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STARTING AN INDIAN-BANGLA RESTAURANT IN KOKKOLA
Analysis of the market

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ABSTRACT

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Name of thesis STARTING AN INDIAN-BANGLA RESTAURANT IN KOKKOLA Analysis of the market		
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<p>The overall objective of this particular thesis is to identify the opportunities and the newer ideas that may be upheld when attempting to put up an Indian Bangla restaurant in Kokkola. It conducts research that among others studies the nature of the market, the major aims of restaurant businesses as well as the analysis of the customers and the competitors. It is based on both research-based and theoretical methodology. Its theoretical part is based on electronic sources, various books and a literature review.</p> <p>The qualitative method on the other hand was employed to conduct observation in two different Chinese restaurants along with a deeper interview with the owner of an Indian Bangla restaurant. Upon acquiring the necessary pieces of information, a SWOT analysis was carried out on the basis of the facts obtained. The end result of this arrangement was the drawing of a relevant conclusion from the research data.</p> <p>The interview with the Indian Bangla restaurant owner yielded positive hopes and opportunities for the newcomers in the market. Even though many difficulties and issues abounded, there were also many possibilities and support structures on the market. Many of the answers we obtained from the owners of the restaurants brought up some ideas and the procedures that may be of much use to the beginners.</p> <p>From the research of the market, we established the possibilities of putting up an Indian Bangla restaurant in Kokkola city. The city of Kokkola is home to multicultural people. Indian Bengla food has become very popular among the locals. The city of Kokkola is a great place to start an Indian Bengali restaurant business.</p>		

Key words: Analysis of the market, competitor's analysis. Indian Bangla restaurant, Ideas for business, market research, SWOT analysis.

ABSTRACT
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1 INTRODUCTION

The term “Market Research” refers to the systematic solicitation and interpretation of the information concerning individuals and organizations. These solicitations and interpretations are carried out by use of the analytical and statistical techniques and methodologies of the social sciences applicable.

They aim at gaining enough insights to offer support to decision-making. Further to this, the research endeavors to collate information about individual consumers. To do this, the market studies the behaviors of the consumers, competitors, and environmental issues like government activities not to mention economic stability in the market.

We base this thesis on the study of the markets and the Asian restaurant business environments in Kokkola. Also, the research studies the present situations as well as the Asian restaurant environment in the Kokkola region emphasizing the problems and the difficulties that owners are faced with when establishing such installations.

The major purpose of carrying out this market research is to establish the various ways and means to establish such restaurants and the possible difficulties confronted by the Asian restaurants in the region. It goes beyond that to suggest ways and means via which a newcomer may undercut those problems. For instance, the new restaurant may create a better and more comfortable environment for its patrons. This it may do by for instance introducing new ways of satisfying its customers such as by home deliveries, lower prices of a variety of dishes, and longer operational hours.

“Indian Bangla food” refers to the foods that are consumed in both India and Bangladesh. This food differs from culture to culture. Due to the diversity of cultural practices, religions and ethnicities, there exists similarly a larger diversity of foods. Bangladesh is a country that embraces many cultures. Each ethnic community that forms part of Bangladesh promotes and preserves its own culture. Even though many kinds of foods exist in both Bangladesh and India, curried vegetables, rice, lentils, fish, beef, and chickens are the most prominent.

1.1 Objectives and research goals

This thesis draws its inspirations from the research project deal with the study of the establishment of an Indian Bangla restaurant in Kokkola. It is imperative to get to know how the Asian restaurants operate and the situations of the existing such restaurants in Kokkola. The thesis subsequently offers guidance on the decision-making plans. The thesis goes a step further to determine the possible business opportunities and problems in the Indian Bangla restaurant businesses in Kokkola. At the time the research was carried out, many problems were identified such as the legal procedures, the absence of concerned officers in Kokkola, how to find the necessary staff and a lack of suitable locations.

On the flipside though, many opportunities were identified. Even though the population of Kokkola is small the desire and the connectivity of the people with the Asian cuisines seems to be great enough as to establish an India Bangla restaurant there. Moreover, there is little competition among such restaurants here which serves as an incentive.

Prior to the introduction of the new Asian restaurant on the market, it is great to know more about the possible responses and thoughts of a potential client plus the prevailing market environment. The thesis also aims at providing the ideas and information you need to know about such business in Kokkola.

Given that this thesis is based on the market research of a small city of Kokkola, it also provides all the pertinent pieces of information concerning the business and the prevailing market environment. These include the customer expectations, the status of the existing Asian restaurants and the competition among the various restaurants.

The ideas and information show how the Asian restaurants operate in Kokkola and the status of the levels of competition, strengths, and weaknesses of the competitors. It also shows newer ideas and the solutions about the establishments of new restaurants in Kokkola and the customers expectations and the needs from the Asian restaurants. Also, difficulties faced by the owners of Asian restaurants and identification of the responses of the customers on the Asian foods. It explains existing and targeted markets knowledge with the reputation of the Asian restaurants in comparison with other local Finnish restaurants.

1.2 Framework of Concepts

Figure 1 is an attempt to highlight the importance of this thesis. Through which the idea of the thesis can be seen at a glance.

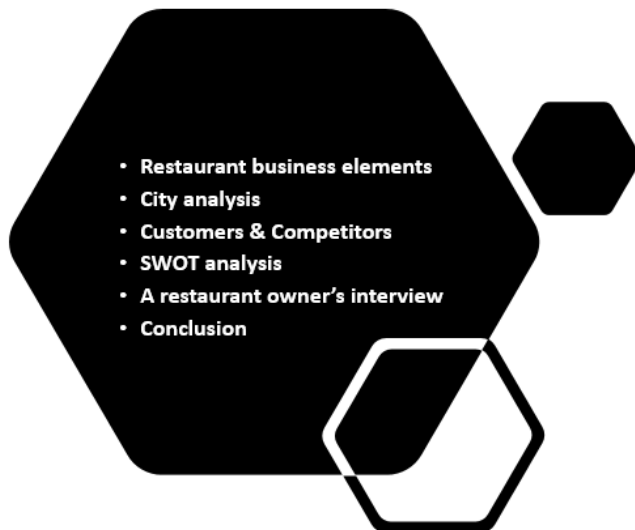


FIGURE 1. Concepts of this thesis.

The report we have here focuses mainly on the market research in Kokkola. Three core factors stand out to be analyzed. These are the fundamentals of the restaurant businesses, the competition analysis, and the customer basics. Upon gathering the necessary pieces of information concerning the competitors and the customers, in Kokkola, a SWOT analysis is conducted. The analysis aims at giving a clearer picture of the strengths, weaknesses, opportunities, and the threats that would-be entrepreneurs are likely to face as they attempt to establish restaurants in Kokkola. Additionally, the analysis provides new ideas and possible solutions intended to tackle the problems.

1.3 Opportunities and restrictions

The object of conducting a market research is to gather the business ideas necessary for the establishments of the Indian Bangla restaurant in Kokkola. These business ideas usually have a way of prompting critical thinking in new ways as regards to innovation.

Given the unique tastes of the Indian Bangla restaurants, it is sufficient to state that these restaurants have a way of generating great reputation in Kokkola. Doing business in the Finnish settings where the potential clients are too much attached to the Asian food cultures, these restaurants may fulfil the

desires of the clients well. The author is not allowed to pursue pieces of information that are too confidential for the owners of the restaurants. That is because these are based largely about the experiences of the restaurateur. It hence stays within the designated boundary while making observations in other Asian restaurants.

2 FUNDAMENTALS OF RESTAURANT BUSINESS

Even though the restaurant industry in Finland is not really different than those in other parts of the world, there are some regulations that their owners have to comply with while operating. In spite of these classifications, each restaurant can still fall across more than one category. (Walker 2011, 34-46.). Some leading kinds of restaurants are delineated and explained below.

Quick service restaurants are optimized for speed. They serve their clients within the shortest duration of time. In most cases, a client has to pay for the food before getting served. The guests here have to order at the counter where coincidentally the menu is displayed then collect the food themselves as soon as it is ready at the counters. These restaurants generally charge less but nonetheless provide great value. (Walker 2011, 34.)

The family restaurants are owned by families and tend to have an inheritable character. In many times, they are located in informal settings. They also confer simpler terms of services that tend to appeal to whole families. Many also do not serve alcoholic beverages for a large part. (Walker 2011,37.)

Casual restaurants provide some relaxed ambiances. They fit the social trends and also provide signature cuisines, comfortable service creative menus, and friendly décor. (Walker 2011, 37.)

Dinner houses are also steakhouses. They target segments of the markets, usually those that have a liking towards eating meat. Their menus are also limited, centered mostly on steaks. The settings they are based in are often luxurious or casual. As opposed to the other kinds of restaurants, these ones tend to charge a higher value of money (typically 50% more). Their costs of foods also constitute a higher margin of the gross sales compared to competing restaurants. (Walker 2011, 40.)

Ethnic restaurants are oriented towards the unique nationalities and ethnicities of origins. The most common examples here are the Mexican, Italian, Chinese, Mediterranean, Korean, Thai, and the Japanese. They are largely located in large metropolitan areas that tend to exhibit great cultural diversity. (Entrepreneur Europe 2019.)

The fine dining restaurants are where people can dine and spend leisure time. These serve foods, drinks and other attendant services that are of higher quality. They are subsequently more expensive than

your average restaurant.

Stemming from their luxurious nature, these restaurants are mainly patronized during the peak holiday seasons like the Christmas, birthdays, and other occasions. Many businesspeople also prefer them as venues to discuss issues related to businesses. (Walker 2011, 39.)

2.1 Choosing an Idea for Business

These could be to make profit or simply pursue one's passion. Some are pushed into it as a way of determining the amount of work, daily working hours, and the persons whom they want to work with. (The Finnish Enterprise Agencies 2020, 9).

In case the purpose for which the entrepreneur enters business is simply to make profit, there should be a financial plan to meet all the associated costs and the revenues that the business stands to rake in for further expansion.

However, if the motivation of the entrepreneur is to simply satisfy his personal interests, some means via which such a passion has to be supported must exist. These include the financial capability and the potential clients. In a nutshell, the major purpose for which a business is started is critical as it determines to a large extent the choice of the idea and the possibility of converting the same into a successful business. As soon as the business succeeds, it gives the entrepreneur some room to gain profit and enjoy the job.

Business ideas may originate from many sources. These include personal activities, one's own experiences, and the professional skills (Pinson and Jinnett 2005, 2). Nonetheless, the most common sources by far are the professional skills and personal routines. Other than having a pre-existing idea, a would-be entrepreneur may also acquire some existing business ideas. (The Finnish Enterprise Agencies 2020, 10)

2.2 Food safety and hygiene

The obligations that pertain to the health and the safety of the food in Finland fall under the aegis of

the “European Parliament’s regulation on the hygiene of foodstuffs”. They first touch on the municipality in which the establishment is located.

At such a place, the entrepreneur has to notify the Environmental Services that set up base at the local authority with regard to the food establishment prior to commencing its operation. Additionally, all inspections must be undertaken by the relevant state’s health and food safety authority (Evira).

This authority is responsible for inspecting the restaurant in accordance with the prevailing Oiva system. It is the system via which all the food-related businesses are graded against many categories with a scale of about 1-4 smiles.

These four smiles represent the qualities of the assessments. They are designated ‘excellent,’ ‘good,’ ‘to be corrected,’ and ‘poor’ respectively. The results of these inspections are thereafter published on the official websites of the authority from which all the clients may visit and access the data freely.

In addition to that, these grades are also availed at the premises of the visitors. (NewCo Helsinki 2018.) For those restaurants that are about to sell alcohol, they must have a serving license that is issued out by the AVI – the Regional State Administrative Agencies.

Further to the above, all the business premises qualify for a single license whereby their operations have to be monitored and controlled beforehand. With the issuance of this license, the alcoholic beverages consumed must be done so strictly within those premises.

This license is however limited to the retailer at that premise. Thus, prior to the purchase of the premise from a pre-existing owner, arrangements have to be sought to renew the licensure. This is besides that of serving the alcoholic contents.

2.3 Types of Companies

Finland does recognize the existence of five main forms of enterprises. These are the branches of foreign enterprises, co-operatives, limited liability companies, general or limited partnerships, and the private traders. In the course of trying to find out the most suitable form of company for your cause,

you have to bear some factors in mind. These include the anticipated number of guests, financial resource endowment, duties, and responsibilities, and of course, taxation (The Finnish Enterprise Agencies 2020, 44.)

2.4 Registration of Business

In Finland, prospective entrepreneurs have to register their companies with the relevant authorities such as the Finnish Trade Register, Finnish Tax Administration, Value-added Tax Register, Advance Collection Register, and the Employer Register. All these but the Finnish Trade Register are free.

Even though some registrations may be executed via electronic means, using the selfsame form as the company and transmit it via the Business Information System (BIS) website, some forms of these have to be submitted physically. Many a time, all the forms have to be submitted in either Swedish or Finnish. Presently, the Business Information System (BIS) is a service regulated by the Finnish Patent and Registration Office and the Tax Administration. (The Finnish Patent and Registration Office and the Tax Administration 2020 & The Finnish Enterprise Agencies 2020, 56.)

It is imperative that the entrepreneurs familiarize themselves with this kind of a service as it may help them not just at the initial stages but also throughout the life cycle of the business. (The Finnish Patent and Registration Office and the Tax Administration 2020 & The Finnish Enterprise Agencies 2020, 55)

During the registration exercise, it is a must for the applicant to register the unique name of the business. Generally, also, it is compulsory to assign a name to the company that is not the same as others. Under no circumstance can this name relate to any criminal enterprise or activity.

On top of all these, the company's form must also be visible to the name of the business. It is hence advisable for you to pay appropriate attention to this procedure as it may pose some copyright troubles. (The Finnish Enterprise Agencies 2020, 55.)

Yet one more noticeable article in the registration of the business is the Business Identity Code. This is typically referred to as the Business ID. It is basically a unique series of numerical digits that is assigned to a company by the relevant authorities upon its registration to the BIS.

Over and above the registered name, this business ID is yet another way of recognizing the legality of the company. If anything, it is often a prerequisite in many invoices and documents. Anyone can search for a company easily using this business ID on the BIS website.

Further than that, the ID is also utilized to tackle the registrations or other issues that pertain to the Finnish trade registration and the Finnish central tax administration. (The Finnish Enterprise Agencies 2020, 55.)

3 OPENING AN ASIAN RESTAURANT IN KOKKOLA

The population of Kokkola is about 47,657 persons. Of these, 23,561 are men whereas the remaining 24,096 are women (kokkola.navigo.fi) It lies in the western region of Finland and is pretty close to the Baltic Sea (Gulf of Bothnia), across the adjacent Sweden. Kokkola is a bilingual city (www.kokkola.fi), in which 84.0 % speak Finnish while 12.6 % speak Swedish as their primary language. The rest of the 3.4 % speak other languages. Of note is that many of them do speak many other languages like Portuguese, German, French and Spanish. Figure 2 shows the size of the city of Kokkola. It also gives an idea of which cities are next to Kokkola.

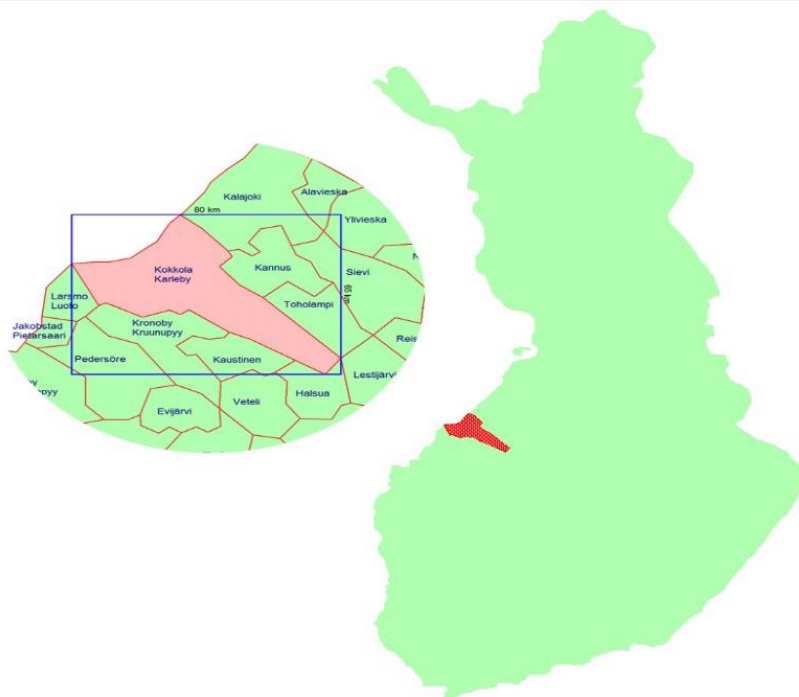


FIGURE 2. Kokkola map (Kokkola.fi)

That aside, most traditions are mixed from the historical era. For this reason, the city also qualifies to be labeled as multicultural and multilingual. Many immigrants came to the city as students, refugees or employees and have subsequently made it a permanent home.

Also, the city has Christians, Muslims, Buddhists, Hindus, and many other religious affiliations. Because of this the city is truly diverse from a religious viewpoint. The sum total of all these come to a growing intercultural population that longs for greater choices owing to the diverse backgrounds.

All factors considered, this city is truly fast-growing in terms of the land area and the size of the economy. It is also affiliated to the Lohtaja, Ullava, and Kälviä, its surrounding provinces. Subsequently, the city has expanded territory-wise since the year 2009.

Also accompanying this expansion has been the food industry. The industry has witnessed a spike in the demand for food. Restaurants, which are by far the most critical representatives of the food industry have also seen a boom. These are not to mention the potential it has for the future, going forward.

For all practical purposes, Kokkola is one of those places that are greatly preferred to spend some time during the harsh winter and fall months, or just to gaze at the beauty of the summer after spring months. At such times, people find all kinds of relevant foods in the restaurants (www.kokkola.fi). Those restaurants are few and hence easily counted in a matter of moments. It is because of this that they are in fierce competition from each other.

Over and above this, the restaurants here confer a vast array of recipes for you to choose from. Yet again because of this, they tend to bring a more competitive outlook for the clients, a fact that has made restaurant business quite of a challenge. This has led the clients to be dissatisfied to some extent.

Customers are by far the most significant ingredient for the success of any business. They are the ones that determine to a large extent the possibilities of the success and the growth of the business. As such, it is important for a restaurant to establish and nurture a long-lasting relationship with its client base to the most optimal of levels. This procedure is quite challenging but is not escapable.

Nonetheless, it is not really that hard in case the restaurants themselves focus their attention on getting to know the preferences and the unique choices that the clients may want. That of course will let them to formulate what to do to achieve the necessary success.

3.1 Asian Culture

Asia is the most populated continent in the world. At the same time, it also has the world's most diverse culture. The culture is indeed truly colorful and exceedingly interesting. This is mainly a result of the long history of the continent. Many ancient civilizations have also passed down their traditions and practices to their descendants.

Various Asian countries follow different religious outfits. Nonetheless, they share some common thoughts, lifestyles, and beliefs. These also stretch to the arts, music and the food. Bangladesh is one of the countries that share its culture with many of its neighbors. (embassy of Bangladesh). Punjab Restaurant is one of the best Indian Bengali food restaurants in the city of Kokkola. This picture was taken during a meal at a Punjab restaurant.



FIGURE 3. Indian-Bangla food. (Punjab restaurant, 2021)

Each country has its own food culture. This may differ markedly from country to country. Many people as a matter of fact never even get to know what transpires in other countries. Restaurants are the links that connect people with the food cultures of other countries. As explained already, Kokkola is a small city that nonetheless contains many restaurants. Among these are the Asian restaurants that have made available to the customers plenty of food. People within and from outside of Kokkola have trooped to the city to obtain the best experiences with the Asian restaurants.

3.2 Analysis of the market

A market is the sum total of the potential clients who may be intend and are capable of participating in the sharing and the exchange of the specific goods and services to fill up their wants and needs (Kotler 2004, 13). Market research is hence the procedure of collating and interpreting the information concerning the individuals and the companies using the analytical techniques towards specific pre-set goals to support decision making.

It is the market research that provides a link between the clients and the general public and the marketers via the necessary information. The information so obtained is utilized to define the market space and the likely problems that may arise. It subsequently helps in designing the methodology used to improve the understanding with the clients (Malhotra, F. Birks & Wills, 2012, 7).

A market analysis is the study of the present situations that are faced by the companies or the brands and to come up with a potential client. It is especially significant for the new entrants or while introducing newer products. (E. Clow & E. James 2014, 9).

3.3 Competition Analysis

‘Competitor analysis’ is the procedure to identify the company’s major competitors, comprehending their objectives, strategies, weaknesses, and strengths while also selecting the competitors that have to be avoided or treated as opponents in any business ventures. These are necessary but certainly not sufficient.

In order to garner the necessary competitive advantages, there ought to be a firm understanding of the customers and the design of the market that confers greater value than the offers of competition that attempt to win over the selfsame clients. As such, beyond the understanding of the consumers, there ought to be some understanding of the competitors also (E. Clow & E. James 2014, 565).

Companies may also lose the market share in case they do not pay attention to the prevailing market situations and the behavioral trends of the clients. The competitor analysis ought to be carried out from time to time to ensure that the market share is not lost to the competitors. Most companies may make do with the marketing information to garner the market and competitive information on either

regular or continuous basis (E. Clow & E. James 2014, 9).

Identifying the company's competitors- To identify the point of view of the competitors of the company, it is necessary to find those companies that tend to satisfy the clients in the same way as the under operations. Marketers define the competition on the basis of the needs of the clients and the marketing opportunities instead of the traditional categories or the industry terms (Kotler 2009, 306).

An Indian Bangla restaurant in Kokkola is not really something new given the existence of many Asian restaurants here already. Presently, there is one Indian Bangla restaurant that exists alongside a dozen Asian restaurants. For the sake of the establishment of a new Indian Bangla restaurant in Kokkola, its direct possible competitors are identified

- Punjab Grill (Indian Bangla Restaurant)
- Kung's kitchen (Chinese Restaurant)
- Tan Binh Restaurant (Chinese Restaurant)
- Phrikthai Ravintola (Thai Restaurant)

Each company has its own unique objectives. It is hence very important to comprehend the present situations of the competitors. Also, it is important to get to know about the places of the competitors on the present scale of profitability, the growth of the market share, service leadership and the other relevant goals. Whenever a company understands more about its competitor's objectives and gets to know whether those competitors are contented with their present situations, such a company can go ahead and formulate better strategies to win their customer (Kotler & Armstrong 2004, 568).

As soon as a company has identified its competitors and their associated strategies, it gives them an edge over what the competitor might be up to. It is also useful at this stage to know the motive of the company, whether be it for profit or purely for growth. This will help to anticipate the financial situations, history, management and the company size information.

It is okay to presume that many companies mainly aim for maximum profits and each of its competitors pursues any mix of objectives. These could be cash flows, market share growth, present profitability,

technological or service leadership (Kotler, Keller, Brady, Goodman, & Hansen 2009, 309).

It is also important to get to know more about the strengths and weaknesses of the competitors. This is to place the marketer at a position of knowing what the competitors may do. To achieve this, the company or the marketer may make deliberate efforts to obtain information about the performance, strategies, and achievements of the competitors over a given duration of time. Generally, it may not be easy and sometimes may be impossible to obtain confidential pieces of information. The marketers can under normal circumstances learn or grasp the strengths and the weaknesses of the competitors via secondary data, primary marketing research, experiences, and interviews especially with the dealers, suppliers, and the customers (Kotler & Armstrong 2004, 570).

All businesses generally have competitors who are based in pretty much the same field. They need illogical. Competitors may either be strong or weak. Some solid strategies need to be put in place to counter the weaknesses and strengths of each competitor nonetheless (Kotler & Armstrong 2016, 573).

Many companies prefer to compete with the weaker competitors as it is easier and less of a hassle to do so. In return for all these though, the company may rake in less. On the flip side, whenever each company competes with the stronger competitor, it sharpens its capabilities to succeed and often emerges stronger (Kotler & Armstrong 2016, 573).

In order to gain a firm understanding of the strength and the weaknesses of the competitors, it is necessary to use a tool dubbed 'Customer Value Analysis (CVA)'. This tool is basically a research method that is undertaken to find out how an organization is generally perceived by its clients and competitors alike. The tool makes provisions on the manner in which the firm in question is adjudged by their clients in comparison to its competitors (Kotler & Armstrong 2016, 573). Upon the company making a valuable analysis of its competitors, it may focus its attacks on either of these classes of competition strong vs. weak, close vs. distant, and good vs. bad.

3.4 Consumer Analysis

By far the most significant component of the market research is the customers. That is because the

clients are the key creators of demand in the marketplace. For many businesses, the major goal is to fulfill this demand on an ongoing basis. It is thus important for you to comprehend the behaviors of the clients (both needs and wants) and proceed to establish some great relationships with them while establishing and running a business (Kotler, Keller, Brady, Goodman & Hansen 2009, 224).

The overall purpose of this customer analysis is to meet and exceed the expectations of the clients in ways that are superior to the competitors. This analysis is carried out to gain the information necessary about the daily lives of the clients, their future expectations and the likely changes that may occur in that timeframe. In these ways, the company concerned is better placed to provide the right services and products to its clients at just the right time. A successful and correct study of the clients also aids in establishing great relations between customers and the companies concerned (Kotler & Keller 2012, 245).

The behavior of the clients is a study of how both individuals and groups utilize, purchase, and dispose of the goods and services in a bid to satisfy their needs and wants. These needs may differ markedly from one culture to another not to mention situation and individual characteristics.

The study of consumer behavior may be subdivided in three dimensions. These are the cultural, social, and the individual respectively. All these factors are interconnected with one another and in turn influence the ultimate consumer behavior (Kotler, Keller, Brady, Goodman & Hansen 2009, 224). By studying more about the consumer, one is able to tap into a variety of ideas and experiences necessary for the improvements or introduction of newer products and services as well as the providing ideas of generating process, developing marketing activities and crafting new channels. From the perspective of the marketers, it is also important to seek new ideas and the possible solutions for each emerging trends (Kotler & Keller 2012, 173).

Culture is one of the major driving forces that determine the purchasing behaviors of the consumers. Each society or groups have their own distinct culture and sub-cultures that influence the consumers purchasing behaviors deeply. In any culture, norms and values are developed that offer guidelines for the human behaviors to select and decide the purchase of the goods and services (Kotler, Keller, Brady, Goodman & Hansen 2009, 224).

A subculture comprises nationalities, racial groups, geographical regions, and religions. When these

subcultures expand, marketers and companies respond by developing specific programs to confer the most suitable services to reach out to the unique demands of the clients (Kotler, Keller, Brady, Goodman & Hansen 2009, 224).

Culture is a major cause of the needs and wants of a person. Each society has its own unique culture that differs radically from country to country and neighboring region to neighboring region. Each individual learns to adapt to the basic values, behaviors, and perceptions from the families and institutions within that setting. In this way, each person has diverse behavior-set on the selection of the services and goods (Kotler & Armstrong 2004, 180).

A person basically interacts with other people via a complex web of organizations, families, and the clubs. Each society is further classified into different social classes by the combination of the social status, wealth, education, incomes, and the occupations. People in a typical society possess the same social class and exhibit more or less similar levels of purchasing power. Given that each society comprises several groups of classes, each marketer attempts to produce goods and services that target a specific group of persons by minding their income levels, social values, and the degree of wealth. These are the metrics of each person's purchasing power (Kotler & Armstrong 2004, 183).

4 THESIS METHOD OF IMPLEMENTATION

Research methods in the fields of education and the social sciences are often divided into two forms namely qualitative and quantitative research respectively. Qualitative research enables us to peek into the experiences of the people and their thoughts on specific topics in finer details. This entails the use of the specific set of methods like the focus group interviews, content analysis, in-depth interviews, direct observations and the visual methods, as well as life history or biographies.

Quantitative research covers a wider range of techniques and philosophies. In turn, it also plays a great role in decision-making mainly as a way to explain and describe phenomena. This method is often employed to come up with relevant hypothesis and to identify the variables that have to be incorporated in the quantitative approaches (Malhotra. Birks & Wills 2012, 183).

Quantitative research on the other hand explains phenomena by collecting the numerical data that is subsequently analyzed by use of the mathematical methods. This is a research method that makes use of numbers and anything that may be quantified in a systematic manner. quantitative is used to provide answers to questions that bear a direct relationship within the measurable variables to show cause and make predictions. The method may range from the simple counts to the frequent occurrences to more complicated data like the test scores, rental costs and the prices (Saunders, Lewis & Thornhill 2007, 406- 407).

4.1 Choosing the research approach

Specify use of the theory that may or may not reveal explicit designs of the research but may nonetheless make explicit representations of the findings and conclusion. The methods may either be deductive or inductive in the approach.

Quantitative research inductive approach uses data that is collected to develop theories whereas the deductive approach tests the hypotheses (Saunders, Lewis & Thornhill 2003, 85). In the case of the deductive approach, the theory part transpires first to formulate the research strategy that contains observations and the in-depth interviews.

The deductive approach is mainly concerned with the development of the hypothesis on the basis of the pre-existing theories. It goes ahead to design the strategy that subsequently tests the hypothesis.

This approach narrows down a theory to a specific hypothesis that is subsequently tested. It also narrows the same further down and collects the observations that are aimed at addressing the said hypothesis. The end result of this is to test the hypothesis using specific data to conform the theory or not (research methodology).

4.2 Observation research

The observation research is the procedure of recording the behavioral patterns of the people concerned, the objects and the events in ways that are systematic and with the aim of obtaining the relevant information concerning the phenomena of interest.

For a large part in this observation, the observer neither communicates with nor questions the people who are being monitored unless he or she takes up the role of a mystery shopper (Malhotra, F. Birks & Wills 2012, 350).

In the case of the structured observations, the observer specifies the details that will be observed and the strategies that may be employed in the process. In this way, the possibilities of the observer being biased is greatly reduced. At the same time, the reliability of the data is greatly enhanced (Malhotra, F. Birks & Wills 2012, 350).

4.3 Interview

An interview is a purposeful discussion between two or more persons. A great discussion may provide some valid and reliable pieces of information that are also relevant to the research on the whole (Saunders, Lewis & Thornill 2003, 245).

Each form of the interview outlined above has distinct purposes. The qualitative interview is generally non-standardized and plays the role of gathering data that is subsequently analyzed. This data that is

so gathered is likely utilized to obtain answers as regards the ‘what’ and ‘how’ while at the same time emphasizing on examining the ‘why.’ (Saunders, Lewis & Thornill 2007, 313)

The in-depth interview on the other hand is not structured, direct and personal. It is largely carried out by only one participant and aims at getting to know the underlying motivations, attitudes, feelings, and beliefs on the said topic. Interview is largely based on a conversation that stresses on the questions asked and by listening to the participants. It emphasizes the full interactions in a bid to understand the meanings of the experiences of the life and works of the participants (Malhotra, F. Birks & Wills 2012, 255)

4.4 Research process

As a way of approaching the matter of research, the author has selected the deductive approach given its use of the interviews and the direct observations. The information that is derived from the observations and the interviews are subsequently analyzed to determine if there be any possibility of putting in place an Indian Bangla restaurant in Kokkola.

It has already been pointed out earlier that this specific research was done by way of direct observations and interviews. The research was carried out in a Chinese and an Asian restaurant. From the data so gathered, the author was able to deduce relevant pieces of information like the hospitality, decorations, and customer relations.

The other portion of the research dwelt on the interviews with the existing Indian Bangla restaurant that was owned by owner of Punjab Grill. This owner provided lots of information about his experience on setting up the Indian Bangla restaurant in the city of Kokkola.

After that, the author went ahead to carry out in-depth interviews, the purpose of which was to ascertain the opportunities, difficulties and problems that confront the restaurant owners when attempting to set up the Indian Bangla restaurants. From the interview’s outcomes, the author was capable of obtaining information on the behaviors of the clients and the major competitors of this kind of restaurant.

As a great way of interpreting the data, the author saw it wise to choose the qualitative methodology as it empowers an author to peek into the experiences of the people via direct observations and direct interviews.

In order to obtain answers that were designed for the report, it was needed that the author pays some keen attention to the Chinese environment and the associated factors like the foods served, décor, the tastes of the cuisines, customer relations and the overall Chinese culture.

Going by the second portion of the research, some in-depth interviews were carried out to ascertain the experiences and the opinions of the Indian Bangla restaurant-owner concerning the Asian restaurant businesses.

For the sake of the primary data collection exercise, the author saw it wise to utilize two diverse tools. These are the direct observations and the interviews. In this instance, both tools were utilized hand in hand which also played out in the findings.

The observations were carried out to ascertain and comprehend the Asian restaurant environment while the interview played the role of comprehending the experiences and the opinions of the markets from the viewpoint of the Indian Bangla restaurant owners.

4.5 Validity and Reliability

Validity and reliability are important. Validity and reliability are considered as the basic framework in business research. Validity simply means the trueness and verity of the information that is used. And when others repeats the same study check shows.

Validity is concerned with whether the findings are really about what they appear to be about. In other word, it is the challenging choice of the information whether it is right or not. (Saunders, Lewis & Thornhill 2003, 101)

Reliability can be estimated through these three questions would it be possible to achieve and replace the measured results obtained in another occasion. could other researchers come up with similar results in a similar situation. Is there transparency in how the collected data has been transformed into rational research (Saunders, Lewis & Thornhill 2003, 101)

4.6 Results

Collecting primary data through observation- As for the observation part, the author of this paper played a visit to two restaurants in Kokkola. These were Tan Binh Ravintola and Ravintola Kung's kitchen, respectively. The observation was carried out right at the center of the Kokkola city in which the two restaurants are situated. The first observation was conducted on Monday (19th of October 2020) afternoon in the Ravintola Kung's kitchen whereas the second was performed on Friday (23rd of October 2020) afternoon in that of Ravintola Tan Binh.

Upon carrying out this observation, it was observed that the two restaurants stocked almost all things similar. The reason why observations were only carried out in the Chinese restaurants was that it was the main competitor for the Indian Bangla restaurant. The observation was structured and hence the author had a guideline to work.

	Ravintola Kung's kitchen	Ravintola Tan Binh Restaurant
Name of restaurants	Ravintola Kung's kitchen	Ravintola Tan Binh Restaurant
Restaurant atmosphere	Peaceful, family, and friends	Peaceful, family, and friends
Segment	Local business and staff, workers, tourists and other individuals in town	Local business and staff, workers, tourists and other individuals in town
Seat capacity	40 or above at once	30 or above at once
Customer occurrence	Continuous customer flow	Continuous customer flow
Service lunch	Table to table service in and buffet service.	Table to table service in lunch and buffet service.
Price	Buffet price fixed Overall affordable price	Buffet price fixed) Overall affordable price

Products	Typical Chinese food Drinks and beverages Asian food Extra spices on the table	Typical Chinese food Drinks and beverages Asian food Extra spices on the table
Menu card	Finnish and English language	Finnish and English language
Customer interaction	Warm greeting and welcoming	Warm greeting and Welcoming

It was noted that as far as Asian restaurants were concerned, the Chinese restaurants were the biggest players on the market. This stemmed from their unique and tasty foods and excellent track record in the area. The restaurant types also reflected the Chinese culture by the fact that it offered the typical Chinese cuisine and the decorative designs that mainly showcased Chinese culture and art.

Both restaurants were situated in central Kokkola. This makes them all the more popular and more attractive to the clients. They mainly cater to the local Finns, thus the foods they provide are somewhat modified by way of being less spicy and better at creating satisfaction.

Collecting primary data through in-depth interview-The author of this research conducted an interview with the Indian Bangla restaurant owner to learn more about the marketplace and the problems as well as the difficulties confronting in the event of setting up an Indian Bangla restaurant. The interview concerned was in-depth and thorough as the author had already designed a couple of points to guide the collection of the information. In all, the outcomes of the information obtained was insightful. All the relevant pieces of information were about the experiences and the opinions of the owner of the restaurant as he attempted to set up the Indian Bangla restaurant in the area. The proprietor of this restaurant is of the Indian Bangla extraction. His first challenge hence was to familiarize himself with the legal procedures of Finland as pertains to the establishment of the Indian Bangla restaurant.

As per him, it was somehow problematic to find the relevant officers whom he would consult for this wonderful business idea. After presenting the business proposal to the relevant municipality office, it was up to them to accede the relevant permission of establishment. It was on the whole quite difficult to come across a member of staff who had the knowledge base and ideas of both the Indian Bangla food culture and the Finnish language. He thus had to recruit an employee from Bangladesh for the kitchen work as a chef and a helper.

Since the location of the restaurant was at the center of Kokkola, and the place also doubled up as a cultural heritage, he was vastly limited in the kinds of things he could do. With regards to the outward decorations, erection of the advertisement banners and exterior paintings, he had to seek permission from the relevant authorities.

Opportunities on establishing Indian Bangla restaurant- As per the account of the restaurant owner, it was a golden opportunity to put up an Indian Bangla restaurant in Kokkola since none existed before. According to him, he drew his inspiration and encouragement from the other Indian Bangla restaurants which were already in existence in other parts of Finland and operated successfully.

On the flip side, while submitting his business proposal to the municipality office, they also had to study the market to find out the possibility of putting up an Indian Bangla restaurant in Kokkola that ultimately brought out the advantages to the newcomers in the market.

It is quite imperative to meet all the expectations of the clients for the business to succeed. From the perspective of the owner of the restaurant, the Finnish clients tend to have some basic expectation while other nationalities like the Britons, Americans and so on have a higher level of expectation. The Finnish clients mostly demand proper hygiene and a healthy environment.

When paying a visit to the Asian restaurants, it is not only the food that interests the patrons but also the beauty and the décor of the area that reflects the culture of the host country counts. Many patrons have as a matter of fact delivered excellent feedback on the food and the culture, they found in the Indian Bangla restaurants such as staff and the environment. As regards the feedback on food quality and services, the clients were generally happy with the taste and the services.

Many restaurants abound in the central part of Kokkola. These include the Finnish, Chinese, and indeed, many more besides these. According to the owner of this restaurant, Finnish and other European restaurants are not deemed worthy competitors. For the Indian Bangla restaurant businesses, its competitors are mainly the Asian restaurants, the majority of them being the Chinese.

Given that India, China and Bangladesh neighbor each other, they also share some joint cultures that touch on food. It is hence quite hard to tackle them. As per this restaurant owner, the level of competition

between the India Bangla restaurants and their Chinese counterparts in Kokkola is quite high when measured against the other Asian counterparts.

When you want to set up a business on the Finnish market where the Finns are most likely to be your major clients, it is imperative that you grasp the Finnish culture in order that the business may give forth a higher level of client satisfaction.

It is thus imperative to understand what the clients want and the way they want it. Thus, in order to generate great relations between the client and the restaurant, it is important that you get to know the culture that dominates the area. For instance, the Indian Bangla restaurants serve their recipes by altering a little bit so that the dishes do not feel as hot and spicy as others do. In addition to that, they also confer the Finnish coffee to make their clients satisfied.

Quantitative research enables us to peek into the experiences of the people and their thoughts on some specific benchmarks in finer details. It makes use of a specific set of research methodology like the focus group interview, in-depth interviews, direct observations, content analysis, visual methods, and the biographies or the life histories. Quantitative research encompasses a broad range of philosophies and techniques. With regard to this, it plays a vital role in enhancing the decision making mainly acting as an exploratory design but in a manner that is descriptive, nonetheless. The method is often used to give forth hypotheses and come up with variables that have to be incorporated in the quantitative approaches (Malhotra, F. Birks & Wills 2012, 183).

Quantitative research explains the phenomena by way of collecting the numerical data that is subsequently analyzed by use of the mathematical methods or approaches. It deals with the numbers and anything that may be measured systematically. The method aims to provide answers that are relevant within the measured variables in order to offer explanations. These may range from the simple counts like the frequency of the occurrence of the phenomena to more complicated data such as the test scores, rental costs and the prices (Saunders, Lewis & Thornill 2007, 406- 407)

5 SWOT ANALYSIS

The wholesome evaluation of the company's strength, weakness, opportunities and threats is abbreviated as SWOT. It monitors both the internal and the external environments (Kotler, Keller, Brady, Goodman 2009, 101).

This analysis digs deeper into the strengths, weaknesses, opportunities and the threats that the business establishment is likely to confront. Upon gathering the information from both the in-depth interviews and direct observations, the analysis was used to ascertain the viability of the business establishment.

It was undertaken with the aim of garnering the relevant pieces of information about the market environment, competition, and the behaviors of the clients. The method employed both the direct observation and the in-depth interview.

Indian Bangla restaurants are very popular in Finland because of their unique and delicious foods. They are largely considered average standards that mostly suit the average income households. This results in some truly affordable prices for the clients when compared to the Finnish counterparts.

From these restaurants, the clients are happy with the quality of food and the cultural reflections that they create. Perhaps one of the greatest strengths is that only one such restaurant exists here. Thus, there is the possibility of gaining deeper success.

Ordinarily, the Indian Bangla foods are supposed to be hot and spicy but for the sake of the Finnish environment, there need be some modifications to meet the needs of the clients here. The processes involved also tend to take very long, a fact that may lead to dissatisfaction to the clients.

Kokkola is a small city that does not have the best suppliers for the Indian Bangla restaurants. This leads that owners have to make their orders from abroad. Of course, this is expensive. Also, it is not really easy to come across an expert worker (kitchen staff or chef) for these kinds of restaurants.

At some times, it may be a big problem to run these businesses given the lack of suitable workers. The Indian Bangla or the Asian foods are not as popular among the young people as they are among the elderly for the sheer reason of the limited publicity and higher prices.

An opportunity for establishing the Indian Bangla restaurant in Kokkola exists. All that is needed are some new ideas and solutions to forestall the issues and the challenges that former Asian restaurants faced. Since the customers are happy with the Asian restaurants in Kokkola, it may be a positive encouragement to expand the business to other cities in the future. Considering that only one Indian Bangla restaurant in Kokkola exists, setting up more restaurants may not breed a harmful competition. Several factors create problems and difficulties for the future of the companies that set up base here. In the event that too many restaurants exist in the same market, it may be harmful for a company to attain great success.

As the number of Asian restaurants swell, it may be risky or unprofitable to set up base here. The popularity of the Asian restaurants will thus decline if the popularity of the other fields of cuisine such as the McDonalds, Hesburger, Burger village, etc. increases. This may pose some permanent harms to the Asian restaurant businesses.

6 CONCLUSIONS

The research in this report was carried out by in-depth interviews and direct observations as has been consistently stated. Observation from both restaurants yielded outcomes that tended to mirror each other.

On the flip side, the in-depth interviews were carried out on the basis of the experiences and the opinions of the Indian Bangla restaurant owner setting up the Indian Bangla restaurant in the area. The information so obtained from the direct observations and in-depth interviews arise from the qualitative research. The information obtained displays the reliability of the research outcomes.

The purpose of this research is to find out the likelihood of setting up an Indian Bangla restaurant in Kokkola for the purpose of getting to know the possible outcomes and the solutions that be. From the results of the research and the SWOT analysis, some positive feedback to the questions came out. They leave a higher chance establishment an Indian Bangla restaurant in Kokkola. Thus, they display a validity of the research on the establishment of an Indian Bangla restaurant in Kokkola.

In order to gain more understanding concerning the Asian restaurants in Kokkola and the clients as well as the competition, in-depth interviews and direct observations were carried out. After gathering the vital pieces of information from the research, the SWOT analysis is conducted to ascertain the strengths, weaknesses, opportunities and the threats that may be confronted when establishing the Indian Bangla restaurants in Kokkola.

From this analysis, it may be deduced that there is a strong possibility for success on the establishment of the Indian Bangla restaurant in Kokkola. The analysis also points out some threats and weaknesses. However, give the high number of potential clients and the low competition, some opportunities exist with regard to the establishment of the Indian Bangla restaurant.

These Asian restaurants do have a high reputation with the clients which is indicative of great experiences. Most of them are also located in the central part of the Kokkola city. This place is covered by many offices and experience a higher flow of traffic, tourists and visitors that are favorable to them. Finding clients has never been too much of an issue hence.

As per the research findings, it was understood that some of the threats of the Asian restaurants such as the failure to attract the younger patrons and limited publicity abounded. Additionally, there seems to be a higher level of competition between the Chinese and the Indian Bangla restaurants in Kokkola. These may be harmful for each other unlike the other Asian or the local restaurants that are not harmful to the Indian Bangla restaurants.

Moreover, these restaurants also accord a pretty friendly environment to the clients. These range from the excellent decorations to the entire restaurants and the décor of the Chinese art and photos. The clients may really obtain great ideas about the culture of the Chinese people.

Lastly, the theoretical aspect of this thesis played a great role in designing the research part of the thesis. As the thesis was carried out by the deductive method, it incorporates a theoretical study and the theoretical framework. These two resulted in the formulation of the appropriate research.

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APPENDICES

Appendices 1

Primary collection of information by observation.

Restaurant environment, restaurant section, restaurant seating capability

1. How does the price work?
2. What kind of food or products do they sell?
3. What is the language on the menu?
4. How is the interaction between customers and staff?
5. How crowded is the restaurant?
6. How nice is this service?

Appendices 2

Main information collection through an in-depth interview:

1. What are the problems and difficulties you faced while establishing Indian Bangla restaurant in Kokkola?
2. Who are the competitors? How harmful are they?
3. Is it really important to know about Finnish culture?
4. What kind of opportunities you saw while establishing Indian Bangla restaurant in Kokkola?
5. How was the customer expectation on and customer feedback on the Indian Bangla restaurant?