of products will not be overstated, it will also distinguish the cafe from competitors. During the interview the answers to this question were similar to the questions about bonus systems. For one respondent, location was more important, as for another - price. Despite this, the location is still a privilege for people.

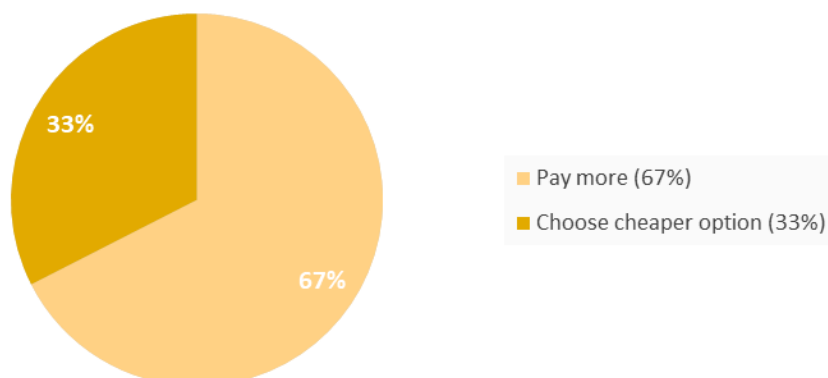


Figure 13. Ability to pay.

According to Figure 13, due to the respondents' answers, it can be stated with certainty that people are willing to pay more for a good product and service despite the fact that people consider the price of the coffee to be expensive (Figure 8. Price estimate). This once again confirms that among competitors, our price will not scare customers, because for them the most important role is the product itself and its quality. After interviewing and speaking with respondents, all together it means that the cheaper expense would be more anticipated and people would come to Take It Easy for experience with the mugs and also to make new acquaintances, than for high-branded coffee. It is so, because the idea to get new friends and get that experience is more important and interesting. As respondents told, "It is something new and unusual".

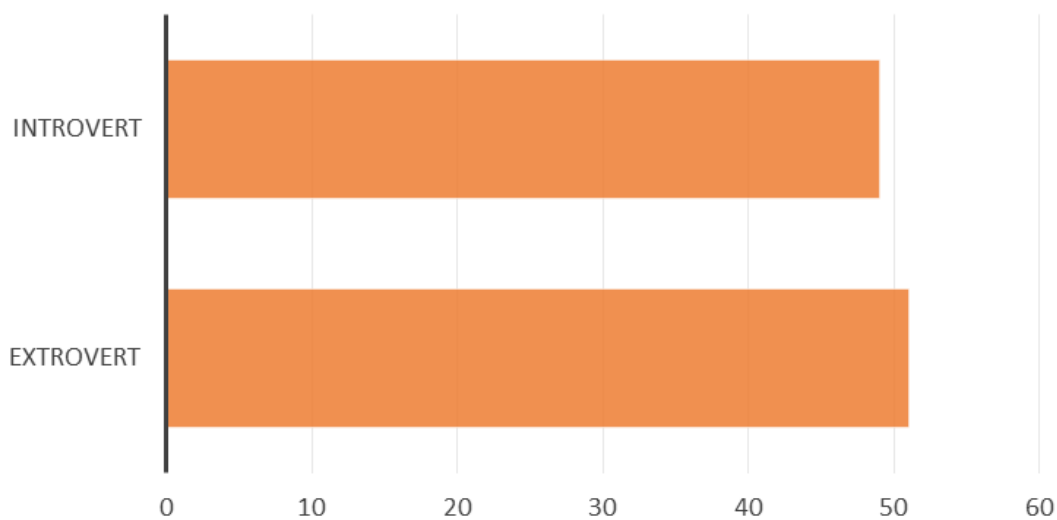


Figure 14. Types of human behavior.

Since the business idea will be slightly different from the usual one, it is important to understand what people are: introverts or extroverts. The study showed that there are more extroverts than introverts. Introverted behavior is more usual for Finnish culture. That positive result means that people will be easily attracted to games, activities and entertainments, but also it does not deny the fact that introverts may be interested in this kind of experience.



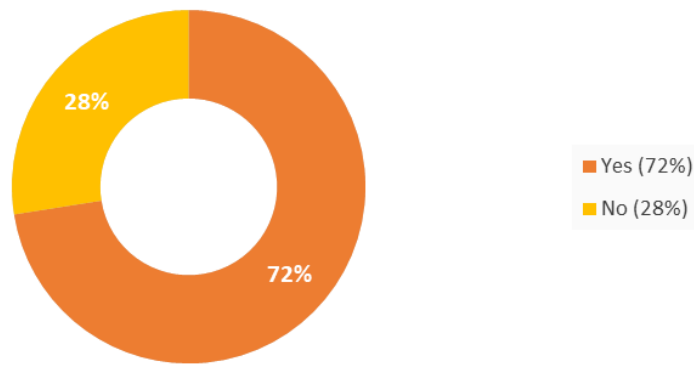


Figure 15. Willingness to engage into social interactions.

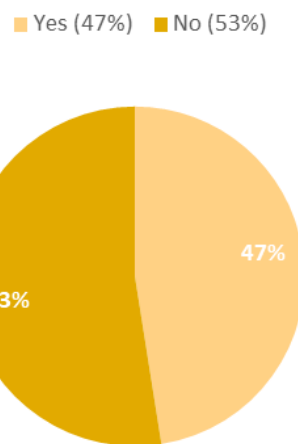


Figure 16. Willingness to initiate a social interaction.

According to Figures 15 and 16, the observed people admitted that they do not initiate a conversation or a small talk with an unknown person in public. However, the same amount of people mentioned that they would be more likely sociable under the circumstances of favorable environment. That is why there was made a solution that the venue should have various events organized. After all, the status of the mug will show in advance the mood of another person and possibly his willingness to make new acquaintances. An introverted man who is afraid to be the first to start a dialogue passes by. He notices a pleasant woman with a green mug. A green mug for him is a signal that the woman is ready to meet and is waiting for a new acquaintance; there will be no reason for her refusal, because she herself already speaks with her "status" of readiness. According to this concept, it will be easier for an introvert or just a shy person to approach and overcome his psychological fear and leave the comfort zone. The last two diagrams are quite closely related to each other. At the time of the interview, one of the respondents was a man and the other a girl. The answers were different. Overall, most of the respondents responded that they are not shy or introverted. But the girl said

that even if she really liked the man, she still would not take the "first step", because she believed that a man should do it. The man, in turn, noted that he is always open to communication, not shy and will easily approach and meet a stranger.

So, summing up the survey as a whole, the questions were selected and compiled clearly and concisely. This helped the responder not to doubt about the choice of the answer. Thus, these types and formulation of answers to the questions helped to draw the right conclusions. Based on the survey results, the business idea of *Take It Easy* will be a cafe with inexpensive drinks, which has a large bonus system and will be located in the center. Despite the fact that for most of the people surveyed it would be difficult to start a conversation with a stranger, most of the people surveyed were extroverts. The problem is this that people do not want to come first and take the first step for dating, because they are afraid to be rejected. Therefore, the solution to this problem for people will be the "colors of their statuses" (mugs). This will help increase the percentage of people who responded by interviewing that they would not go to a stranger and would not start the conversation first. According to the survey and the data obtained, the invented business concept will be in demand, will be of interest to people. Thus, based on the survey, it can be argued that this business concept will be relevant. But, despite this, one cannot be one hundred percent sure, starting only from the answers of theoretically future customers. In any business, there are a huge variety of factors that can affect the change in the final result and affect the success of the business as a whole.

The questionnaire is made in a valid way. As already mentioned, all questions are so clear cut and closed-ended that the questioner cannot make a judgment of the question. The implemented primary data collection is used to verify a prior formerly formulated hypothesis. The research results are equivalent to the prior assumptions and predictions of the target market segment. There is always limited possibility for an error, but with this questionnaire it was reduced to the minimum. Although, the topics raised in this survey do not comprise the entire spectrum of possible challenges being measured, they remain valuable. This is true because the survey questions reflect the most significant issues associated with products and services offered by *Take It Easy*. In other words, the conducted research precisely measures market conditions and identifies the behavioral patterns regardless of respondents' number.

## 8.5 Analysis of Existing Competitors

According to Kotler, et al. 2017, "The ability to change faster than competitors is an essential competitive advantage." Indeed, it is very important to differ from competitors, to be special against the background, so that customers want to come back to the business precisely because of those very distinctive factors: their own and different product, service, maintenance, etc. That is why this cafe will be not just another place to drink coffee, but also a place where people need to make new friends and expand their networking.

As mentioned in the literature review, a competitor analysis is a very important and integral point in creating any business idea. Two analyses will be presented below. Since the project includes two aspects: a meeting space and a coffee shop, two comparative analyzes will be performed (comparison with cafes and meeting spaces).

The analysis of competitors among meeting spaces will include three criteria:

- price (since people of a younger or middle age usually visit meeting spaces, then in this criteria this aspect is considered on an ordinary young man or students)
- the originality and novelty of experience
- working hours

(Since the project location will be Helsinki, competitors' meeting spaces will also be taken to Helsinki).

Even though it is quite wide range of different direct and indirect competitors, there might still be some other actions and competitors to be in the actual situation.

As it was mentioned before, Helsinki would be the first test bet for *Take It Easy*. As this business idea will expand in other countries, certainly, there will be done a new competitor analysis, depending on the conditions of a particular country or a city.

Table 2. Analysis of existing competitors for meeting space

	<b>Take It Easy</b>	<b>Cinema</b>	<b>Bowling</b>
<b>Benchmark:</b>			
<b>Price</b>	Free or drink fee	Paid	Paid

<b>Originality and novelty of experience</b>	Absent in Helsinki. New experience. It is possible to communicate, to conduct a dialogue. Suitable for daily activities. For working potential customers there is also the opportunity to work, and for students to learn.	Special: during this experience there is no possibility of communication, as well as lack of conversation. Suitable for daily pastime, but not frequent.	It is possible to communicate, to conduct a dialogue. Suitable for daily activities.
----------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------

<b>Working hours</b>	Morning, day, evening	Morning, day, evening	Morning, day, evening
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**Museum****Bar****Theatre, concert****Benchmark:**

<b>Price</b>	Usually paid, but there are days on which visitors can get to the museum for free.	Free or drink fee	Paid
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<b>Originality and novelty of experience</b>	There is the ability to communicate; not suitable for daily hanging out.	There is an opportunity to communicate; Suitable for daily hanging out.	There is no possibility of communication, as well as the lack of conversation. Not suitable for daily activities, as these types of events are not held daily. Moreover, a person will not attend theaters and concerts every day.
----------------------------------------------	--------------------------------------------------------------------------	-------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<b>Working hours</b>	Day, evening	Late evening, night	Evening, late evening
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According to the study on potential clients, the main groups were identified as youth, including students or young people who have work. Thus, based on the data from this table, the following conclusions can be drawn: *Take It Easy* will be the most suitable for all potential customers according to all the criteria.

A student can usually be described with some points. They usually study hard, get up early, have free time during days or evenings, but do not have enough money. To describe a usual young worker, they also get up early, usually spend morning, afternoon and day time at work. They have money, but they do not have so much free time. Thus, relying on the data from the table and the description of the potential client, it can be concluded that *Take It Easy* will be the most suitable experience.

An analysis of competitors in the field of coffee houses will include seven competitive factors:

- quality
- range
- price level
- quality of service
- cafe reputation
- specificity
- location

Table 3. Analysis of existing competitors for coffee shop.

	<b>Take It Easy</b>	<b>Espresso House</b>
<b>Competitive factors:</b>		
<b>The quality of drinks and food</b>	Good	Good
<b>Assortment</b>	A small basic assortment of coffee drinks and tea. Does not include food, in particular	Average range of drinks. Lack of authors' beverages. Includes the usual assortment of confectionery

	confectionery, snacks and sandwiches, etc. There is an original drink.	and snacks, similar to the range of competitors.
<b>Price level</b>	Below the average	Normal
<b>Quality of service</b>	High	Normal
<b>Reputation of cafe</b>	Meeting space and new coffee shop	A well-known coffee house located in Norway, Sweden, Finland and Germany, with a large flow of customers.
<b>Specificity</b>	First of all, it is a meeting space, and then a coffee shop.	Standard coffee shop
<b>Location</b>	Helsinki Center	Helsinki Center

	<b>Robert's Coffee</b>	<b>Starbucks</b>
<b>Competitive factors:</b>		
<b>The quality of drinks and food</b>	Good	Good
<b>Assortment</b>	Average range of drinks. Lack of authors' drinks. It includes the usual range of confectionery and snacks, similar to the range of competitors.	Average range of drinks. Lack of authors' drinks.
<b>Price level</b>	Normal	Normal
<b>Quality of service</b>	Normal	High
<b>Reputation of cafe</b>	A well-known chain of coffee shops with points in Finland, Sweden, Estonia, Turkey and Cyprus, with a large flow of customers.	One of the most recognizable coffee houses with points in 22 European countries.
<b>Specificity</b>	Standard coffee shop	Standard coffee shop

<b>Location</b>	Helsinki Center	Helsinki Center
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Thus, based on this analysis, the main advantages over competitors are the relatively new services and experiences that have not previously been provided in the market will be provided. Moreover, the main goal will be achieved, and the main problem solved. First of all, this “cafe” will position itself not only as a regular coffee shop where customers can visit and have coffee, but also as a place where clients can and should make acquaintances with people.

People will no longer be afraid to get to know each other, and there will also be more lively communication, which is already scarce nowadays due to spending a lot of time on phones and social networks. Also, the price of drinks will be slightly lower than the average market price.

## 8.6 Partnership possibilities

The opportunity of a partnership, whether general or limited, is not out of the question, but the level of trust and cooperation needed is high, and it is crucial to find an ally, who brings value to the entire business model. Most likely, if *Take It Easy* shifts to a partnership at some point it will be by joining a couple sole-traders/ proprietorships. Another option is to partner with various institutions in order to find interns who can be part-time workers (baristas, waiters, musicians, etc.).

## 8.7 PEST Analysis for *Take It Easy*

According to the PEST analysis carried out, special attention of *Take It Easy* should be paid to the following factors: availability of professional sellers of equipment, income level of the population, rental rates and salary level. This PEST Analysis is for Helsinki test side. When this business idea will be introduced in another city or country (for instance, Saint-Petersburg or Tallinn), this PEST Analysis will be reconsidered in the new settings. It should be redone beforehand to check that everything what is applicable in Helsinki, can be applicable for instance, in Saint-Petersburg or in another

city. As it was mentioned before, Helsinki will be as a test bet but the goal is to expand *Take It Easy* all over the world.

Table 4. PEST Analysis for *Take It Easy*

Political factors	Economic factors
<ul style="list-style-type: none"> <li>- increasing the requirements of state bodies for the working conditions of catering establishments.</li> <li>- provision of state support for the development of small business.</li> <li>- development of the Finnish credit system.</li> </ul>	<ul style="list-style-type: none"> <li>- hidden inflation.</li> <li>- the presence of a crisis situation in the Finnish market.</li> <li>- decrease in the population's ability to pay.</li> <li>- decrease in the standard of living of citizens.</li> <li>- development of the wholesale coffee market.</li> </ul>
Social factors	Technological factors
<ul style="list-style-type: none"> <li>- increase in the need of citizens to visit cafes in order to hold business meetings, meetings with friends and acquaintances.</li> <li>- increase in the number of consumers who prefer to relax in cafes.</li> <li>- increasing consumer demand for high-quality drinks.</li> </ul>	<ul style="list-style-type: none"> <li>- the use of new technologies in the preparation of drinks.</li> <li>- the possibility of equipping caffeine with new technical means.</li> </ul>

## 8.8 SWOT Analysis

In order to analyze future business, one needs to do a SWOT analysis. Since this business concept combines two industries: a coffee shop and a meeting space, these two analyzes will be done.



### 8.8.1 SWOT Analysis for coffee shop

Table 5. SWOT Analysis for coffee shop.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>-Great location</li> <li>-High cross</li> <li>-Average price level</li> <li>-Free internet access</li> </ul>	<ul style="list-style-type: none"> <li>-Lack of managerial experience</li> <li>-Image of coffee shop is not yet formed</li> <li>-Financial constraints</li> <li>-Used equipment</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>-Attracting investors</li> <li>- Coffee drink growth</li> <li>-Attracting regular suppliers of quality products</li> <li>- Retail Network Development</li> <li>-Attracting new customers through an extensive marketing company</li> </ul>	<ul style="list-style-type: none"> <li>-Adverse Demographic Changes</li> <li>-Decrease in the general level of purchasing power</li> <li>-Change in consumer preferences</li> <li>-Customer dissatisfaction with product quality</li> </ul>

#### Strengths

The cafe will be located in a beautiful place that will be accessible to anyone: it will be in the Tripla shopping center with a fairly high patency. In addition, this shopping center is located right in the city center. It is a junction for passengers who make transfers, and many trains from airports or distant cities also stop at the station where the Tripla shopping center is located. There will also be many customers who go shopping and were not averse to having a cup of coffee or taking coffee to go. Due to this, the level of patency will be significantly high. Also, the price level will be average and standard for coffee houses in the Helsinki region. The price will not be too high and will not differ from others in cheapness. Moreover, Internet access will be free. This will attract more customers who just want to work or ordinary tourists who need free internet in another country.

#### Weaknesses

Since the organization will be very young and new, as well as the business idea itself and its creators, the inexperienced background may turn out to be a weakness. Mistakes can be made that an experienced restaurateur or coffee shop owner would not

have made. This stems from the fact that the image of the cafe will not be fully formed and will not consolidate its place in the market among other competitors. It is likely that some customers will choose other places to buy a drink, as they will be more familiar with other brands. From the financial point of view, initially the costs will be large and the payback will not occur immediately but rather gradually. Thus, there may be a problem in limiting financial opportunities. As the result, there may be a possibility of acquiring already used equipment.

### Opportunities

This business model is a unique on the market, may attract investors and be developed in a rather successful way, because the idea will be fresh, new and interesting, and at the same time it will be interesting for investors to invest in something extraordinary and promising. Demand and consumption will grow due to extensive marketing experience. As everyone knows, advertising is the engine of sales. That means the better the advertising, the higher will be recognition and patency. Thus, an increase in the consumption of coffee drinks will be triggered, that will also positively affect both the finances and recognition and increase the coffee consumption in Helsinki, and thereby in Finland as a whole. Moreover, as already mentioned, this business idea has a good, growing and promising future. Thus, it will make it possible to plan expansion with the development of retail chains.

### Threats

As in any business, there is always the possibility of a negative change in the growth of income, growth, development and payback. These main factors will directly affect the process of advising demographic changes: decrease in the general level of purchasing power; change in consumer preferences. As in any field, there are always two groups of customers, those who are satisfied with the service, and those who are not. In this case, the threat will expose the customers who do not like the business idea, drink, service or quality of the product as a whole.

### 8.8.2 SWOT Analysis for *Take It Easy*

Table 6. SWOT Analysis for *Take It Easy*.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>-New Product</li> <li>-Compliance with the expectations of modern youth</li> <li>-Deliberate solution to customer problems</li> <li>- Gaining experience</li> </ul>	<ul style="list-style-type: none"> <li>-New brand</li> <li>-Lack of financial support</li> <li>-Founders are foreigners</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>-Change of the social problem of youth in society for the better</li> <li>-Business expansion in the form of opening new locations</li> <li>-Lack of competitors</li> </ul>	<ul style="list-style-type: none"> <li>-High rent, as well as general price increases</li> <li>-Competitors as cafes and meeting spaces</li> <li>-Conservative customers</li> </ul>

#### Strengths

Since this concept will be completely new to the market, on the one hand, this can be attributed to both the strengths and weaknesses.

Nowadays young people spend more and more time on mobile phones in social networks. Live communication is already taking a back seat. People begin to get more and more acquainted through dating sites, which thereby reduce the likelihood of people meeting live.

The subparagraph “deliberate solution of the client’s problem” means that the client has already resolved the problem of discomfort and uncertainty at the first meeting. Namely, the client himself chooses his “status” while hanging out in a cafe. That means it can be open both to communication and vice versa. Another person can understand this by the color of the mug in which the drink will be. That solves the problem of customer insecurity. A woman is sitting at the table and working on a computer. She took a drink, poured into a green mug, the man who has just entered *Take It Easy* understands that he would not mind meeting the woman. He does not need to think, to doubt of further actions, because this problem has already been solved for him: the color of the glass clearly indicates to him the status and the desire of that woman, and he can calmly

approach her and start a conversation, knowing that he will not be turned down. Thus, the problem of both a specific client and a lonely, secluded youth is simultaneously solved.

### Weaknesses

A new brand can serve as a weakness, since starting from scratch and raising a new brand, introducing it to the market is not always easy and simple. An important problem is the lack of financial support, because starting a business is money consuming idea. Money is resources and opportunities to achieve goals. Money is needed to cover costs (rent, salary, procurement of goods and others). Thus, the more financial support there is, the more plans and goals can be realized.

Each country has different conditions for starting a business, different understandings of how to conduct business, different cultures and worldviews. If one can learn all the conditions and the rules for starting a business abroad, then an important problem is the understanding of both local and ordinary business culture. It is necessary to study the market well and its demand as well as customer needs. It is important to know that not every country will have the same demand for the same products.

### Opportunities

The main idea of *Take It Easy*, and the improvement of social problems in society which will be changed for the better, supposing that any changes in the form of the expansion of the network are possible. This will be expressed in the discovery of new points and locations. To take this project as a whole, as a solid one (and not consider it as two separate segments - cafes and space), it can be easily seen that there are no competitors. So the company is likely to become a monopoly and occupy this kind of niche.

### Threats

Changes in cost prices are directly related to changes in income. Therefore, the higher the cost of the costs, the lower the revenue.

Any business has competitors and they must be studied. On the one hand, due to competitors, it can be understood exactly what the advantages of product are, but on the other hand, a competitor also helps to understand the weaknesses.

Clients are completely different people with different views and opinions. An important threat to this project may affect their conservatism. Not everyone will want to try something new, trust something unknown and gain new experience. In other words, not all people are open to innovation, especially if it is associated with new acquaintances. The problem of isolation of people also follows from here. Moreover, since this concept and brand will not be so well-known, it will be difficult to increase traffic and attract new customers, especially considering the mentioned above characteristics of people.

## 8.9 Customer User Persona

As pointed out in the literature review, a customer user persona is a portrait of our consumer.

In this part, a specific portrait of the buyer will be created, according to which we will solve his problem through a future product. In order to have a clear and precise understanding of the customer user persona, three main groups (background information, demographic and problem) will be highlighted, including subgroups. Despite the fact that this project is international, the portrait of a customer user persona will be preserved regardless of the country or city.

Table 7. Description of Customer User Persona for *Take It Easy*.

	<b>Take It Easy</b>
<b>Background:</b>	
Job	Student, employee, unemployed
<b>Demographic:</b>	
Gender	Any
Age	From 18 to 60+
Marital status	Single/married
Income	Any salary
Place of residence	Helsinki/tourist
<b>Problem</b>	Desire to make acquaintance and to buy good coffee with affordable price

Anyone can become a client of *Take It Easy*, regardless of background. Most likely, since the cafe will be located in a shopping center, most clients will be students, people going to or from work, as well as people whose main purpose was shopping but decided to buy coffee and relax. Speaking about gender, there is no clear separation, because any person, regardless of gender, wants to make a new acquaintance or buy a drink. It can also be of any age. Most likely, the age range of customers varies from 18 to 60. It is quite possible that already married people can come to the cafe just for the purpose of making new acquaintances only with a friendly purpose. Since the location will be in the shopping center, in the city center, as well as in a place where public transport passengers make many transfers or tourists travel from the airport and other cities, it is worth concluding that any place of residence will work for both branches of this business. But it should be definitely assumed that the main stream of guests will be customers from the Helsinki region. Approaching the main and final point, this business idea will solve several problems that will closely overlap with each other. Moreover, the interviewed respondents also identified several of the listed goals in the interviews:

- People who came to buy coffee
- Make new friends and have a pleasant experience
- Customers, who come to the meeting to discuss something, spend a pleasant time waiting for friends / colleagues / trains, etc.
- Work at the computer, because for this all conditions are provided (coffee, comfortable chairs and tables, free Wi-Fi).

Thus, a rather broad and wide portrait of the alleged user persona is obtained, because this business solves several problems at the same time.

## **9 BUSINESS MODEL AND STRATEGIC GOALS**

### **9.1 Product and Services**

Choosing such a rather unusual concept, connected and consisting of a cafe and meeting space, it will be slightly different from the standards.

Since the project will be mainly focused on the goal of bringing people together, first of all, the idea will be followed by an immeasurable experience (acquaintance and communication), and then the product and service in the form of coffee.

Thinking about the effectiveness and this business composition, at the initial stage only coffee drinks and possibly packaged food in the form of small snacks will be sold. In the early stages, this will allow cut costs. Also the most important factor will be that emphasis will be placed on activities. In this way, food and drink will be supplements of activities that people can do in *Take It Easy*. Despite the fact that at the initial stage there will be such a strategy, but in the future plans will be possible such a concept, offering more varieties of food. For this, direct research will be done for each country separately, since the aspect of food is directly proportional to the topic of culture.

## 9.2 Marketing Strategies

As it was mentioned in Literature Review, there will be used The ACT Methodology which will help to achieve success in online marketing. To “Attract” there has been already created a unique business model, which in itself will attract customers with its novelty. Speaking about online marketing, people logging into a business account on Instagram will be interested in the idea. Next will be a step called “Convert”. Using good SMM, and an excellent product description and content strategy, people will get interested and involved in the product. Perhaps they will not immediately make a purchase, but they will definitely remember it in order to visit *Take It Easy* in the future. Then, at the “Transform” stage, clients who learned about the cafe through social networks, buy a product, share their experiences with friends live or through social networks. Their friends go to *Take It Easy* account. And at that very moment, the chain and algorithm called ACT Methodology again begins. Also, WOW Effect of Marketing Strategies will be involved, with the help of which customer growth will be involved, as well as the brand’s promotion.

For people who will be getting to know the brand and the product for the first time, “Introduction” will be a presentation of the concept, an explanation of the product and how to use the “colors of the mugs”, namely their status. Then “Rising Action” will be the

solution to the client's problem. Of course, for each client they will be different, but in general, the main thing will be the desire to drink coffee, and then minor problems. In the ground of this business idea, there will be two initial problems: the acquisition of coffee and a new acquaintance. So, that Resolution will be the solution of two initial problems: the client receives coffee and the opportunity to make new acquaintances.

Using the Before - After - Bridge marketing strategy as an example, the result will also be achieved. This strategy will be used in SMM, since this method is most often used in copywriting. The client will be provided with information on how sad it is to live alone, without communication, and even more without a loved one. This will be the "Before" item. Then follows the presentation of the same life ("After"), but without a gap. Specifically, a person in a loving and positive relationship. And "Bridge" itself will be the *Take It Easy* concept, with the help of which the problem will be solved and the client will be in the "After" stage. As described in the product description, *Take It Easy* combines coffee and entertainment space. The following are specific systems and methods for attracting customers.

#### Social networks

As everyone already knows, social networks are one of the main engines for promoting a business and finding new customers, expanding its client base, etc. One of the main social networks, which will be taken as a basis, is Instagram. Through it various competitions will be held, communication with customers will be built. Instagram will be a way to connect the product with the client.

#### Bonus systems

Bonus systems will also be considered as other ways to attract new customers and retain old ones. The following bonuses will be involved:

- Tenth drink as a gift
- People who will participate in the games will receive bonuses in the form of small discounts on drinks (for example, the winner receives a free drink or the person who participated in 5 games receives a 50% discount on the drink, etc.). Thus, this will motivate the client to receive bonuses for drinks in the future, as well as make new acquaintances, visit *Take It Easy* again.
- Discounts for students, regular customers or followers.



- Contests will be held via Instagram. Clients will need to put a photo in profile or stories to get a discount on a drink, get a nice bonus or gift.

## Events

- To help people make new friends, *Take It Easy* will host exciting board games such as Mafia etc. These games will be held once a week, designed for approximately 10-15 people. These kinds of games will unite customers, by forcing them to communicate with each other and create a situation during which people will be forced to start a conversation with each other.
- Life-music evenings. I think many people are attracted to music, especially life music. In *Take It Easy* there will also be evenings at which students from music institutions will take part. They will gain experience, expand their networking and advertise themselves, and on the part of *Take It Easy*, an advertisement will be made about this kind of event, which will increase the number of customers.
- Master Classes and lectures. Conducting interesting master classes aimed at various topics. For example, master classes that will talk about coffee for people who would like to understand a little about coffee, get able to distinguish between different types of roasting, etc. business master classes, Instagram promotion master classes and many others.

## 9.3 Risk and Reward Analysis

### 9.3.1 Three Areas of Risk

There are three major risks of launching a Cafe Business with profit orientation. Each of them can be minimized or even be brought to zero, if a consultant is hired. The first two risk areas are associated with the investment costs, which fall into the two following segments:

1) The monetary investments are directly linked with starting-up a company. Being a small organization with relevantly limited budget all the issues (ex. Accounting, Marketing etc.) are often solved with the utilization of internal skills and facilities.

However, when doing there is a risk not to get the full investment back. In contrast, when hiring a consultant or a third party on a pay-for-performance basis, the prior risk is minimized but the expenses would increase proportionally.

2) The time-cost investment which, likewise the first one, can be in theory reduced with the help of a consultant. This means that time comes as a substitute to money. There will be also likely got smaller results. In addition to this, there is a risk of miscommunication with the third party and as the result lack of alignment in the entire business model.

The third area of risk is related to training costs. There would be a potential risk of harming the business, by using the internal tools wrongly. Obviously, a pay-for-performance third party is going to be a much safer option here but coming with higher costs.

All the discussed above areas of risk are those that can be predicted and managed. However, there are also so called force majeure circumstances which are hard to forecast however the risk management policies should be defined as well. These cases may be included, but can't be limited to natural accidents, pandemics, terrorist attacks and other unforeseeable catastrophes.

### **9.3.2 Areas of Reward**

The rewards should be measured within several areas. The added value of a company while getting recognized among prospects would see:

- income grows
- overheads trimmed
- more positive cash flow
- the profit boost
- secured future

### 9.3.3 Risk Map

In the following chart there is a detailed map of business activities and their attractiveness in terms of risk and reward analysis. The first group shows operations that involve high risks and low rewards. This means that these endeavors are assumed to have small investment costs but lead to superior positive outcomes. This group includes such developments as participation in fairs and exhibitions, hiring third parties, cooperation with other organizations. By doing so, a company can achieve better results with minimum investment costs. The second category discusses high rewards and high risks, meaning that although the activities in this group can lead to positive outcomes they might involve big investment costs. Among other activities it is especially important to discuss launching new product lines (as it was required by prior research and lots of planning), opening a chain and changing the entire business model. The next segment is associated with low risk and low reward. This group includes making changes in existing product lines and regular maintenance of venue. Such activities indeed call for minor contributions and can bring rather small but still necessary positive outcomes. The last, but not the least category is related to high risk combined with low reward. It is usually related to entering a completely new customer segment as it might involve huge efforts which do not necessarily would bring positive results.



Figure 17. Risk Map for *Take It Easy*

## 10 FINANCIAL PLAN

This financial plan will cover the following items:

- Required Costs of Start-Up
- Profit Estimations
- Sales Forecasts

The chapter brings up the question of start-up capital requirement for the first business year, calculates the initial capital for establishing *Take It Easy*. The expenditure includes investment capital that is going to be used on business operation, such as company registration fee, equipment cost, working capital (for instance labor cost) and insurance, etc. This section is based on three main financing forms: capital requirements form, profitability form and sales form. Since *Take It Easy* is an international project, financial data will be different for each country. This financial plan is specific to Helsinki.

While dealing with financial budget, the Uusyrityskeskus as resource has been used. It is an online service with the purpose of guiding new entrepreneurs on making appropriate business plan. (Uusyrityskeskus 2020) As seen from the investment table, EUR 50000 will be used as personal investment fund. Based on consultation with existing businesses in Helsinki area it is supposed that the rent is EUR 8000 per month, rental capital is EUR 24000 in total including deposit (two months' rental cost). There will be only two employees in this meet space, so working capital expenses for salary are not very high, which is EUR 1600 each person per month (EUR 3200 monthly in total). The first month salary is included in investment capital, but the rest of personal costs come from monthly revenues. Generally speaking, EUR 52500 capitals are required to start this business. This number consists of costs EUR 350 for company registration fee and EUR 2500 should be saved in bank as share capital. Therefore, it is enough to prepare EUR 50000 as the start-up investment capital.

Table 8. Capital requirements

<u>Investments</u>		
<b>Immaterial goods</b>	Registration costs	350
<b>Machinery and equipment</b>	IT	450
	Production equipment acquisitions	4000
	Assets	0

	Vehicle	1500
	Furniture	2000
	Phone/Internet	500
	Equipment installation	3000
	Renovation of premises	5000
<b>Movables of the company</b>	Office supplies	200
	Other devices	0
<b>Working capital (2 months)</b>	Initial advertising	1600
	Rent and rent deposit	24000
	Equipment rental/leasing costs	0
	Personnel costs	6400
<b>Sales and Financial assets</b>	Initial inventory	1500
	Cash reserve	2000
<b>Capital requirements in total</b>		<b>52500</b>
<u>Capital Sources</u>		
<b>Equity</b>	Share capital	2500
	Personal funds invested	50000
	Personal production tools and equipment	0
	Other	0
<b>Equity loan</b>	Shareholder loan	0
	Bank loan	0
	Finnvera loan	0
	Other	0
	Supplier loan	0
<b>Other sources of financing</b>		0
<b>Sources of Capital in total</b>		<b>52500</b>

The profitability calculation for *Take It Easy* is calculated in Table 9. To make a profitable business, the monthly sales turnover should be minimum four times of rental costs. According to this resource, the monthly rental cost is EUR 8000, and the targets sales revenue should be EUR 32000. To calculate unemployment fund there was considered that the employees need to pay 0.6% tax to get it. That is why the unemployment fund is EUR 9.6 per month. According to data collection, the value added tax for food, restaurant and catering service is 14%. Therefore, the net revenue

requirement for each month is EUR 15090 after tax payment. (Valtiovarainministeriö 2020)

Table 9. Profitability

		Per month	Per year
= Target Net Result		0	0
+ Loan amortisements		0	0
= Income after taxes		0	0
+ Taxation		0	0
= Capital requirements		0	0
+ Company loan Interests		0	0
<b>- Operating margin (A)</b>		0	0
<b>+ Fixed costs</b>			
+ Insurances		0	0
+ Salaries		1600	19200
+ Entrepreneur salary		1600	19200
+ Company premises		0	0
+ Leasing payments		8000	96000
+ Communication		60	720
+ ccounting, tax declaration etc.		150	1800
+ Office expenses		20	240
+ Travel, vehicle etc.		150	1800
+ Marketing		2500	30000
+ Unemployment fund		9,6	115,2
+ Other expences		200	2400
<b>= Total fixed costs (B)</b>		<b>14290</b>	<b>171480</b>
<b>= Sales Margin requirement (A+B)</b>		14290	171480
+ Purchases (VAT excl.)		800	9600
<b>= Net revenue Requirements</b>		15090	181080
- other net income		0	0
+ VAT (14%)		2113	25356
<b>= Total sales / Invoicing requirement</b>		17203	206436

As for sales calculation, it has been decided to segment customers into three groups: those who come alone; who come with a friend (meaning that at least two customers will come together); and the group of people (three or more customers in total). It is assumed that the average consumption is 5 euros per person. Aiming at net revenue to be EUR 27534 per month and it is assumed that 6400 products should be sold monthly.

From the sales revenue table, it can be seen that the possible need of additional sales is EUR -1376. The result indicates that there is a profitless business in the very begging. However, the result is affordable for a new entrepreneur and this business plan is to make the brand new concept known in Helsinki area in the first couple of years.

Table 10. Sales

	Per month	Per year
Net revenue (excluding VAT)	27534	330408
Total costs	-14620	-175440
<b>Sales margin total</b>	<b>12914</b>	<b>154968</b>
Sales margin requirement	14290	171480
<b>Difference</b>	<b>-1376</b>	<b>-16512</b>

## 11 LIMITATIONS

The research conducted for this paper was limited to the Finnish market as it is the primary focus of the intended business plan. Other limitations associated with the data collection are the impossibility to control the environment, difficulty in setting up the research model, and honesty of the respondents. Although the questions were easy to understand, the risk of misinterpretation remains existing as the questions were answered remotely via Google forms.

Other issues that appeared within the research implementation were the insufficiency of sample size for statistical measurements, and limited access to data combined with time constraints (due to Covid-19 and isolation). It was impossible to conduct the interviews face to face in order to get more qualified insight into the topic. Hence, the collected 80 responses might not represent the true picture of the prospective market.

Another limitation that is worth mentioning is the scope of discussions. Indeed the experience of conducting studies and research, producing academic papers of similar size. Individually, the scope and depth of discussions in this work are compromised on many levels compared to the papers of experienced scholars. The aim of this thesis was not only to create a business plan for *Take It Easy* cafe (meeting space), but also to see if the designed plan was a viable option. This work tried to answer the questions

regarding finding the best business model and business plan structure, examining marketing strategy, and customer retention and looking at the financial aspects to see whether the idea is feasible or not.

As it was pointed out in the part which is called “What is next?”, there are engaging information which was found during this process. It was one of the conclusions which was made. However, there is still a need to do some deeper research as was pointed out in the “Limitations” and “What is next?” parts. In this work was presented one of possible ways to set this business concept, how to start it up and what kind of ideas are behind business itself.

This paper has introduced the background study of social media usage in Finland. It considers the theoretical concepts involved in the business analysis. Afterwards, a sample business plan was presented. The main forecasts utilized in this work include a three-year scale. The designed business plan is augmented with a market research conducted via a questionnaire. This primary research shows that although Finnish consumers are willing to try out the new business solution and that there is great demand for cafes with a variety of leisure time activity programs.

As discussed in the financial plan, the numbers laid out in the business plan are conservative estimates. They do suggest a particularly high profit margin in the first three years. At lot of businesses operate at a certain loss for the first year. Considering a fulltime premise with employees and rent costs will have a vital impact on company expenses. This is compensated for by no longer being beholden to the weather forecast and Finland’s seasonal mood swings, thus allowing the cafe to manage its operations on a year-round basis, providing a balmy and comfortable escape opportunity. In general, the financial calculations show hope and seem trustful and viable. This makes it an easy decision to forward the business plan for *Take It Easy* to the next step of seeking funding.

## **12 WHAT IS NEXT?**

This research is an answer for certain questions and it gives analysis and results of the work. However, there would be interesting and needed aspects which could be also



studies. If there would be done further studies and this business idea would be considered from the point of view of implementation, it would be interesting, necessary and useful to study and concentrate more deeply on the following aspects, which are concerning:

- Actualization and establishing business in Finland;
- Taxation in Finland for entrepreneurs and employers;
- Company's registration procedure in Finland.

These topics were appeared during the study. However, the idea of the research was to provide business idea first.

Moreover, it would be very interesting and useful to make a research which can help to find answers to the questions about how and what is the best way to get money in Finland to start own business, where to get money from; to have angel investors or venture capitalists or private person, loans or savings. Furthermore, to conduct a research which will explain which form of business is better suited for startups in Finland: joint stock company, partnership, soul entrepreneurship. Where the minimum taxes will be paid, what form of business is the best and easiest to organize and why. Definitely, all this will be directly related to the restaurant business and this industry.

Also, since this business concept will develop in the future as a franchise, it would be interesting to know and do a more detailed research on the topic of franchises in Finland and in other countries. This will help to understand further from which country it is better to start developing this franchise and what conditions will be more suitable at this stage.

## 13 CONCLUSIONS

The aim of this thesis was not only to create a business plan for *Take It Easy* cafe (meeting space), but also to see if the designed plan was a viable option. This work tried to answer the questions regarding finding the best business model and business plan structure, examining marketing strategy, and customer retention and looking at the financial aspects to see whether the idea is feasible or not. This business model was made so, that it is expandable to other places, not only in Helsinki, Finland. However,

Helsinki would be a test side for this idea. This business plan could be expand to other locations, for instance to Tallinn and Saint-Petersburg firstly. Indeed, for an each new location or a country new research and macro environmental analysis would be done anew. Cafeterias are all over the world, so the same unrepeatable concept could be copied with little bit detailed information from the actual side. Moreover, *Take It Easy* could be done as a franchising business all over the world.

As it was pointed out in the part which is called “What is next?”, there are engaging information which was found during this process. It was one of the conclusions which were made. However, there is still a need to do some deeper research as was pointed out in the “Limitations” and “What is next?” parts. In this work was presented one of possible ways to set this business concept, how to start it up and what kind of ideas are behind business itself.

This paper has introduced the background study of social media usage in Finland. It considers the theoretical concepts involved in the business analysis. Afterwards, a sample business plan was presented. The main forecasts utilized in this work include a three-year scale. The designed business plan is augmented with a market research conducted via a questionnaire. This primary research shows that although Finnish consumers are willing to try out the new business solution and that there is great demand for cafes with a variety of leisure time activity programs.

As discussed in the financial plan, the numbers laid out in the business plan are conservative estimates. They do suggest a particularly high profit margin in the first three years. At lot of businesses operate at a certain loss for the first year. Considering a fulltime premise with employees and rent costs will have a vital impact on company expenses. This is compensated for by no longer being beholden to the weather forecast and Finland’s seasonal mood swings, thus allowing the cafe to manage its operations on a year-round basis, providing a balmy and comfortable escape opportunity. In general, the financial calculations show hope and seem trustful and viable. This makes it an easy decision to forward the business plan for *Take It Easy* to the next step of seeking funding.

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## Survey questions

1. What is your gender?

Male/Female

2. How old are you?

Under 20/ 20-30/ 31-40/ Above

3. What beverages do you like?

Coffee/ tea/ other, if yes, which one

4. What is your favorite coffee drink?

Filter coffee/ Cappuccino/ Latte/ Espresso/Americano

5. Is the price for coffee drinks in cafes reasonable in your opinion?

Yes, it is reasonable/ No, it's expensive

6. Do you care about offers and benefits?

Yes/ No

7. In your opinion, is location important for a coffee shop?

Yes, I prefer coffee shops in the center/ No, location is not important

8. Do you pay attention to the cups' design?

Yes, packaging is important for me/ No, good drink is more important

9. What would you choose:

Closer but more expensive/ Further location with cheaper products

10. Would you pay a bit more for the product that you like it or buy a cheaper option?

Pay more/ Choose cheaper

11. Are you an extrovert or an introvert?

Extrovert/ Introvert

12. Do you find difficult to start talking to another non-familiar person?

Yes/ No

13. If you like the person, would you start a conversation with him/her?

Yes/ No

**Coffee consumption in Finland 1990-2019 (Source: Kahvi.fi)**

<b>Year</b>	<b>Domestic sales / tons</b>	<b>Imports / tonnes</b>	<b>Total / tonnes</b>	<b>Consumption per capita / kg / year</b>	<b>Population (1,000 people)</b>
1990	50 678	374	51,052	10.2	4,986
1995	40 715	1 775	42 490	8.3	5 108
2000	44,991	2,739	47 730	9.2	5 176
2001	47 280	2,397	49 677	9.6	5 188
2002	46 300	2 363	48 663	9.4	5,200
2003	47,057	2 867	49 924	9.6	5,213
2004	47 751	3,479	51 230	9.8	5,227
2005	46 871	4,379	51 250	9.8	5,245
2006	48 749	2 801	51 550	9.8	5,266
2007	48 745	2,509	51 254	9.7	5,288
2008	49 266	3,516	52 783	9.9	5,313
2009	48 300	4,524	52 824	9.9	5,351
2010	46 400	7 342	53 742	10.0	5,363
2011	44 165	8 307	52 473	9.7	5,386
2012	43 879	8 018	51 898	9.6	5,426
2013	45 929	8 447	54 376	10.0	5,451
2014	45 030	7 079	52 109	9.5	5,475
2015	46 195	7 903	54 098	9.9	5,487
2016	45 972	8 400	54 372	9.9	5,503
2017	43 003	10,033	53 036	9.6	5 516
2018	43 445	11 309	54 754	9.9	5 518
2019	43 278	11 523	54 801	9.9	5 525