

## **Business plan for a Korean pub in Helsinki**

Leon Hoang

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<b>Author</b> Leon Hoang	
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<p>The purpose of this thesis is to create a business plan base for the Korean pub concept that the author can use as a reference for further developing a more detailed business plan or to open a business in the future. The business plan contains information the author thought is most important to include in this thesis.</p> <p>The Korean pub business will take inspiration from South Korean culture and cuisine. This is a response to the growing trend of South Korean entertainment that has piqued interest globally but is still very young as a big trend, so food and beverage businesses surrounding the topic are not saturated in Helsinki yet.</p> <p>The first three chapters will introduce the reader to various aspects of the Korean, -kitchen, -restaurant types, and last but not least the Korean pub.</p> <p>The theoretical framework introduces historical- and geological influences that are an important agent in the shaping of the Korean kitchen. Ingredients, condiments, meal structure, traditional drinks, Korean snacks, or Anju in Korean, and drinking etiquette are introduced to provide context for the next chapters. Then the text proceeds to present common types of Korean restaurants before getting into the chapter that familiarizes the reader with the Korean pub concept.</p> <p>The business plan includes very basic information such as company description, market analysis, competitive analysis, products &amp; services, marketing strategy, operation, fund requirement, profitability calculation, and a break-even calculation.</p>	
<b>Keywords</b> Korean cuisine, Korean pub, Korean restaurants, Business plan	

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# 1 Introduction

The author has always been interested in owning his business as the position offers more opportunities to influence his own work culture, have the freedom of creativity, and the potential financial benefits that come from a successful business. Thus, he has decided to do a product type thesis, a business plan that he can implement in the future to help him pursue his career goals.

The South Korean culture has raised interest worldwide ever since the rise of the South Korean pop-music and entertainment industry overall. The culture and music are very trendy at the moment and specifically younger people are interested in many of the aspects of Korean culture including Korean food.

As one of those interested people, the author has seen that Korean related things are blooming in many different sectors. This is also growing interest in Korean food and beverage.

Korean culture is just recently exploding in popularity worldwide and in Finland, it is yet to be as familiar as American or Japanese cultures. Since this is the case and the author is also not a thorough expert in the field of business, marketing, finance, or branding, he has decided it would be more important to focus more on discussing the Korean culture rather than the business plan.

Inspired by South Korean culture, the author realized that there are no Korean pubs in Helsinki yet, and there is an empty space to fill. Thus, the purpose of this thesis is to introduce the reader to Korean food culture, more specifically the Korean pub that the work is about, and the context related to it.

The author will include a rough business plan as a guideline that will serve as a support for future business endeavours. This business plan is made with the assumption that the premise chosen for the business will have already suitable plumbing, ventilation, or structural necessities that are required for a restaurant, pub, or bar.

Since South Korean culture has only recently gotten to the stage where it is globally recognized, this work is going to focus on introducing the reader to the most relevant concepts that provide context to the Korean pub concept.

To open a Korean pub, it is beneficial to understand and be aware of Korean food and mannerisms as it helps in translating the authentic experience to the locals. That is why the thesis so widely discusses the Korean kitchen and Korean pub. This also builds a foundation that can be used for other Korean related establishments.

These contents discuss multiple Korean kitchen related topics, such as the development journey of the cuisine and elements that influenced it. Also introducing some of the traditional main ingredients, condiments, drinks, and Korean eating traditions. On top of these, the text will introduce the reader to some of the most common types of restaurants that exist in Korea.

After Korean food-related contexts have been laid out it is time to discuss the chapter that can be considered one of the most essential building blocks in this work, the Korean pub. This chapter will introduce the reader to the background of Korean pubs and their distinct elements that make them Korean.

The traditional Korean pub is also put into comparison against foreign establishments of a similar concept, analysing the similarities between the establishments but also the minute differences that separate each from one another.

Because Korean food is not as established as many other Asian cuisines in Finland yet, this work focuses on explaining basic essential information about the cultural and cuisine aspects, so that the reader is familiarized with the relatively new trend that this work researches for a potential business in Finland.

Since there are no solely Korean theme focused pubs in Helsinki during the time of this work and research for the specific purpose of establishing a Korean pub in Helsinki is not highly populated, the author focused more on studying the aspects that would help him walk the reader through relevant Korean related subjects to introduce them before getting into the main elements of the work.

As mentioned above, the focus is more directed towards studying relevant Korean pub related areas. But even then, the business plan included still contains a basic set of information that is expected from one.

## **2 Korean kitchen**

This chapter will discuss a variety of things that have affected the development of the Korean kitchen and what the kitchen is like, the historical and geological influences. After introducing the background, the rest of the sub-chapters will introduce the reader to a variety of components and features that are essential and unique in the Korean kitchen.

### **2.1 Historical and geological influences**

Korean cuisine has been influenced by many different factors throughout its history. The influences that usually come into mind would maybe be from surrounding cultures or maybe the ingredients that were available during these times of development of cultural cuisine of Korea. The latter point of ingredients is a factor that could easily become imperceptible if not deliberately looked for.

According to Pettid (2008, 12), it has been found that people living in the Korean peninsula have been recorded in the Chinese records from 400 BCE. But Connor (2009, 251) suggests that the history of Koreans opposed to Chinese records, begun as early as 18 BCE with three kingdoms that occupied the Korean peninsula together.

The inhabitants of the Korean peninsula interacted with surrounding states, and kingdoms in China were part of the liaisons. Through China, the Korean peninsula was introduced to the iron culture in 400 BCE, which prompted major advances in Korean agriculture (Pettid 2008, 13.)

One of the kingdoms in the Korean peninsula called Silla was assisting armies from Tang China to defeat other Korean kingdoms. Together they defeated two kingdoms, until later on the Korean Silla kingdom expelled the forces of the Chinese kingdom to in the end rule the Korean peninsula on its own (Connor 2009, 252.)

From 100 BCE to 700 CE, recurrent interaction with China introduces Korea to new world views, writing systems, and legal systems. World views like Buddhism and Confucianism made their way to Korean kingdoms and influenced the way the world was perceived for them (Pettid 2008, 13-14.) In her work Connor (2009, 252) also mentions how Chinese systems were integrated by Koreans into their language, and through that Confucianism became more known in Korea.

According to Pettid (2008, 14) Korean kingdoms not only interacted with Chinese kingdoms but also with domains located north of the Korean peninsula, the Japanese archipelago, and even distant locations represented by Central Asian or Arabian traders.

Pettid (2008, 10-11) discusses the ingredients that were available in the Korean peninsula during developing years, have been one of the undeniable agents influencing the Korean cuisine along with significant historical events.

Pettid (2008, 10-11) also mentions that during the history of Korea some of the traditions deriving from Buddhism or Confucianism have most likely influenced the choice of ingredients or creations of recipes of Korean cuisine, from when parts of them got adopted into the developing Korean culture. Connor (2009, 305) agrees with Pettid about the influence some of the traditions of Buddhism or Confucianism have influenced the Korean cuisine.

There have been records that suggest inhabitants of the Korean peninsula begun practicing agriculture and hunter-gathering activities at roughly 6000 BCE – 1000BCE. There have been tools from about 3000 BCE that would imply these people were somehow settled. Basic agrarian activities would have been possible in these conditions. Although the documentation does not draw a very clear image of the people living in the Korean peninsula (Pettid 2008, 10-12.) During the Joseon-era agriculture was what the society was based on. In this era, Korea was introduced to new methods of agriculture despite the invasions of Manchu and Japan (Seth 2019, 212.)

According to Sevgi, Şule & Gökhan (2019, 112) rice cultivation could have started around 700 BCE. Even though it has not been made clear when rice farming started, Seth (2019, 12) mentions it could have been introduced through China even as early as 3000 BCE. Pettid (2008, 24) instead generally in his book mentions that during BCE times, rice has become a core part of Korean cuisine. Its use ranges from eating steamed to creating different products from powder made of it.

In the 13<sup>th</sup> century, Korea was attacked by the Mongols. After that time some of the food considered as traditional Korean food were actually dishes influenced by the Mongols. Such dishes were stuffed dumplings, noodle dishes, various grilled dishes, and seasoning like black pepper (Pettid 2008, 15.)

Connor (2009, 181) adds that Korean kings during that time had to marry Mongol princesses as a means for the Mongols to use the offspring to keep rule over Korea.

In the nineteenth (the 1800s) century, post-invasion period the government of that time in Korea adjusted the tax burden towards peasants into a lesser state. This indirectly caused commercial growth and development, which lead to a drastic increase in produce. Various crops were integrated from the Americas to Korea through Europe, China, Japan, and the Philippines. Some of them have become common ingredients in Korean cuisine such as chilli peppers, sweet potatoes, potatoes, corn, squash, tomatoes, and peanuts (Pettid 2008, 17-18.)

During 1910-1945 while Korea was under Japan's imperialism, notable culinary changes happened. Japan used a lot of Korean agricultural production to direct them towards its own land. Fewer grains were available to Korea and long customs of brewing alcohol was replaced by mass-producing processes. During this time, a lot of processed foods became more common, like instant noodles or Western-style foods like bread (Pettid 2008, 19.)

Agreeing with Pettid, Connor (2009, 102) also mentions that during Japans's imperialism the Korean economy grew rapidly with all the production mechanisms were built by the Japanese as they were the highest beneficiary since they exported large amounts back to their homeland.

The geography of the Korean peninsula is about 70 percent covered in mountains and its borders are in contact with a vast amount of the sea. Because the surrounding waters are favourably set up, it has been an excellent food source for Koreans. Sevgi & al. (2019, 113) mention that the Korean peninsula is in a location very rich in seafood resources.

The northern part of the peninsula is in contact with the Yellow Sea, which is extremely rich in marine life such as Spanish mackerel, Pacific herring, croakers, and a variety of shellfish such as abalone, oysters, and clams. (Pettid 2008, 21-23.)

The eastern part of the peninsula is connected to the East Sea, which is compared to the Yellow Sea much deeper, thus the marine life that exists there is a bit different. Marine life such as various types of mackerel, yellowtail, squid, dolphins, and whales. (Pettid 2008, 21-23.)

Last but not least is the southern part of the Korean peninsula, which is connected to the East China Sea, which contains hundreds of islands. In here lives species such as flounder, mullet, hairtail, anchovies, shark, squid, and octopus. Along with the peninsula seas, rivers in Korea have provided sources of food such as carp, eel, and catfish (Pettid 2008, 21-23.)



There is no area in Korea that is not near the sea. These parts of the seas were also filled abundantly with seafood and fish, which have an important part in the Korean diet. Although the parts of the sea are abundant in resources they are unfriendly when it comes to navigating through them (Seth 2019, 3.) (See Picture 1.)

There are so many countries that have affected not just the development of the Korean kitchen, but also their perception of the world, the structure of society and contributed to the development of different technologies. Some of the aforementioned countries that had an influence are China, Japan, Mongolia, Manchuria, and others (Pettid 2008, 14.) (See Picture 1.)



Picture 1. Physical map of east asia. (Seth 2019, xv)

As there were plenty of resources to be gathered from the sea, Pettid (2008, 25) mentions that Koreans developed methods that can be used to preserve the goods from the sea, such as sea animals or sea plants with fermenting or drying with noticeable differences depending on the region. Sevgi & al. (2019, 113) also mention the seasonal changes have attributed to the inhabitants' development of food processing techniques.

The mountains provided the inhabitants of Korea with a variety of herb and wild plants as ingredients. These are a big part of Korean cuisine and fermenting vegetables such as cabbage or radish was to be able to preserve them and have them available all year round. The intertwinement of health and food has been a long-understood ideology in Korea. Concerning that ideology, a lot of Korean dishes are added with ingredients like ginger, ginseng, and honey with the desire to provide more health-boosting nutrients with each of those dishes (Pettid 2008, 25-26.)

In their article, Sevgi & al. (2019, 113) refer that the inhabitants of the Korean peninsula have rich seafood resources but they also knew how to hunt and this led them to form a habit of preparing dishes that are meat-based.

As the absence of sufficient pasture lands was prevalent, meat was rarely consumed in the commoners or lower group. Livestock such as pigs, cattle, and chickens was raised and more consumed by the groups of higher status. Other than livestock, wild animals such as boar, deer, and even dogs were also used in food (Pettid 2008, 25.)

Both historical and geological factors have influenced the food culture that has become in Korea. The consequences from outside parties to the natural environmental elements that dictate the more available resources that can be used to cultivate cuisine. They have shaped the ingredient processing traditions and selection of dishes of Korea, while having significant regional differences, over a longer period of time since BCE to the present modern times and make it what it is at the moment until it evolves into a slightly different form again after another look in the more distant future (Pettid 2008, 24.)

## 2.2 Typical ingredients, condiments, and meal structure of a Korean kitchen

Ingredients of traditional Korean kitchen consist of grains and vegetables, and oceanic regions have used fish and seaweed too. Herbs with medicinal attributes such as red pepper, garlic, and green onions were used for their health benefits as well as adding another layer of flavour to the foods.

Korean cuisine uses a lot of fermentation to preserve ingredients like vegetables, legumes, fish, and have become a fundamental technique in Korean cuisine. To the present-day grains, rice, and barley have been the primary source of carbohydrates in a traditional Korean meal. Protein mainly came from fish and legumes but also meat. The fats from the meal came from very aromatic vegetable oils made from sesame or perilla that would also serve as a multi-purpose condiment.

This makes up for a healthy and likely balanced meal, which is what the Korean diet is promoted as (Kima & al. 2016, 26-31.) Some of the many ingredients used in Korean cuisine are introduced based on (VisitKorea 2020) the official Korean tourism organizations information.

- **Grains** – In Korea rice is consumed with almost every meal, as the staple to be eaten with the full meal. Not only in its basic cooked form but also in the form of a rice cake, porridge, and dessert. It is used as an ingredient in both savoury and sweet foods. Besides rice, wheat flour is used to make a variety of noodles that belong to the Korean diet. Noodles in Korea are also made from buckwheat flour which is an ingredient they use to make dumplings, buckwheat jelly or cookies. On top of these grains rice, porridge, cake, and cookies are also made from Foxtail-, Chinese-, and African millet
- **Beans** – In Korean cuisine beans like soybean, red beans, mung beans or peas, are used along with rice to produce condiments, sprouted beans, porridge, steamed products, cakes, or bibimbap, a dish where you mix rice and chosen ingredients together with Korean condiments.
- **Potatoes** – Instead of rice, sweet potatoes or potatoes can be used as a substitute in meals. These potatoes are also included in fried dishes or incorporated in cakes.

- **Vegetables** – Various vegetables are used to make pickled foods, fermented foods, cooked wild greens, salads, or soups.
- **Mushrooms** – Mushrooms are used in many types of dishes, for example stir-fried, steamed, braised, and pan-fried dishes. They are also used to garnish a dish.
- **Fish and Clam** – As a country surrounded by a lot of seas, it has become very common to use fish or clams in Korean cooking. These seafood ingredients can be cooked in many different techniques like grilling, braising, steaming, simmering, or just prepared in soup. Among fishes, there are white-flesh fish like yellow corvina, sea bream, and red-flesh fish like mackerel. Clam dishes are cooked with abalone, oysters, various types of crabs, mussels, or squid.
- **Seaweed** – Seaweed is often used in Korean cuisine, it could be part of a soup, a rice roll, salads, or fried dishes.
- **Meat** – Korean cuisine has many kinds of meat dishes from livestock and poultry. Beef is prepared in many ways like grilling, frying, braising, steaming, in soup, or even raw. Pork on the other hand is more often than not used for grilling since its texture and fat content balance. Chicken is preferred to be fried, grilled, steamed, or in soup.
- **Eggs** – Eggs are steamed or pan-fried. They are even used to coat ingredients like vegetables or fish pre-frying.
- **Fruits** – Fruits and berries like peaches, pears, persimmons, or strawberries are used in many ways. Fruits and berries such as peaches, pears, and strawberries are used to infuse flavours into beverages and vinegar. While persimmons would be often dried.
- **Nuts** – Nuts are used in desserts as a garnish, steamed, plain, tea, and hotpot.

According to (Korea.net 2020) fermented condiments are some of the most essential parts of traditional Korean cuisine. Not only can they be stored for a longer time, but they will also develop their nutritional properties and a different flavour that is used to create the seasoning essential to the cuisine. They also mention on their site, distinct essentials that are often used in the recipes of Korean cuisine are:

- **Fermented soybean paste or Doenjang**, which is the solid part, which is extracted after the fermentation process of soybeans, that is then further fermented for at least five months before usage. It is usually used as a condiment in food recipes but also as a stand-alone dipping sauce.
- **Korean soy sauce or Ganjang**, is the liquid that is extracted after the fermentation process from the same soybeans batch as the above-mentioned paste is. This liquid part is fermented for about three months at least before use. It is used as a condiment in food recipes but also as a sauce.
- **Fermented chili paste or Gochujang**, is one of the most essential condiments that is extremely popular in Korea. It is made by fermenting a mixture of soybean malt, chili pepper powder, combination mix of powdered rice, barley, and malted barley. It is used in food recipes or a sauce complementing many Korean dishes.
- **Salted seafood or Jeotgal**, is a food product that is made by fermenting salted seafood in a cool place. It is very commonly used as a condiment to flavour other food and is also known as fish sauce.
- A special mention that is a fermented essential is **Kimchi**, which is popular not only in Korea but also starting to reach global attention. It is made by mixing salted white cabbage with “kimchi paste” that is made of chili powder, garlic, spring onion, Korean radish ginger, fish sauce, and optionally other ingredients like fresh seafood. It is consumed as a side dish or used as an ingredient to flavour food recipes.

A Korean meal structure usually consist of staple food, side dishes and possibly dessert. A meal could be rice as the staple item, seasoned stir-fried meat and kimchi could be the side dish accompanying the staple item.

Staple food items are consumed with an arrangement of side dishes that consists of meat and vegetables prepared in various ways. Staples consist of rice, porridge, noodles, dumplings, and rice cake. The side dishes are prepared in various ways using unique Korean style fermented condiments like fermented soybean paste, fermented chili paste, Korean soy sauce, and Korean fish sauce as well as regular condiments like honey, peppe,r and more. (Korean Food Promotion Institute 2020.)

Side dishes consist of soup, stew, hot pot, steamed, braised, stir-fried, grilled, dried, pickled, salt-fermented, parboiled, fresh salad, raw fish, raw meat, and seasoned or fermented vegetables. Dessert is anything from fresh fruit, rice cake, Korean sweets, Korean tea, Korean beverages like fruit flavoured punch, and rice malt-based sweet digestive drink (Korean Food Promotion Institute 2020.)

As can be seen in (Figure 1), The traditional Korean meal combination Bapsang includes Bap or cooked rice, Kuk or dishes with broth, Kimchi, Banchan or side dishes, and Namul or wild vegetable dish.

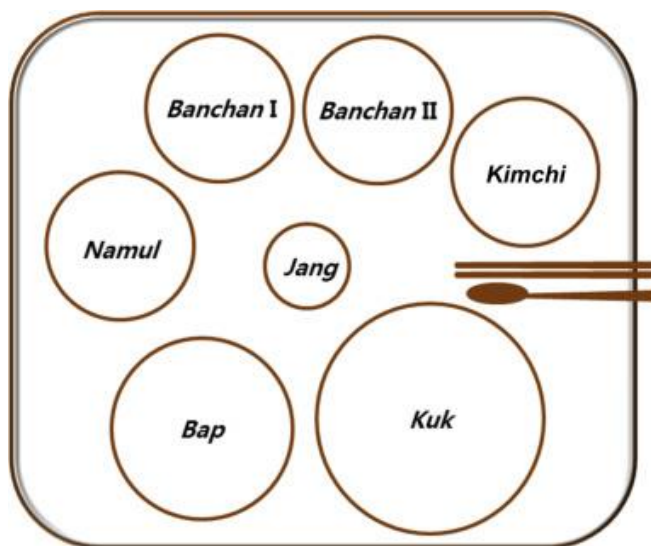


Figure 1. Meal set or Bapsang (Kima & al. 2016, 28)

### **2.3 Korean drinks & Anju**

In Korea drinking is part of the socializing culture. Two popular alcoholic beverages that are consumed are soju and makgeolli. Soju is a strong liquor made from distilling processed rice, barley, sweet potato, buckwheat, and other ingredients. It has an alcoholic content of 25 to 50 percent depending on the distilling methods. Makgeolli is a lighter alcoholic beverage with an alcoholic content of about 6 to 13 percent. It is not distilled like soju, but instead made by fermenting a mixture of steamed glutinous rice or wheat with a fermentation starter and water. Generally, it has a milky, opaque colour and is carbonated (VisitKorea 2019.)

These drinks are required in many bars in Korea to be consumed with a side of anju, which are like snacks or side dishes in Korea. They vary from small snacks to a bit more filling side-dish. Some of the small snacks are nuts, fruit, dried squid or anchovies, pretzels, shrimp crackers, and more. These can be either sweet or salty and can be served in a huge array (Imatome 2018.)

Anju can also be a little bit bigger, more like portioned food servings of savoury and greasy foods. These can be Korean chives pancakes or Pajeon, fried chicken in Korean seasoning, or Korean blood sausage that is called Soondae in the local language. There are also various spicy dishes and strong flavours. Dishes like spicy rice cake, spicy stir-fried squid, or just fish cakes (Imatome 2018.)

### **2.4 Etiquette**

According to Korea4expats (2015) in Korea, it is important to understand drinking etiquette, especially in the company of the elderly or a person of higher social status. As part of socialization it is valuable to take these customs into consideration when drinking in suggested situations:

- Never fill your own glass.
- Always fill up the other person's glass when it is empty.
- Never fill the glass that is partially filled. Keep your own glass-half-empty if you don't want to drink.
- If someone passes their empty glass to you, hold it up with both hands to be filled and return it promptly.
- To show trust and respect, a Korean of higher rank will drink and then fill his glass again then pass it to you. You should drink it. If you've established beforehand that you are not drinking, make it so your refusal doesn't offend or cause loss of face to the other person.

### 3 Korean restaurants

Since the work is related to the food and beverage industry in Korea, the author introduces some of the most common types of Korean restaurants would be a good way of including information that would help the reader draw a more vivid image of the background information that was provided about the Korean kitchen in Chapter 2 and a glance or exposition to the industry in Korea.

Regarding the sources, the author chose to use information from Insight Guides (2020) since it contained the most comprehensive collection of information all the sources the author went through while looking for relevant content.

- **Korean BBQ restaurant** – In Korean barbecue restaurants, the idea is to sit around a table with a grill in the middle for barbecuing the ingredients that you have ordered. The main ingredient in these barbeque restaurants is meat, like beef and pork. But meat is accompanied with an assortment of side dishes like kimchi, wild greens, mushrooms, garlic, soybean paste, chili paste, and salad to wrap them in before putting it in your mouth as a whole to enjoy. Other than the meat, side dishes, and condiments mentioned there can be more dishes like raw beef, soups, rice, or noodles (See Appendix 2 – Korean BBQ Section.)
- **Raw fish restaurant** – It is very common to eat raw fish in Korea and it has been part of their cuisine for a long time just like it has been in Japan. Although both eat raw fish, Korean raw fish is prepared chewier. The specialty restaurant has fish tanks on its premises, where customers choose their live seafood, which is then taken from the tank and made into sashimi to serve the freshest product possible. Instead of dipping sashimi into soy sauce, it is dipped into a sauce or Chojang made from fermented chili paste and results in a sweet and spicy flavour or a sauce made from fermented soybean paste that has a more salty fermented soy flavour (See Appendix 2 – Raw Fish Section.)
- **Ginseng chicken soup restaurant** – Ginseng chicken soup restaurants specialize in the dish that a whole chicken cooked in a stone pot with broth and ginseng. This dish can be eaten with complementary side dishes (See Appendix 2 – Ginseng Chicken Section.)



- **Dumpling restaurant** – Dumpling or Mandu in Korean, specialized restaurants like their name suggests primarily focus on serving different varieties of dumplings as their product. They come in forms like steamed, soup, potstickers, or fried (See Appendix 2 – Dumpling Section.)
- **Noodle restaurants** – Korea has a lot of different types of noodle dishes, varying from warm soupy, cold, stir-fried, and saucy noodles. The noodles can be made from wheat and buckwheat. Outside of these familiar types of ingredients, they can also be made from potato, sweet potato, and rice flour or starch (See Appendix 2 – Noodle Section.)
- **Korean pub** – Pubs that serve a variety of alcohol with a selection of anju (See Appendix 2 – Korean pub Section.)

## **4 Korean pubs**

The contents of this chapter will discuss the historical background of the Korean pub and the commonalities or differences that can be found in modern times versions of these establishments. The author could not find any literature that was specifically made for his topic, so he also used a lot of alternative sources that contained information that could be used for the work. The information sources were mainly from the online content found from each respective establishment.

### **4.1 Background**

Korean pubs traditionally serve food with drinks. They are usually small and are located all over the city. Drinking is the main product of these bars but a lot of times it might be required to have side dishes or anju with your alcoholic beverages. According to The Korea Foundation (2014) in Korea, it is rare that alcohol is drunk without accompanying it with food or anju in Korea.

According to the chronological records on (Encyclopedia of Korean Culture 2020) this habit dates back to the Joseon-Era, also called Chosun-Era Korea which was during the timeframe of 1392- 1897.

Harder liquors like soju were accompanied with a more generous amount of food. In the West having finger-food with drinks, although not entirely similar, is the equivalent of anju in Korea. The slight difference is that even though its purpose is not to be a full meal, it does not mean the food is a light finger-food. Anju can also be eaten to enhance the flavour of alcohol. It can be often eaten until full, so as to substitute a later meal for example (The Korea Foundation 2014.)

Ancient Chinese text has it noted that back then in Korea liquor was not only drunk on exceptional days, it was something that could be drunk daily. It served the purpose of giving pleasure and energy to people in harsh labour positions. Farmers for example would drink liquor during lunchtime (Shin & Park 2014, 235.)

In the Joseon-era there was already a concept similar to a pub, but they were called taverns or in Korean Jumak. These taverns would primarily serve liquor, but it was not uncommon for food to be sold or lodgings provided as well. The taverns in bigger cities back then had the trend of serving exclusively liquor on their premises. Locations further from the large cities would be the ones that would also work as a restaurant or inn style tavern (Shin & Park 2014, 241.)

The main target group of these taverns was usually officials or people traveling for official business, which usually were located in vital hubs of transportation. Even though the main customers were people of higher status or important work, commoners were also frequent visitors of taverns since it was part of the culture for laborers to drink as mentioned above (Shin & Park 2014, 241-242.)

Comparing what present-day Korean pubs offer versus the Joseon-era Korean tavern, even then if customers drank liquor, they would be served a side dish with the drink. They would be smaller dishes that are fried or just tofu (Shin & Park 2014, 242.)

#### **4.2 Domestic vs abroad trait comparison**

In this subchapter, the author mainly researched using the websites of the pubs included in the comparison. The points of comparison that will be focused on are the shared common traits and the differences between each one, although the base of these businesses is the traditional Korean pub concept. Multiple abroad Korean pubs will be compared with one domestic traditional Korean pub named DAMUN in Seoul, Korea. The abroad pubs that will be compared with are:

- Soju Haus in New York City, United States of America,
- Joomak from Melbourne, Australia
- K-Pub from Geneva, Switzerland

We will begin by discussing the common traits that the abroad Korean pubs have with the domestic one. Despite each of these pub locations being continents apart, the most obvious trait they all have in common is that they all to some extent take the model of the traditional Korean pub when approaching their concept.

The same ideology of serving traditional Korean alcohol with the very common tradition of having it with a side of anju either as a small filler food or a full meal replacement. For menus of DAMUN, Soju Haus, K-Pub (See Appendix 3.) Unfortunately, the menu for Joomak could not be found and its assumed menu is based on an interview video on the pub's website, where the owner discusses his business.

As mentioned above all of these pubs serve traditional Korean alcohols that have been served throughout the history of Korean taverns or nowadays pubs. Specifically Soju and Makgeolli. I'd like to mention that the K-Pub from Geneva, Switzerland did not have their alcohols listed on the menu they had on their website, but in their bar, you can see a green bottle of the traditional soju in the selection and an image where they have a bottle of makgeolli served (See Appendix 3 – K-Pub Section.) These two are extremely popular in Korean drinking culture and it seems to be a trend that is kept even when opening an establishment in abroad locations.

As for anju the Korean equivalent for the western snacks or finger foods but with slight differences not just in the purposes but distinctively preparation or recipe wise. Each of the Korean pubs abroad, just like their counterpart in Seoul, Korea, serve at least a few traditional Korean anju. Variety of savoury Korean pancakes called x-Jeon and rice-cake based recipes also called tteok (See Appendix 3 contents.)

It seems the core ideas of a traditional Korean pub are somewhat strongly behind the concept of these abroad existing establishments and play a central role in defining the products and services that are offered. Although all of these pubs model a lot from the traditional Korean pub ideology, each of them has distinct differences that surprisingly don't show off huge integrations of the local culture into their concept.

We will go through noticeable differences each of these abroad establishments have against the domestic Korean pub. First and foremost a minor but very expectable difference is the language used in descriptions of the products and services.

The domestic Korean pub DAMUN used as a benchmark only has their descriptions in hangul, the Korean alphabetic system, (See Appendix 3 – DAMUN Section) for the google image translated version. The menu has different traditional Korean alcohols but also some more modern versions of the beverages. The anju seems very traditional Korean if taking a look at some of the images of the products in the gallery (DAMUN 2020.)

On the other hand, the abroad establishments have expectedly translated the descriptions into their local language with romanized versions of the original names of some of the products (See Appendix 3) for Soju Haus and K-Pub menus.

- Soju Haus in New York City, USA puts a huge emphasis on their descriptions in their menu since the products are based on a foreign ethnicity. The names are a combination of English and romanized Korean names of the dishes. They have extremely traditional Korean dishes on their menu but have also put a spin on many of the products which add foreign creativity to the dishes. This trend is found in some of their menu dishes and also their drinks lists, which include the traditional selection that has been transformed into cocktail versions (Soju Haus 2020.) (See Appendix 3 - Soju Haus Section.)
- Joomak in Melbourne, Australia have gone a little bit more unorthodox. It stands out from all the other pubs that we are comparing when it comes to its way of marketing itself. It does not have banners outside of its premises nor does it have a menu shown on its website. So, the only source of more detailed information the author could find was from an interview video of the Korean pub owner that was on their own website. The owner mentioned that the pub intends to keep being a secret place for those who already know it and be introduced to those who either find it or get introduced through existing customers.

They offer traditional Korean beverages soju and Makgeolli with the traditional Korean anju of fried pancakes, soups, seasoned fried chicken to a bigger Korean-style meal in their product range. The interior is very Korean influenced, and the owner even flew back to Korea to get in-depth perspective of the Korean pub scene (Joomak 2020.) (See Appendix 3 – Joomak Section.)

- K-Pub in Geneva, Switzerland is the humblest seeming of the bunch. Their menu from the website seems to be more focused on traditional Korean food rather than both the food and traditional Korean alcohol. It is a simple list of dishes written in English and romanized Korean names of the dishes and you can take a look at some of the dishes. There is no mention of the alcohol in the menu at all, but you can see that the bar of the restaurant has a green soju bottle and in another image, a bottle of makgeolli served (K-Pub 2020.) (See Appendix 3 – K-Pub Section)
- Overall, there are not very striking differences in each of these abroad pubs compared to the domestic counterpart. But as could be noticed while browsing the Appendices related to this subchapter, the many slight differences together made a bigger impact that could be noticed in the visuals and feel of each of these Korean pubs in totally separate continents. In the end, they all still have the features that could introduce a customer to a new cultural experience in the form of a Korean pub. (See Table 1)

Table 1. Domestic vs abroad comparison.

Comparison table	Korean alcohol	Anju	Menu descriptions	Other mentions
DAUM, Korea	<ul style="list-style-type: none"> <li>✓ Soju</li> <li>✓ Makgeolli</li> <li>✓ Korean wine</li> <li>✓ Fruitwine</li> <li>✓ Korean rice wine</li> <li>✓ Domestic beer</li> </ul>	<ul style="list-style-type: none"> <li>✓ Korean classic anju, the pancake jeon</li> <li>✓ Rice and noodle dishes</li> <li>✓ Seafood</li> <li>✓ Pork dishes</li> <li>✓ Rice cake tteok</li> <li>✓ Tofu dishes</li> </ul>	<ul style="list-style-type: none"> <li>✓ In Korean Hangul</li> </ul>	Minimalistic wooden design accented with ambient lighting.
Soju Haus, USA	<ul style="list-style-type: none"> <li>✓ Soju</li> <li>✓ Makgeolli</li> <li>✓ Beer</li> <li>✓ Soju Cocktail</li> </ul>	<ul style="list-style-type: none"> <li>✓ Jeon pancake</li> <li>✓ Dumplings</li> <li>✓ Soups and stews</li> <li>✓ Intestines</li> <li>✓ Rice cake tteok</li> <li>✓ Rice and noodle dishes</li> <li>✓ Steamed and braised dishes</li> <li>✓ Grilled dishes</li> <li>✓ Fried chicken</li> </ul>	<ul style="list-style-type: none"> <li>✓ English</li> <li>✓ Romanized Korean</li> </ul>	Design is a combination of classic Korean street pub with modern hip and chic.
Joomak, Australia	<ul style="list-style-type: none"> <li>✓ Soju</li> <li>✓ Makgeolli</li> </ul>	<ul style="list-style-type: none"> <li>✓ Jeon pancake</li> <li>✓ Braised dish</li> <li>✓ Soup dish</li> <li>✓ Fried chicken</li> <li>✓ Hidden menu</li> </ul>	<ul style="list-style-type: none"> <li>✓ Hidden menu</li> </ul>	Design is traditional Korean wooden structure with modern components.
K-Pub, Switzerland	<ul style="list-style-type: none"> <li>✓ Soju</li> <li>✓ Makgeolli</li> <li>✓ Unidentifiable western alcohol</li> </ul>	<ul style="list-style-type: none"> <li>✓ Jeon pancake</li> <li>✓ Dumplings</li> <li>✓ Rice cake tteok</li> <li>✓ Salads</li> <li>✓ Seafood</li> <li>✓ Fried chicken</li> <li>✓ Soups</li> </ul>	<ul style="list-style-type: none"> <li>✓ English</li> <li>✓ Romanized Korean</li> </ul>	Design is a combination of a log cabin with part modern components.

## **5 Essential parts of a Business plan**

Under this chapter, the author will be discussing the frameworks that will be used in developing the business plan that would consist of a light financial calculation, brand concept, and a marketing plan.

### **5.1 Business Plan**

A business plan is a road map that provides directions so a business can plan its future and helps it avoid bumps in the road. The time you spend making your business plan thorough and accurate and keeping it up to date is an investment that pays big dividends in the long term (Entrepreneur 2020.)

According to (Entrepreneur 2020) the following components are generally included in a business plan: Title Page and Contents, Executive Summary, Description of the Business, Description of the Product or Service, Market Analysis, Competitive Analysis, Operations and Management, Financial Components of Your Business Plan and Supporting Documents. The (U.S. Small Business Administration 2020) also recommends having these components in your business plan although the titles are not exactly the same on their website.

In the book “Business Plans Handbook” contains a compilation of actual business plans developed by people throughout the USA. In it, Pearce (2011, 195-201) has a business plan created for a mobile pizza kitchen business that contains the main components mentioned by (Entrepreneur 2020) and (U.S. Small Business Administration 2020) in the above paragraph. These components seem to be some of the most necessary sources of information recommended in a business plan.

Pearce (2011, 231-234) includes a business plan template that has includes the components mentioned above as well in a general but detailed and concise presentation. The author has used this template to obtain more perspective into creating his own business plan.

After researching the author created a document with components that the author thought were necessary to have at the moment, since the purpose of the business plan is mainly to help the author to further work on the concept details as a private project. This version of the business plan is going to focus on general information about the potential market, competitors, company position, budgeting, and break-even point (See Appendix 1.)

## **5.2 Marketing plan**

In order to attract attention, a marketing initiative can be crucial. “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (American Marketing Association 2017.)

There are many different approaches that can be taken when it comes to marketing but the author wants to mainly experiment with organic social media marketing to deepen his knowledge about its nature and it is also a potentially affordable way to seek attention for a business. The marketing plan or strategy is in the business plan (See Appendix 1.)

## **5.3 Financial Analysis**

The purpose of the analysis is to create rough financial data to help anticipate the possibilities of the business concept. It can potentially be used to develop the business in the long-term and prepare for unexpected situations that would arise. When such unexpected situations arrive, there will be a framework to go back to and reflect on abrupt events that require adaptation.

In this analysis, the author will calculate potential costs that might incur in opening a small business in Helsinki. The formulas in this financial analysis are based on Cost Volume Profit & Break-Even analysis. Estimated calculations do not only tell the direction of costs but also potential numbers that are necessary to reach break-even and potential profitability.

Cost-volume-profit analysis is a way to find out how changes in variable and fixed costs affect a firm's profit (Corporate Finance Institute 2020.) Companies can use the calculation result to see how many units they need to sell to break even. (Corporate Finance Institute 2020.)

The numbers that will be looked at while analysing is estimated sales, variable costs, fixed costs, margins, and break-even point. These numbers are going to be based on available information from statistics, suppliers, real-estate associations, and competitors. The financial analysis document is in the business plan (See Appendix 1.)



## 5.4 Brand Concept

Wheeler (2019) says a brand is not just a logo. It is the identity of an entire organization and the logo is just one of the components that are part of the publicity front. It acts as the face of a business. Creating a brand will help the business to become more recognizable instead of just being another restaurant which can very easily get drowned since the food and beverage sector is very competitive. Having a recognizable brand with its personal theme will hopefully help with customer, employee, and partner relationships.

If successfully incorporated into a business, it could offer all parties a more consistent and memorable experience rather than another typical experience with average service. Specifically, the type of culturally influenced direction the concept is going, it could be an important bridge to fill the gap between the new culture versus the local expectations.

According to Stenger, Carcieri & Dunn (2019) there are four important questions that need to be asked as seen in Figure 2, which are "Who does the brand seek to attract?", "Why does the brand exist?", "What does the brand promise?", and "How does the brand come to life in the marketplace?" These are questions the author of the thesis wants to have answers to, in order to strengthen his understanding of modern business and branding.

See Table 2 that the author used compiled from a set of questions found in the book to support his brand purpose development journey. The table is structured so that the left side is filled with the questions and on the right side are the answers that the author replied. The author uses these questions to help him further develop a sense of direction and find a probable reason as to why and what the business exists for.

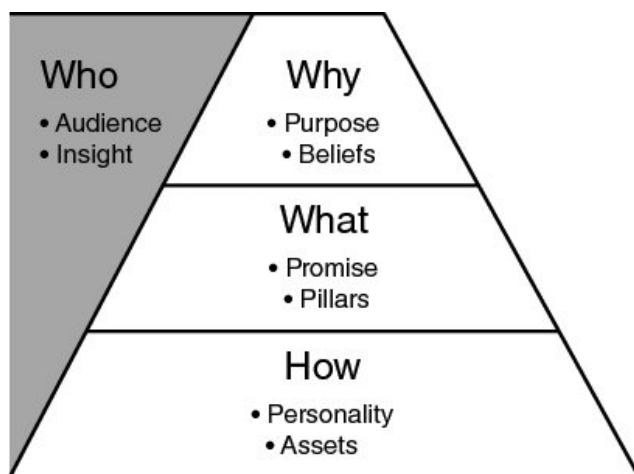


Figure 2. Purpose Framework (Stenger & al. 2019)

Table 2. Probative Questions (Stenger & al. 2019)

<b>What is your motivation for change?</b>	
What is driving your interest in establishing/evolving your brand purpose?	Learning more about entrepreneurship and creating a business that serves all related parties in a positive manner.
Why engage in this work now?	It is the ideal workplace or activity that I have not yet found that provides a meaningful contribution and financial independence.
What impact do you expect the purpose path to growth process to have on your business and organization? What does success look like as an outcome?	To support in creating a community that has a positive impact to anyone involved. Staff would be proud of their work; customers enjoy their experience and business would be profitable.
What is the rallying cry or burning platform for this change effort?	I have yet to work in a place where I felt content with what I was doing to earn money.
<b>What are the business drivers for change?</b>	
How would you describe your business's growth over the past five years?	-
How would you describe your industry's growth over the past five years?	There have been new dietary trends along with technological incorporation to the delivery side of F&B.
What is your brand's performance against your company's key measures?	-
How does your brand/product/service compare to that of your primary competitors?	There is no direct competitor in the Korean style pub yet in Helsinki.
What new consumer/customer expectations and needs do you anticipate will impact your brand within the next three years? Five years?	South Korea has been getting on the map very much lately and even in Finland there is a lot of millennial and gen-z communities that are potentially interested to experience parts of the country's culture.
What new technological disruptions or innovations that may impact your business do you see on the horizon?	Automating ordering and payment process and possibly a bunch of at the moment unthinkable technology that will arrive after 5G has become common.
<b>What is the state of your purpose?</b>	
If it exists, what is your current purpose statement or concept?	Be a place where everyone can enjoy themselves, soju, and relax in our care.
How do you measure and track brand health? What is your brand's performance against these measures?	Media following, community engagement, staff happiness and sales.
To what extent is your brand's purpose rooted in a clear understanding of your core beliefs and brand heritage?	It would be reflected from in and out of the company. Through media and direct experience with staff and customers.
To what extent does your brand's purpose capture values that are shared with the brand's customers? How so?	We would mainly look to experiment, adapt, and develop according to present feedbacks and trends of our customer base.
To what extent does your brand's purpose motivate employees? How so?	It would be part of the daily work life of employees. The business would be created to fulfil the purposes that it has.

## **6 Discussion**

In this chapter, the author will discuss what happened during the process of his thesis work along with the conclusions of the work. The difficulties and developments during the process will be introduced to the reader as there were a lot of interesting events since the author stumbled into a lot of challenges and challenging times during the work.

### **6.1 Process description**

During the summer holiday, the author began sketching the thesis and business plan on his own. He had no previous experience of doing reliable research but worked on finding sources of information while actively trying to get more familiar with the idea of writing a huge document full of relevant and curated information.

Finding information related to his theoretical framework was challenging. There was not a lot of research of literature that focused specifically on the topic the author is writing about. Because of this, the author decided to look for sources about other topics that might mention something about what is intended to be introduced to the reader.

After tons of digging, he found information that is relevant to this work in the literature related to Korean history. Although only managed to find a few, they seemed reliable since the sources matched with each other in many aspects of the same topics. These were used to introduce the reader to the important aspects of Korean culture relevant to the work.

In the beginning, instead of one whole business plan, the author split the business plan into three different documents. A business plan, a marketing plan, and a financial analysis document. The documents included many summaries, company descriptions, market analysis, target market, competitive analysis, SWOT analysis, information on products and services, marketing strategy, and different financial estimations.

Unfortunately, there was a lot of repetitive content and that was something the author properly realized after having a feedback session with his supervisor. Although writing the three documents was challenging and required effort, it was obvious that there were many things that could definitely be improved, and based on this a lot of more research to do in order to get the business plan to a decent shape.

This resulted in combining the three documents into one business plan instead of having three different documents with a lot of repetitive content. Not only that but there was a lot of important information not communicated in the business plan. Thus, additional research with the feedback gotten from the supervisor meeting had to be done with a side of reflection of the work itself. The workflow worked by making improvements on the lacks in the focused area.

After many arduous processes of iterating, self-reflection, and learning, the author realized that the topics researched are very necessary skills for rational decision making in entrepreneurship. The author felt extremely rewarded after getting something he had never done before completed even though it was challenging while gaining practical skills that can be used in the future.

The author spent a lot of time revising and re-learning challenging financial formulas to make all of the financial estimations for the business plan. The results of the estimations revealed the possible margins of the business and taught a handful of not so golden reality that can come with running a business.

Although the estimations have taken shape, they are based on the information from past data since at the moment it is quite challenging to find reliable information with the economy being in a volatile state.

Taking this into consideration the author recommends looking at the estimations as optimistic because of the unpredictable conditions that might arise because of the pandemic that is going on during the writing of this business plan.

After working on the project for months the author has learned not only how to write a better business plan, but also how to do deeper and more reliable research for his future projects. He also got familiar with the Korean culture and the restaurant industry. Time management and focus was something that the author improved a lot compared to the beginning of the project.

This project has taught the author to come up with creative solutions in research, the value of reliable literature, and given a lot of insight into Korean culture and history. Not only that but how to communicate better with the reader and how to make a basic functional business plan.

## 6.2 Conclusions

Doing deeper research on new topics like in this case Korean culture can change the perspective about it and things related to it. There were a lot of details that can be learned, and purposes learned that can help see subtleties that could not be seen before.

The author's image of Korean culture and its aspects have changed. He now better understands the cultural value, historical developments, and how they contributed to the birth and shaping of Korean culture.

Research towards understanding the requirements of building a business has given the author significant insight as to how important taking a deeper look at data can translate into smarter strategic choices. The business idea suddenly has a more meaningful purpose and a rough framework to work with.

This helps future decisions for the concept to be more geared towards logical and feasible when finding methods to contribute to the development of the idea. By looking in-depth at competing businesses, it could be seen that the competition has left a lot on the table in terms of social media marketing presence. The author thinks there is definitely an opportunity that could prove to be rewarding.

Making financial estimations has brought a lot of important realizations about the financial capital risks of running a business. Even though the exact business concept does not exist in the market yet, business success cannot be guaranteed by being the only one in the market. There are a lot of costs to be covered. Sufficient sales amounts are needed to first break-even and only after that could profitability be reached if good amounts of sales are maintained.

It is important to keep in mind that the business plan in this work is focused on helping the author to sketch the first business plan, thus the contents are limited to information the author thinks is most important for the thesis.

Also, it is good to take into consideration that the author noticed there was not a very expansive amount of reliable research in the language of the work on some of the topics, so the author also relies on alternative sources derived from various online platforms such as websites, forums and other similar types of mediums.

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# Appendices

## Appendix 1. Business Plan



### Business plan – Korean pub in Helsinki

Leon Hoang

Bachelor's Thesis  
Degree Programme in  
Hospitality, Tourism and  
Experience Management  
2020



# **1 Executive Summary**

Korean pub will offer Korean cuisine influenced food products at the pub. Along with the food products, there will also be alcoholic beverages which are going to be more focused on Korean based brands and some of the most in-demand brands with non-alcoholic selection. Besides the food and beverage products, we will be serving the customers at the pub so they can enjoy their experience with as little friction as possible.

It is going to mainly focus on 25 to 35-year-old working citizens. The ideal location would be somewhere in the center of Helsinki with a lot of transport-, and walking traffic, travelers, and workers in the area.

It would intend to promote its F&B products through social platforms with image, video, and text content. The services of the company are also going to be highlighted in its marketing mediums in the same way as its products are. The marketing will also be relying on less cost incurring strategies, like UGC (user-generated content) for creating engagement and growth hacking inspired, innovative, unorthodox-influenced strategies to reach a bigger audience.

The operations chapter will introduce the details so far, on the size and operational structure of the business. The rough financial analysis will be focused on talking about initial funds required, profitability calculation, sales estimation, and break-even estimation.

## **2 Company Description**

### **2.1 Mission Statement**

The pub would provide a space to experience Korean culture in the form of popular traditional Korean alcoholic beverages and Korean style snacks called Anju. With a low friction service concept.

### **2.2 Principal Members**

Leon Hoang – Owner, primary employee

Partner – Owner, primary employee

### **2.3 Legal Structure**

The Korean pub would be registered as a limited liability company – based in Helsinki, Finland. Since it keeps the owner's entity separate from the company's entity, this would give the option for the owners to later sell away or transfer their shares of the company to potential owners, partners and investors down the road if there is an intention or a need to.

### **2.4 Industry**

The Korean pub is going to enter the highly competitive F&B sector in Helsinki central area with a less saturated niche concept and brand that does not exist yet in Finland. South Korea has garnered a lot of attention globally on multiple platforms including television, radio & social media, thanks to their efforts in producing great entertainment and entertainers. This has raised awareness of their culture even more than before in Finland and with that comes cuisine too. This Korean pub concept would be a response to fill an empty gap that has not been filled in Helsinki yet.

### 3 Market Analysis

The research is based on public information from Statistics Finland and The Association of Finnish Municipalities. It focuses on general populational information of the city of Helsinki and partially the whole country of Finland. All the statistics are going to be used to look for a strong potential target group that we can focus on developing our marketing around.

Based on the statistics of The Association of Finnish Municipalities research we chose the target group that also happened to be ideal to the pub concept that is based on a quite young trend with a lot of younger fans. As you can see in Figure 3 (from The Association of Finnish Municipalities) out of the whole population of Helsinki in 2019, the largest groups are from 25-35. Excluding other categories, the targeted age groupings alone amount to about 120 000 people that could become potential customers in the target group. Including we might have about 40 000 – 90 000 more from age groups 20-24 and 35-39, which theoretically could increase the potential customer base by almost double if the business gains enough traction.

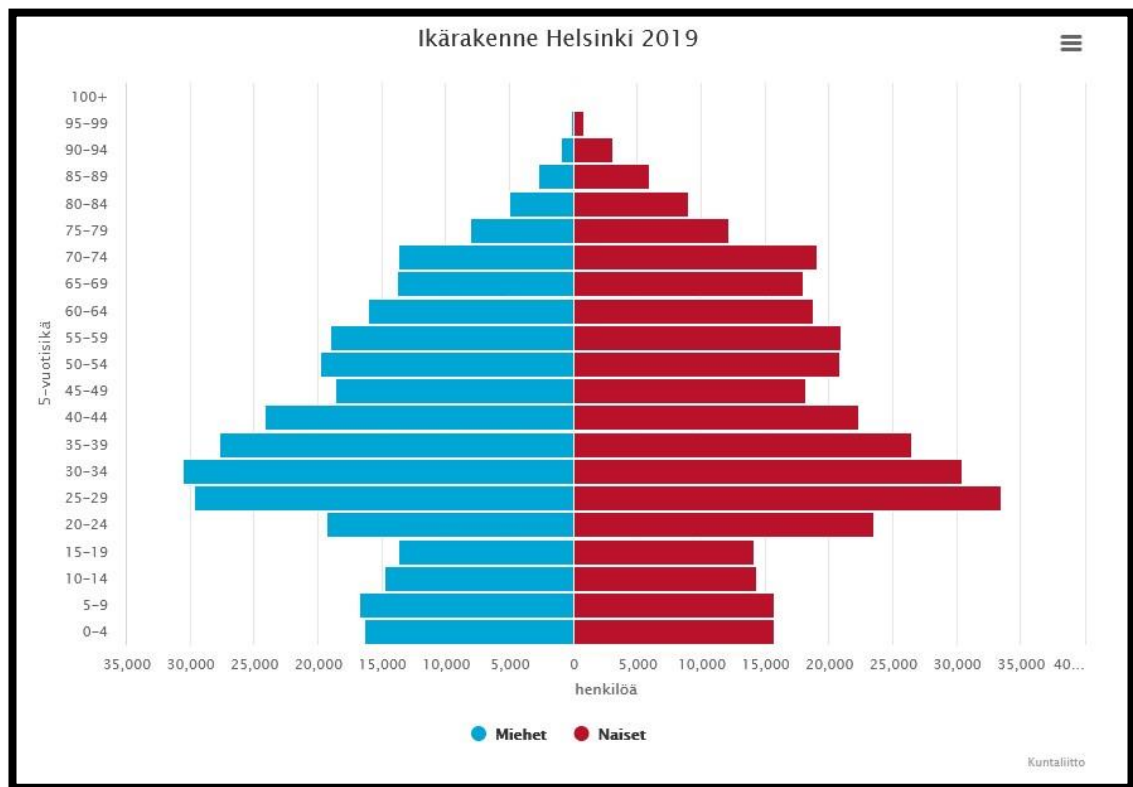


Figure 3. Age Structure in Helsinki 2019

The employment rate in Finland has been relatively decent in the past two decades as shown in Figure 4. It has been growing from the 1990s and reaching a stable rate until present times. This means from 120 000 people in the target group about 70%-78% are most likely to be employed, excluding the other potential age groups with a 40 000 – 90 000 population that are also relatively highly employed according to the 2019 statistic. If the business converts under 5% of that total to loyal customers, it will turn the business profitable.

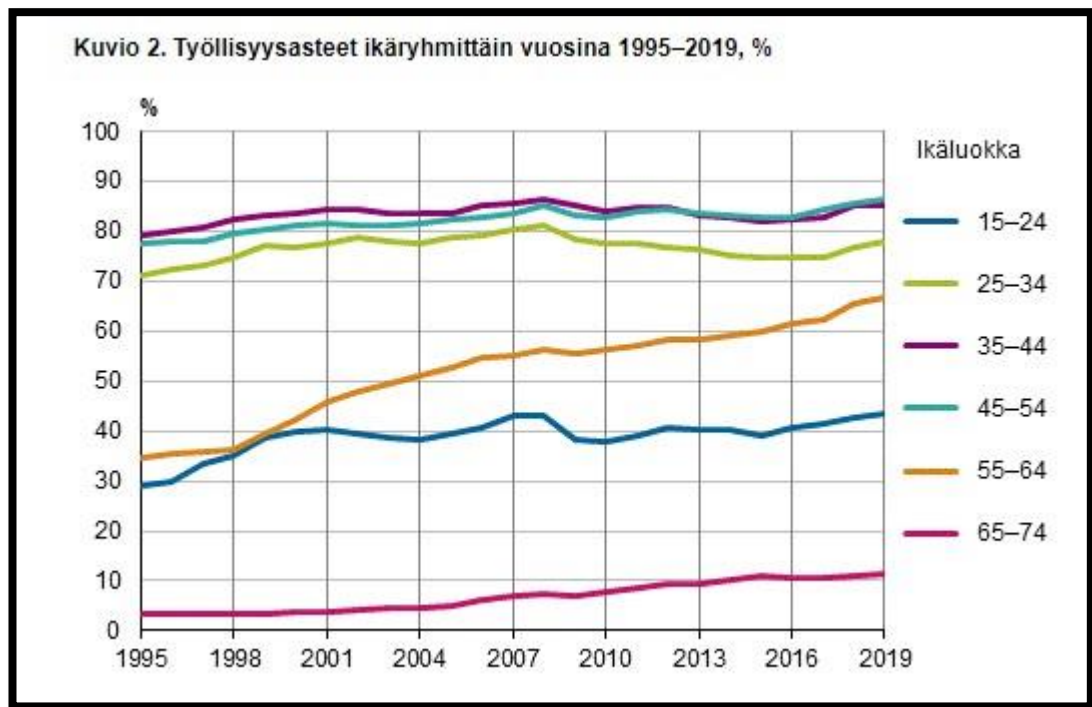


Figure 4. Employment Rates % in Age Groups in years 1995-2019

## 4 Target market

The Korean pub is going to mainly focus on 25 to 35-year-old working citizens. The ideal location would be somewhere in the center of Helsinki with a lot of transport-, and walking traffic, travelers, and workers in the area. We will focus on acquiring loyal customers from the nearby bustling Helsinki central area, specifically in the beginning to try to reach those that work in the local area of our business. Besides that, anyone that would be interested in our products and services will be reached through our marketing channels, word of mouth via offline or online methods, and any curious walk-ins that would come in. Last but not least, the community of Korean culture enthusiasts in Finland would be a group the pub would be targeted to, as they are likely to already be familiar with the theme of the concept and become early adopters, because of their existing interest in Korean related things.

## **5 Competitive analysis**

### **5.1 Competitor Summary**

There are 3 competitors that are offering an authentic Korean category product we will be referring to Korea House Restaurant, Restaurant Manna, and GIWA.

All of the referenced competitors for analysis have a presence on Instagram and Facebook, which are some of the many social platforms the Korean pub is planning to have a presence on. Quickly analysing the social media accounts of the referred competitors, all of them seem to have a presence in the platform on these platforms but coincidentally they aren't very active with their posting. The analysis of competitor social media activity shows signs that could be interpreted as, lack of a strong marketing plan or strategy, obscure branding, very little content to engage and grow a brand community, or potentially scepticism towards the viability of digital marketing for growing their business.

Restaurant Manna is the only business out of the two with no domain but is substituting it with their Facebook page which is less customizable but won't incur the extra costs of having their own web address. Facebook has the most crucial features that a restaurant business should consider having on its page, although visual customization is limited. Both Korea House Restaurant and GIWA have domains for their respective businesses and they are both minimalistic in design with crucial features and custom aesthetics.

To get a deeper and clearer look into the differences in the product selection, service style, social media presence. and other details (See Table – Competition analysis.) In the table, it can be clearly seen that the focus of the other competition is less focused on being a pub but rather focus on being a restaurant.

Table – Competition analysis

Businesses	Product	Service style	Social media presence	Other mentions
Korean Pub Concept	<ul style="list-style-type: none"> <li>▪ Soju</li> <li>▪ Makgeolli</li> <li>▪ Beer</li> <li>▪ Wine</li> <li>▪ Glazed chicken</li> <li>▪ Fried rice</li> <li>▪ Korean sweet pancake</li> </ul>	<ul style="list-style-type: none"> <li>▪ Self-service</li> <li>▪ Optional self-clean up or just let staff clean for you</li> </ul>	<ul style="list-style-type: none"> <li>▪ Aggressive social media presence</li> <li>▪ As organic as possible</li> <li>▪ Paid ads</li> <li>▪ Instagram</li> <li>▪ Facebook</li> <li>▪ LinkedIn</li> </ul>	<ul style="list-style-type: none"> <li>▪ Beverage focused sales</li> <li>▪ Traditional Korean pub concept</li> </ul>
Restaurant GIWA	<ul style="list-style-type: none"> <li>▪ Various Bibimbap (mixed rice bowl)</li> <li>▪ Tofu dishes</li> <li>▪ Kimchi</li> <li>▪ Soju</li> <li>▪ Wine</li> <li>▪ Beer</li> </ul>	<ul style="list-style-type: none"> <li>▪ Table service</li> </ul>	<ul style="list-style-type: none"> <li>▪ Consistent but more on the passive side</li> <li>▪ Facebook</li> <li>▪ Instagram</li> <li>▪ Yelp</li> <li>▪ TripAdvisor</li> <li>▪ Eat.fi</li> </ul>	<ul style="list-style-type: none"> <li>▪ Focused on bibimbap but during COVID-19 closed and sells products in grocery stores</li> </ul>
Restaurant Manna	<ul style="list-style-type: none"> <li>▪ Various Bibimbap</li> <li>▪ Fried dishes</li> <li>▪ Korean savoury pancakes</li> <li>▪ Dumplings</li> <li>▪ Tofu</li> <li>▪ Korean patties</li> <li>▪ Korean stew</li> <li>▪ Soju</li> </ul>	<ul style="list-style-type: none"> <li>▪ Table service</li> </ul>	<ul style="list-style-type: none"> <li>▪ Consistent but more on passive side</li> <li>▪ Facebook</li> <li>▪ Instagram</li> <li>▪ TripAdvisor</li> </ul>	<ul style="list-style-type: none"> <li>▪ A restaurant that offers a variety of Korean dishes</li> </ul>
Korea House Restaurant	<ul style="list-style-type: none"> <li>▪ Deep fried seafood</li> <li>▪ Deep fried dumplings</li> <li>▪ Korea savoury pancakes</li> <li>▪ Kimchi</li> <li>▪ Stir fried variety of Korean dishes</li> <li>▪ Korean style deep fried chicken</li> <li>▪ Bibimbap</li> <li>▪ Korean soups</li> <li>▪ Many ingredient options for most of the dishes</li> </ul>	<ul style="list-style-type: none"> <li>▪ Table service</li> </ul>	<ul style="list-style-type: none"> <li>▪ Consistent but more on the passive side</li> <li>▪ Facebook</li> <li>▪ Instagram</li> <li>▪ TripAdvisor</li> <li>▪ Eat.fi</li> <li>▪ Yelp</li> </ul>	<ul style="list-style-type: none"> <li>▪ The restaurant with the most wholesome range of Korean cuisine</li> </ul>

## 5.2 SWOT of Company

Table SWOT analysis in Table 2 is made from the perspective of the Korean pub to assess its position against the competing businesses and support in creating productive business growth solutions.

Table 2. SWOT

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>▪ Unique concept (non-existing in the market)</li><li>▪ Social Media Marketing Plan</li><li>▪ A low number of competitors</li><li>▪ South Korea Trending</li></ul>	<ul style="list-style-type: none"><li>▪ New company</li><li>▪ Inexperienced team</li><li>▪ Lack of capital</li><li>▪ No premise</li><li>▪ No solidified concept</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>▪ Rising interest in South Korea</li><li>▪ Social Media Marketing</li><li>▪ Existing South Korean interested community</li><li>▪ Partners with South Korea related organizations and businesses</li></ul>	<ul style="list-style-type: none"><li>▪ COVID-19</li><li>▪ Existing competition</li><li>▪ Prospective competitors</li><li>▪ Fad Trend</li></ul>

## 5.3 Analysis Conclusion

There is a lot of potential in overtaking the social media marketing presence as a new competitor since the existing businesses are not using the tool to its utmost potential. South Korean Culture is trending globally, and Finland does not have many F&B businesses related to it compared to cultures like Chinese, Japanese, French, Indian, and others. As the business would be founded by first-time owners, they won't be seasoned in management on top of doing something for the first time. This could easily be detrimental if anything overwhelming happens, not to mention potential threats. In conclusion, there are risks but there is definitely potential for the business to create a presence for itself.



## 6 Products & Services

The Korean pub will offer the following types of products and services with Korean alcohol as the main product of the pub and anju snacks as the secondary product:

Alcohol:

- Soju
- Makgeolli
- Beer
- Wine

Anju:

- Sweet and Spicy Chicken
- Sweet Soy Garlic Chicken
- Korean Inspired Fried Rice
- Korean Savoury Pancakes
- Hotteok – Sweet Pancake with Red Bean
- Hotteok – Sweet Pancake with Nutella

Service:

- Product pick-up buzzers
- Table clean-up

## **7 Marketing strategy**

The Korean pub is going to rely on social media as its main source of marketing. The goal is to gradually build as organic as possible social media following with as little costs possible with the support of paid ads in the beginning phases of the business. This would reduce incurring costs for the business and would at the moment be the most affordable way of marketing.

The company is going to also rely on word of mouth through offline or online means, email lists, and potentially text or WhatsApp type of marketing. The social platforms that the presence will be created on are mainly Instagram, Facebook, TikTok, and potentially LinkedIn. In these main focus platforms, the business would experiment with user-generated content or UGC as a tool to gain a more organic audience through viral intended content.

## **8 Operation**

### **8.1 Hours**

The exact opening hours have not been determined, but a preliminary suggestion would be between the 4 PM to 10 PM. Days the pub could be operating is five to six days a week. In the weekends the opening hours might be open a bit longer or later from 4 PM to 11 PM in the evening.

### **8.2 Seats**

The concept is aiming towards a smaller size premise which would be about 60 square meters in size. It will fit about 25 seats if we calculate about 1.5 square meters per person in that space with approximately 60% of premises reserved for guest space.

### **8.3 Staff**

Since the company aims to use the savings of the owners as the main source of funds. The two owners would plan to be the full-time workers for the company and will be the only ones included in the payroll calculations of the opening budget as a means of reducing costs unless hiring would become necessary.

There is no guideline or manual for the company but as the owners learn how to run the pub, along the way they are going to construct a document that is used as a general guideline with agreed-upon directions for company values, roles, and responsibilities. A general guideline can be used to support new employees to understand their role and responsibility in the company if and when the time comes.

#### **8.4 Service style**

As the concept at the moment is a smaller sized pub with two owners as full-time employees, the service style takes an approach of self-service. The customers would order from the sales point, take an order tag or receipt with them to the table, and pick their product themselves when their order tag is called.

After the customers are done with their session they could either leave the left items on their table for the employee to clean up or take them to a self-cleaning spot for the employees to pick-up a bigger batch later to take care of.

#### **8.5 Interior theme**

The design of the pub interior will be inspired by minimalism, light, or white colours with wooden accents from interiors to furniture (See Appendix 4.) Art painted wall or just posters with Korean related content would be incorporated there to remind of the product concept of the business.

## 10 Opening Funds Required

The rental data is based on the average office rates in the central Helsinki area in 2019, which generally equates to the restaurant rents, but of course, there are exceptions. A big point to consider that the rental rate relies heavily on location. We have 10 000 € working capital to help cover costs during the beginning period if necessary.

One-time expenses	Budget		Actual	
<b>Rent</b>				
First month rent	€	1,800.00	€	-
First month utilities	€	250.00	€	-
<b>Improvement costs</b>				
Kitchen improvements	€	19,192.00	€	-
Tables and furniture	€	2,346.00	€	-
Utensils, dishes, kitchen and bar equipment	€	10,000.00	€	-
<b>Inventory</b>				
Food	€	1,250.00	€	-
Beverage	€	700.00	€	-
Alcohol	€	900.00	€	-
<b>Miscellaneous</b>				
Licenses and permits	€	1,000.00	€	-
Legal fees	€	300.00	€	-
Signage	€	550.00	€	-
Technology	€	19.00	€	-
Software	€	-	€	-
Working capital	€	10,000.00		
<b>Total one time funds required</b>	€	<b>48,307.00</b>	€	-
<b>Monthly expenses</b>	<b>Budget</b>		<b>Actual</b>	
<b>Rent</b>				
Monthly rent	€	1,800.00	€	-
Property insurance	€	300.00	€	-
Utilities	€	250.00	€	-
<b>Employees</b>				
Payroll	€	3,000.00	€	-
Additional costs	€	1,500.00	€	-
<b>Professional services</b>				
Accounting, legal, consultants and etc.	€	700.00	€	-
<b>Supplies</b>				
Operational supplies	€	200.00	€	-
<b>Marketing</b>				
Digital advertising	€	350.00	€	-
<b>Reserve</b>				
Cash	€	700.00	€	-
<b>Total monthly expenses</b>	€	<b>8,800.00</b>	€	-
<b>Total funds required</b>	€			<b>57,107.00</b>

## 11 Profitability calculation

In the profitability calculation below, it is important to take note that the owners would plan to finance 32 000 € of the total funds required which is why the loan repayment is based on 26 000 € amounts for the loan deductions.

The payroll as mentioned in the operation chapter is based on the salaries of the two owners that would be the only full-time workers at the beginning of the business. The target profit number is based on a three-year estimated target to break-even, which can be seen in the break-even figure in the next chapter.

<b>Profitability calculation for Korean pub</b>	<b>Monthly EUR</b>	<b>Annual (12 months) EUR</b>
=Target profit (net)	€ 10	€ 120
+Loan repayments (26 000 loan with 3 year repayment plan)	€ 722	€ 8,667
<b>INCOME AFTER TAXES</b>	<b>€ 732</b>	<b>€ 8,787</b>
+Taxes around 20%	€ 146	€ 1,757
=Funding requirement	€ 8,500	€ 102,000
+Loan interest (+any salary guarantee fees, etc.)	€ 30	€ 360
<b>A. OPERATING MARGIN (required)</b>	<b>€ 909</b>	<b>€ 10,904</b>
+Fixed costs (net of VAT)		
YEL premium of a limited liability company 20%	€ 2,320	€ 27,840
Payroll	€ 3,000	€ 36,000
Additional payroll costs (additional 50%)	€ 1,500	€ 18,000
Repairs and maintenance	€ 100	€ 1,200
Costs relating to premises	€ 1,800	€ 21,600
Communication costs (phone, internet, etc.)	€ 50	€ 600
Travel and car expenses, daily expense allowance	€ 70	€ 840
Marketing expenses	€ 350	€ 4,200
Bookkeeping, auditing, tax returns, etc	€ 700	€ 8,400
Unemployment fund	€ 30	€ 360
Other costs (additional licenses, work clothes and tools etc.)	€ 200	€ 2,400
<b>B. TOTAL FIXED COSTS</b>	<b>€ 10,120</b>	<b>€ 121,440</b>
<b>SALES MARGIN REQUIRED (A+B)</b>	<b>€ 11,029</b>	<b>€ 132,344</b>
+Purchases + materials and supplies (net of VAT) 65%	€ 7,169	€ 86,024
<b>NET SALES REQUIRED</b>	<b>€ 18,197</b>	<b>€ 218,368</b>
+VAT 24%	€ 4,367	€ 52,408
<b>TOTAL SALES/INVOICED SALES REQUIRED</b>	<b>€ 22,565</b>	<b>€ 270,776</b>

Profitability calculation

## 12 Sales estimation & profit margin

All the costs are referred from the previous profitability calculation spreadsheet from chapter 11. The spreadsheet below calculates the estimated sales and turns that into profit margin percentages.

The amounts of seats are based on a 60 square meter space that would have 25 seats with a seat turnover of 2.7 and an average sale of 15 euros per customer. The business would be open for about 24 days a month on average and that is taken into consideration when calculating the sales.

<b>Sales estimation</b>	<b>Monthly EUR</b>	<b>Annual EUR</b>	
Avg. Sale	€	15.00	
Seats		25	
Seat turnover per day		2.8	
Customers per day		69	
Customers per month		1656	
Customers per year		19872	
Gross daily sale (avg. sale*customers per day)	€	1,035	
Gross monthly sales (open 24 days a month)	€	24,840	
Gross annual sales			€ 298,080
Gross sales	€	24,840	€ 298,080
Sales margin	€	11,029	€ 132,344
Loan repayments	€	722	€ 8,667
Operating margin	€	909	€ 10,904
Fixed costs	€	10,120	€ 121,440
Total costs	€	22,780	€ 273,355
Profit	€	2,060	€ 24,725
<b>Profit margin %</b>		<b>8%</b>	<b>8%</b>

Sales estimation and profit margin

### 13 Target Unit Sales & Break-even Point

These calculations are based on the data in the sales estimation spreadsheet above. The first image below shows the estimated sales unit target that is required to reach the break-even point. This spreadsheet also works as a reference of data for the second Break-even point spreadsheet. The years to BEP spreadsheet shows how many years it will take to reach the break-even point with the estimated 8% profit margin.

#### Estimated sales/unit sales to BEP

Sales to BEP	€	57,107.00
Sales Target per customer	€	15.00
Target Margin		8%
C. Margin per unit	€	1.20
<b>Units to be sold until BEP</b>		<b>47589</b>

Estimated sales units to BEP target

#### BEP estimation

	EUR
Daily Gross Sales	€ 1,035
Monthly Gross Sales	€ 24,840
<i>Total costs</i>	<i>€ 22,780</i>
Monthly Profit	€ 2,060
Annual Profit	€ 24,725

#### Years to BEP

3

Years to BEP



## Appendix 2. Korean restaurant type visuals

### Korean BBQ Table



### Korean BBQ Menu





## Korean Raw Fish Tank and Table





**Korean Raw White Fish Sashimi**



**Korean Raw Octopus Dish**



## Korean Ginseng Chicken Soup Restaurant





## Korean ginseng Chicken Soup Menu

Main Menu

<p><b>Samgyetang</b> Chicken Broth with Korean Ginseng 삼계탕</p>		<p>蔘雞湯 サムケタン 参鸡汤 ₩ 16,000</p>
<p style="text-align: center;"><span style="border: 1px solid orange; border-radius: 50%; padding: 2px;">배양근 培養根</span></p> <p><b>Sansam Samgyetang</b> Chicken Broth with Korean Wild Ginseng 산삼삼계탕</p>		<p>山蔘蔘雞湯 サンサムサムケタン 山参参鸡汤 ₩ 22,000</p>
<p><b>Jeonbok Samgyetang</b> Chicken Broth with Abalone 전복삼계탕</p>		<p>全腹蔘雞湯 あわびサムケタン 鲍鱼参鸡汤 ₩ 22,000</p>
<p style="text-align: center;"><span style="border: 1px solid orange; border-radius: 50%; padding: 2px;">배양근 培養根</span></p> <p><b>Sansam Jeonbok Samgyetang</b> Chicken Broth with Abalone, Korean Wild Ginseng 산삼전복삼계탕</p>		<p>山蔘全腹蔘雞湯 サンサムあわびサムケタン 山参鲍鱼参鸡汤 ₩ 28,000</p>

**Go! JiakHong**  
※ 서비스 등록출원 제4885호 / 서비스 등록출원 제358호  
去・吃・風



## Korean Dumpling Restaurant Exterior and Interior





## Korean Dumplings

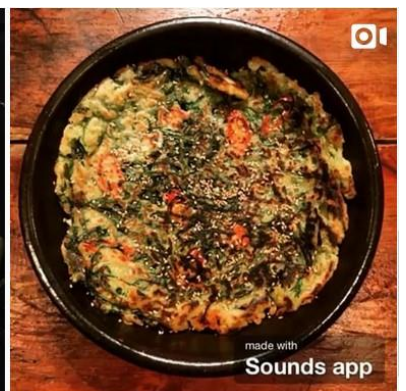


## Korean Noodles









Korean Pub Bangbum Pocha (<https://www.instagram.com/bangbum.pocha/>)



### Appendix 3. Korean pub visuals

#### DAMUN in Seoul, South Korea. Menu, product & interior visuals.

<i>electric current</i>	
7 kinds of <b>Assorted jeon.</b>	26,000
+Additional Jeon-Only those who ate Dedumjeon can add 1 type of Jeon provided	+7,000
<b>Two jeons</b>	
<b>Choice Battle</b>	21,000
M E marinated in special soy sauce for 24 hours	
<b>Meat jeon with signy money</b>	18,000
 In Dongseongdo Sokcho	
<b>Squid Sundaejeon</b>	18,000
 Full of zucchini and leek	
<b>Seafood Buchujeon</b>	18,000
Plain and savory	
<b>Dongtaejeon</b>	17,000
Crispy clothes	
<b>3 kinds of vegetables</b>	17,000
Crispy with plenty of pork and green beans	
<b>Meat Mung Bean Jeon</b>	16,000
<b>All the way~ with Eunji</b>	
<b>Seafood Kimchi Jeon</b>	16,000
Made with the most delicious seasonal ingredients	
<b>Before today</b>	question
<b>Side menu</b>	
 From Namwon, Jeolla-do	
<b>Garlic tips</b>	11,000
 It's cool to the inside	
<b>Jeju Shrimp Haejang Ramen</b>	9,000
<b>Soft-11-luck</b>	
Steamed cod roe and egg in a pot	9,000
Grated with yolk	
Perilla Oil Soy Sauce Soba	8,000
Roasted kimchi, tuna and planting	
<b>Bomb Rice Ball (4pc)</b>	7,000
한그릇 딱	
<b>Warm rice + egg yolk + furigake</b>	2,000
Deliberately made menu by asking for a sub service	
<b>Service★★★</b>	300,000



**Salty! Pan! Cool drinking!**




**Packed Mactail (410ml) 4,000 won**

Introductory class



(What is Makgeolli!?)

	area	용량	도수	Sugar content	price
<b>Frankincense</b>					
Shindong Makgeolli	Chilgok	750ml	6%	3	7,500
The one who studied					
Purple Sweet Potato Makgeolli	Gyeonggi	750ml	6%	4	7,000
Sweet and deep					
Numunji Makgeolli	○	900ml	6%	3	7,000
Black alley Uigolbuk	Daejeon	750ml	6%	2	7,000
Park Yoo-power aired on					
Gongjusanin horsefoot is sweet	Princess	750ml	6%	4	7,000
Princess Chestnut Makgeolli					
Lee Uni Lee of the savory sweetness	Danyang	750ml	6%	3.5	8,000
Black Ball Makgeolli					
Corn Dongju	Won-ju	1000ml	6%	3	8,000
Cheongsong apple rice wine	Changwon	750ml	6%	2.5	7,000
Goheung Citron Makgeolli	고흥	750ml	6%	2	7,000
Udo Landjong Makgeolli	rice wine	750ml	6%	4	8,000
The history of luck					
Jipyeong Rice or Wheat Makgeolli	Yongpyeong	750ml	59%	2.5	5,500
Slow village	서울	750ml	6%	2	8,500

## Snacks

 Directly sent from Pohang Great King Octopus Society	35,000
 24 hour low temperature myth cooked Miso pork belly (35g)	25,000
Spicy and flavorful enjoyment with Chinese vermicelli Stir-fried cuttlefish and parsley	20,000
Directly sent from Seogane Sundi Spicy Baeksundae	18,000
 The popjo, which was picked from the Nakwon belt house, Milled Tteokbokki	18,000
+Added toppings- Vienna or quail eggs or cotton noodles or ramen	+3,000
Spicy Pork Ginseng Gochujang scroll	18,000
Selected from Nadrijeolmyeon, Yeongju, Gyeongbok and Dameun et al. Golbengi jjolmyeon (soy sauce flavor or spicy flavor)	18,000
+ Add section	+3,000
Omanipyo from Sokcho, Gangwon-do Three kinds of salted tofu	17,000
+ Add tofu or salted salt	+5,000
Sue, light, fast Life care food and nacho chips	17,000
Cool for all ages Spam Tofu Kimchi	16,000
Siccom Sweet from Sokcho Pollack seasoned with vegetables	16,000

## Hot water

 A cool, clear bath boiled in the East Coast's white menopause and hamtae Baekmyeongran Hwangtae Clear Bath	23,000
 Sokcho-produced clams, E-silver broth and risso pasta layered East coast meekbok, steamed lily *Meekbok = East Coast native shellfish (natural)	20,000
Assorted pork, spicy Old paper hot pot	18,000
+Add Sari-Spam or Tofu or Ludon or Ramen	+3,000
The rich and sharp fish cake soup that only the water Meadows of Busan, which has been passed down through the three generations, can be served Sealfood fish cake soup	17,000
+ Add Udon Sari	+3,000



## Recommended sake

(A person who says I have a little love for our sake!?)

Intangible Cultural Property Kim Tsek-sang's masterpiece

**Samhaeju**

Intangible cultural magazine Master Kim Tsek-sang's handwritten rice

**Samhae Soju**

It is characterized by a fragrant fruit pot and a strong acidity.

**Brushyard Makgeolli**

A refreshing and deep taste that doesn't have a sweet taste

**Hyeung makgeori**

Fresh fruit pot and non-acidic harmony!

**Wait 25**

Savory scent and sour

**Heeyangsan Makgeolli**

The balance of Omi (table) is harmonious

**Lee Sang-heon Takju**

The mood is bizarre acidity and naturalism

**Flower sleep makgeolli**

Pyeongtaek rice 100%, cost-effective! Premium Makgeolli

**EHOI**

100% Gimpo Gold Rice, high-grade, non-sticky sweetness

**Gimpo Yeju**

A harmony of tropical fruit flavor, sweet and sour taste

**Sejong the Great Eoju**

Grainy scent and sweet

**Mowon Yeon**

Jeju's fourth generation intangible cultural properties

**Omegi clear sake**

Bokbunja flavor and soft body bag

**Manwol Yecheonjubok**

Jeon Soju made by an American

**White rabbit**

area	Volume	Frequency	price
Seoul	500ml	17%	25,000
Seoul	250ml	45%	44,000
Namyangju	750ml	10%	12,000
Yeoju	750ml	8%	17,500
Busan	750ml	89%	13,500
Ulsan	750ml	15%	13,500
Chungnam	500ml	14%	26,000
Jirisan	1000ml	6%	23,000
평택	500ml	8%	16,000
김포	750ml	13%	29,000
Chungbuk	500ml	15%	46,000
Wonju	500ml	139%	34,000
Jeju	500ml	16%	56,000
Yecheon	350ml	24%	15,000
충주	375ml	23%	31,000

## Korean wine & fruit wine

Korean fruit loquat (between fruit balls and plums)

### Gold and loquat wine

100 Korean grapes, aged in bamboo barrels for 3 years

### Chatomiso Rose Wine

Sweet Bokseung Ahhang, Non-sticky Dalhal

### Godori Peach Wine

Made with natural honey, sweet and soft

### Hinimoon

The sun of the prime morning and the sunset sun of dusk are clean

### Goheung Yujaju

Apple's rich taste and refreshing carbonate

### Fortrose

Cider with heavy body feeling and anti-berry cracking

### Sweet mom

area	Volume	도수	price
Wando	375ml	12%	42,000
나주	375ml	12%	41,000
Yongin	375ml	6.5%	46,000
Yongin	375ml	10%	50,000
고흥	500ml	8%	22,000
충주	750ml	6.4%	25,000
충주	330ml	5.5%	11,000

## Domestic beer

### Platinum Golden Ale (again)

Soozy, Emmentaler Scherz, Port

### Milky Way Stout

Fresh fruity, German work 맥주

### Juhlweizen

Clean ginseng, neat finish

### Polaris lager

Melting the new combination of Omija well

### Omija Ale

### Cass

area	Volume	도수	price
Republic of Korea	420ml	4.8%	6,500
Korea	355ml	5.6%	7,500
Republic of Korea	355ml	4.9%	7,500
Korea	355ml	4.4%	7,500
Korea	355ml	4.5%	8,000
Republic of Korea	500ml	4.5%	5,000



## Yakcheongju

	area	Volume	Frequency	Acidity	price
Jeju's fourth generation of intangible cultural sites <b>Omegi many clear sake</b>	Jeju	500ml	16%	2	56,000
A sweaty harmony of the taste, sweetness, and sourness of tropical fruits <b>Sejong the Great Eoju</b>	Chungbuk	500ml	15%	2.5	46,000
100% Gimpo Gold Rice, high-grade, non-sticky sweet pill <b>Gimpo Yeju</b>	Kim-Po	750ml	13%	1	29,000
Dr. Park Heum Sunmyeong's dry pine needles <b>술송주</b>	Hamyang	375ml	13%	4	15,000
Fragrant mushroom scent Neung Lee-ju (2018 PyeongChang Eul Lippic Official Dinner Week)	Nonsan	375ml	13%	4	13,000
Full of rich plum scent <b>Maesip Wonju</b>	Seoul	375ml	13%	1.5	10,000
Schisandra. Polar Bo Namwon of Sansuyu <b>Hwang Jin-i</b>	Namwon	375ml	129%	2.5	10,000
Clean grain aroma and less sweet taste <b>Wather moon kite</b>	Won-ju	500ml	13%	4	34,000
Sparkling Bomber Gochang <b>Ice cap</b>	depot	370ml	7%	4	9,500
Neat and long lingering <b>Upo's morning</b>	Gangneung	300ml	129%	2	13,000
The refreshing sweetness and soft throat are attractive <b>Subsulfur</b>	Paju	300ml	179%	4	13,500













# MENU



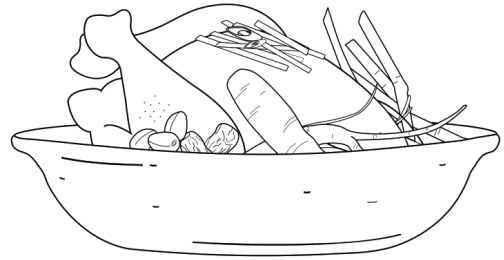
## SEASONAL SPECIAL

### BAEKSUK 백숙 17.95

KOREAN CHICKEN STEW  
THURSDAY ONLY

Baeksuk refers to stew-like dishes made by boiling meat for several hours, without much seasoning. Baeksuk is usually associated with chicken and can be considered a simpler version of "Samgyetang", which is prepared with many types of herbs and is consumed for its medicinal properties.

Here at Soju Haus, we have combined both concepts to bring you the same healthy meal in a hearty portion.



## DAILY SPECIAL

SUN	MON	TUE	WED	THU	FRI	SAT
			<div> <div></div> <div></div> </div> OYSTER 1.00 굴			
<div> <div></div> <div></div> </div> SPICY PORK FEET 🍴 16.95 불족발 CHAMISUL / CHUM CHURUM / CHUNGHA 13.95 참이슬 / 처음처럼 / 청하 GINSENG LIQUEUR / PLUM LIQUEUR / BLACK RASPBERRY WINE 15.95 백세주 / 설종매 / 복분자					<div> <div></div> <div></div> </div> ASSORTED KOREAN SASHIMI 24.95 모듬회	
<div> <div></div> <div></div> </div> KOREAN BBQ BABY BACK RIBS 11.95 돼지갈비 SAUTÉED LITTLE NECK CLAMS WITH FLAT NOODLES 13.95 조개볶음 OYSTER SOUP & RICE 18.95 매생이 굴국밥 KOREAN STYLE SPICY CHICKEN STEW 🍴 19.95 닭도리탕 OYSTER BOSSAM 24.95 굴보쌈					DAILY LIMITED (일일 한정 판매)	
					DESSERT MISUGARU ICECREAM 3.95 미숫가루 아이스크림	

FOLLOW US     

CASH & AMEX ONLY

## FOOD ANJU

### FRIED / MUCHIM COLD SPICY

FLAT DUMPLING 납작만두	11.95
DEEP FRIED CHICKEN GIZZARD 통집튀김	11.95
SPICY RICE CAKE W FRIED SQUID 🍢 떡볶이+오징어튀김	12.95
FRIED CHICKEN 시장통닭	14.95
SPICY BAY TOP SHEEL W NOODLE 🍢 굴뱅이 무침	16.95

### BBOKEUM STIR-FRIED

STIR-FRIED SAUSAGES W VEGETABLE 소세지 야채볶음	15.95
KIMCHI FRIED RICE W CHEESE 🍢 김치볶음밥	16.95
RADISH KIMCHI FRIED RICE W BEEF BRISKET 🍢 차돌각두기볶음밥	16.95
SPICY SQUID & PORK 🍢 철판 오삼볶음	17.95
SPICY SUNDRAE & VEGETABLE 🍢 철판 순대떡볶음	17.95
SPICY BABY OCTOPUS & PORK 🍢 철판 짜삼볶음	19.95
SHRIMP & PORK W XO SAUCE 철판 새삼볶음	19.95
BEEF INTESTINE W SPICY SAUCE 🍢 철판 곱창볶음	21.95

### GUI GRILLED

WHOLE SQUID W SPIC T SAUCE 통오징어구이	10.95
GRILLED CHICKEN GIZZARD 통집	9.95
SPICY GRILLED CHICKEN GIZZARD 🍢 매운양념 통집	11.95
GRILLED BEEHIVE CUT PORKBELLY 벌집 삼겹살구이	17.95
ROASTED OXTAIL W SEASONING 소꼬리 갈비구이	17.95
SPICY BBQ CHICKEN+CHEESE 🍢 치즈 불닭구이	18.95
SIZZLING BULGOGI 철판 차돌불고기	20.95
GRILLED BEEF INTESTINE 곱창 구이	20.95

### JUN PANCAKE

CHIVES EGGROLL W GARLIC SAUCE 부추계란말이	13.95
KIMCHI PANCAKE 김치전	13.95
SEAFOOD PANCAKE 해물파전	17.95

### JJIM STEAM & BRAISED

STEAMED SHRIMP DUMPLING 새우 찐만두	3PC 5.95 6PC 10.95
BRAISED SPICY MONKFISH W VEGETABLE 🍢 아구찜 (MON-WED ONLY)	18.95
BRAISED OXTAIL 꼬리찜	24.95
MARINATED PORK FEET 계동 족발	29.95

### TANG SOUP & STEW

CLEAR MUSSEL SOUP 홍합탕	15.95
CLEAR CLAM SOUP WITH FLAT NOODLES 조개탕	19.95
SPICY MIXED SEAFOOD SOUP 🍢🍢 해물 짬뽕탕	22.95
SPICY SAUSAGE CASSEROLE 🍢 부대전골	26.95
BEEF INTESTINE CASSEROLE 🍢 곱창전골	26.95
BRAISED PORKRIB W KIMCHI 🍢 김치 등갈비찜	27.95
MILD SEAFOOD STEW W NURUNGJI 해물 누룽지탕	27.95

### RICE & NOODLE

BOWL OF RICE 공기밥 (FREE UNTIL 8PM)	1.95
SEAWEED RICE BALL 뭇난이 김밥 (FREE UNTIL 8PM)	1.95
HOT POT RICE W FISH ROE 알밥	3.95
COLD NOODLE W KIMCHI 김치말이국수	5.95

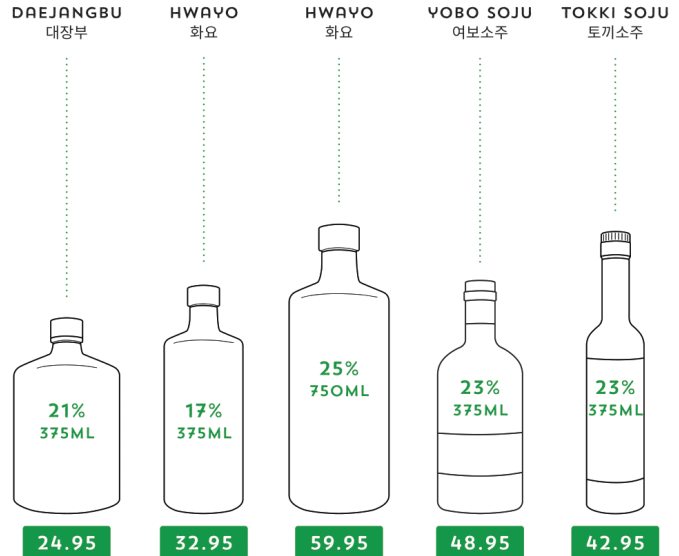
## ABOUT SOJU

Soju, traditionally made by employing rice, is most popular liquor consumed by generations of Korea. Its literal meaning is "Burned liquor", stemmed its origin from a Persian method of distillation known as "arak". In 1965, the Korean government banned the traditional distillation of soju and forced to use other ingredients to alleviate rice insufficiency.

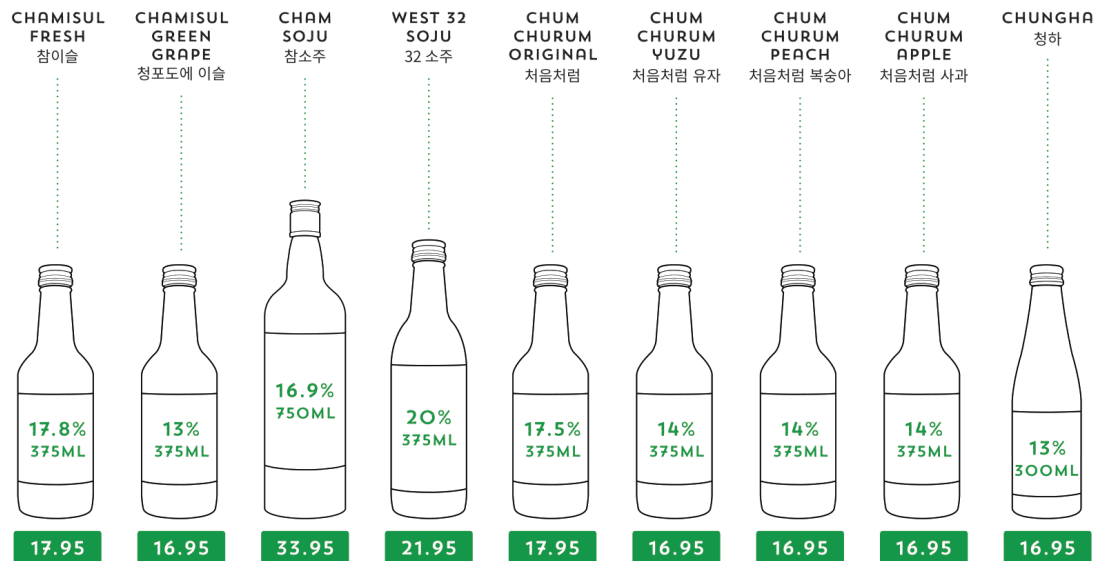
As an alternative, distillers produced a different and inexpensive soju using distilled ethanol from sweet potatoes/yams with combination of water and sweetener. Even after the prohibition was lifted, people preferred the inexpensive version of soju.

Just to demonstrate soju's popularity, here are some numbers: more than 3 billion bottles were consumed in South Korea alone in 2004. Moreover in 2010, it was estimated that an average adult Korean consumed around 5.8 bottles of soju monthly.

## PREMIUM SOJU












## SOJU





## DRINK.BEER

PLUM WINE 설총매	BLACK RASPBERRY WINE 복분자	GINSENG LIQUEUR 백세주	UNFILTERED RICE WINE 막걸리	KIRIN DRAFT BEER 생맥주	KIRIN FROZEN BEER 프로즌맥주	KLOUD BOTTLE SMALL 병맥주	ASAHI BOTTLE SMALL 병맥주	SPRITE, GINGER ALE, DIET COKE, COKE 음료수
								
14% 375ML	15% 375ML	13% 375ML	6% 750ML	5% 450ML	5% 450ML	5% 300ML	5% 300ML	0% 335ML
18.95	18.95	18.95	16.95	6.95	6.95	6.95	6.95	1.95

## SOJU COCKTAIL

HONGCHO SOJU 홍초소주	GRAPEFRUIT SOJU 자몽소주	CUCUMBER SOJU 오이소주	COCONUT SOJU 코코넛소주
			
26.95	26.95	26.95	15.95
JINRO SOJU POMEGRANATE VINEGAR SQUEEZED LEMON FRESH COCONUT WATER / MINT	JINRO SOJU SQUEEZED GRAPEFRUIT GRAPEFRUIT SYRUP MINT	JINRO SOJU FRESH CUCUMBER JUICE SQUEEZED LEMON / DRIED RED PEPPER CUCUMBER SYRUP	JINRO SOJU FRESH COCONUT WATER FRESH COCONUT OIL
SWEETNESS 🍯🍯🍯	SWEETNESS 🍯🍯🍯	SWEETNESS 🍯	SWEETNESS 🍯🍯

## DAILY KOREAN PANCAKE SPECIAL



**MON**

### ZUCCHINI PANCAKE

Zucchini, dried shrimp, pepper, flour, egg

호박전

**11.95**

**TUE**

### MUNG BEAN PANCAKE

Mungbean, pork, kimchi, onion, carrot, green onion, bean sprout

녹두빈대떡

**13.95**

**WED**

### OYSTER PANCAKE

Oyster, pepper, green onion, flour, egg

굴전

**13.95**

**THU**

### SESAME LEAF PANCAKE

Sesame leaf, pork, tofu, onion, green onion, flour, egg

깻잎전

**13.95**

**FRI**

### TOFU PANCAKE

Tofu, red pepper, arugula, flour, egg

두부전

**13.95**

**SAT**

### WHITE FISH PANCAKE

White fish, red pepper, arugula, flour, egg

생선전

**15.95**

**SUN**

### BEEF PANCAKE

Beef, flour, egg

육전

**15.95**



## DAILY KOREAN PANCAKE SPECIAL



**MON**

### ZUCCHINI PANCAKE

Zucchini, dried shrimp, pepper, flour, egg

호박전

**11.95**

**TUE**

### MUNG BEAN PANCAKE

Mungbean, pork, kimchi, onion, carrot, green onion, bean sprout

녹두빈대떡

**13.95**

**WED**

### OYSTER PANCAKE

Oyster, pepper, green onion, flour, egg

굴전

**13.95**

**THU**

### SESAME LEAF PANCAKE

Sesame leaf, pork, tofu, onion, green onion, flour, egg

깻잎전

**13.95**

**FRI**

### TOFU PANCAKE

Tofu, red pepper, arugula, flour, egg

두부전

**13.95**

**SAT**

### WHITE FISH PANCAKE

White fish, red pepper, arugula, flour, egg

생선전

**15.95**

**SUN**

### BEEF PANCAKE

Beef, flour, egg

육전

**15.95**









Joomak in Melbourne, Australia. Product & interior visuals.













K-PUB Recipes Korean		Home   K-Pub   Our menu   Gallery   Booking	
Our menu			
Entrance		Place	
		K-Pub specialties	
Gunmandu fried dumplings	CHF 6.00	Teokboki Topokki	CHF 25.00
Korean grilled dumplings (3 pcs, vegetables)		Rice dough sticks with hot sauce	
Goki gunmandu meat dumplings	CHF 7.00	Bulgogi teokboki Bulgogi Tteokbokki	CHF 27.00
Korean grilled dumplings (3 pcs, chicken with vegetables)		Rice dough sticks with beef meat	
Salade d'algue seaweed salad	CHF 8.00	Saeu-tuikim fried shrimp	CHF 19.00
Salade au tofu tofu salad	CHF 8.00	Fried shrimps	
Gyelanmari Egg Roll	CHF 13.00	Dak-tuikim fried chicken	CHF 26.00
Egg rolls		Fried chicken	
Japchae Japchae	CHF 16.00	Dak-gangjeong Chicken Gangjeong (Spicy)	CHF 28.00
Vermicelli sautéed with vegetables and beef		Fried chicken with spicy sauce	
Buchu-jeon Buchu-jeon	CHF 18.00	Jeyuk bokkeum stir-fry	CHF 26.00
Leek pancake		Sautéed pork with spicy sauce	
Cheese kimchi-jeon Cheese kimchi-jeon	CHF 20.00	Stir-fried squid with Ojingeo bokkeum	CHF 27.00
Kimchi pancake with cheese		Sautéed squid with spicy sauce	
Kimchi-jeon Kimchi-jeon	CHF 19.00	Osam bulgogi Osam Bulgogi	CHF 27.00
Kimchi pancake		Pork and squid sautéed in spicy sauce	
Haemul-pajeon	CHF 21.00	Dubu kimchi Dubu kimchi	CHF 28.00
Scallion pancake with seafood		Sautéed pork and kimchi served with Tofu	
Salade de legumes vegetable salad	CHF 6.00	Eomuktang fish cake soup	CHF 26.00
		Fish paste in casserole	
		Bulgogi Bulgogi	CHF 28.00
		Marinated beef	
		Bulgogi jeongol Bulgogi Hot Pot	CHF 30.00
		Marinated beef in casserole	
		Buda jigae 부대찌개	CHF 30.00
		Sausage, ham and kimchi soup casserole	
Noodles			
Zzajang-Myun Jajangmyeon	CHF 27.00		
Noodles with black bean sauce			
MENU			
(Accompagné avec du riz et kimchi. Meals with rice and kimchi)			
Bibimbap Bibimbap			CHF 27.00
Rice mixed with vegetables and beef			
Kimchi bokkeumbap Kimchi fried rice			CHF 28.00
Fried rice with kimchi and pork			
Sulungtang Seolleongtang			CHF 30.00
Beef soup with meat slices and noodles			
Kimchi jigae Kimchi jigae			CHF 29.00
Kimchi soup			
Sundubu Sundubu			CHF 31.00
Spicy tofu soup with egg yolk, seafood			
Saengseon jigae 생선 찌개			CHF 32.00
Fish soup			
Cheese kimchi bokkeumbap Cheese kimchi fried rice			CHF 29.00
Fried rice with kimchi, pork and cheese			











#### Appendix 4. Korean pub in Helsinki interior inspiration









