How to Establish a Programme Service Company

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This thesis studies the possibility of making a business idea work in real life. The theoretical part of the thesis discusses issues like event management, business planning, service as a product and entrepreneurship.

This theme is an important subject to study because entrepreneurship is significant to the society. As this study proves and literature shows, entrepreneurship creates work places and thus increases the quality of our lives. In the future it is important to study business planning because it will change attitudes about entrepreneurship. This thesis is beneficial for anyone who is interested in starting an enterprise or having a career in event industry.

There are many reasons stated in this research as to why people start their own enterprise. Some do it for the money and for the fact that they can be their own boss. Others start an enterprise in the hopes of doing the thing they love and someone will pay for it. On the other hand, most of them probably would agree upon the fact that entrepreneurs have to sacrifice time and money for their enterprise to succeed.

Planning an event one has to take into consideration the smallest details for the event to be successful. The budget is essential. Timetables have to be made and deadlines reached. It is not very uncommon for an event to take place suddenly and one has to organize the event in a relatively small amount of time. This is where the true professionalism shows.

Qualitative methods such as questionnaire, camera documenting, observation and theme interview were used during the research. The nature path planned and executed during this thesis process was organized in two weeks. After the nature path was organized the researcher collected participants' e-mail addresses and sent them a questionnaire concerning the nature path. This questionnaire acted as the primary data for the study. In addition to the questionnaire the researcher interviewed the commissioner. The interview data acted as supporting secondary data due to the fact that there were not that many respondents to the questionnaire. These data were analyzed as qualitative data. One could finally find social and physical dimensions in the research data. These dimensions are e.g. the location of the checkpoints, the difficultness of the questions presented at the checkpoints and the usefulness of them to the commissioner as well as the participants. The results can be used in the product development of the nature path.

The output of thesis are a business plan for a programme service enterprise "Rajakari Events", websites and the first programme service the nature path. The study is useful to Laurea University of Applied Sciences because it is presented as a further subject for a study to have cooperation in order to develop student entrepreneurship. Rajakari Events acts as a example company and a commissioner.

Keywords: Entrepreneurship, Event Management, Business Plan, Service

Anni Rajakari

Miten perustaa ohjelmapalveluyritys

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Tämä opinnäytetyö tutkii matkailualan ohjelmapalvelutuotannon liiketoimintaidean kehittämistä yrittäjyyden näkökulmasta. Opinnäytetyön teoriaosuus käsittelee tapahtumien johtamista, yritystoiminnan suunnittelua, palvelua tuotteena ja yrittäjyyttä. Tutkimuskysymys on: onko yrityssuunnitelma toteuttamiskelpoinen?

Tutkimuksen aihe on tärkeä ja ajankohtainen koska yrittäjyys työllistää ja on siten työntekijälle ja yhteiskunnalle merkittävää. Kuten tämä tutkimus ja kirjallisuus osoittavat, yrittäjät luovat uusia työpaikkoja ja täten parantavat elämämme laatua. Tekijän mukaan on tärkeää tutkia erilaisten yritysten suunnittelua, koska se muuttaa asenteita ja mielipiteitä yrittäjämyönteiseksi. Tämä opinnäytetyö on hyödyllinen kenelle tahansa joka on kiinnostunut oman yrityksen tai uran aloittamisesta matkailualan tapahtumatuotannossa.

Tutkimuksessa on esitetty monta syytä, miksi jotkut ihmiset aloittavat oman yrityksen. Yrittäjyys usein periytyy suvuittain isältä pojalle. Jotkut perustavat yrityksen rahan takia ja sen vuoksi, että voivat olla oman itsensä johtajia. Toiset aloittavat yrittävät yrityksen siinä toivossa, että voisivat tehdä sitä mitä rakastavat tehdä ja saisivat palkan työpanoksestaan. Toisaalta suurin osa heistä on samaa mieltä siitä, että yrittäjien täytyy uhrata pitkäjänteisesti ja tavoitteellisesti aikaa ja rahaa yrityksen menestymisen eteen.

Suunnitellessaan tapahtumaa täytyy ottaa huomioon pienimmätkin yksityiskohdat jotta tapahtuma olisi täydellinen ja tilaaja tyytyväinen. Kustannusarvio on tärkeä. Aikataulut täytyy tehdä ja ne pitää saavuttaa. Matkailualalla on melko tavallista, että tapahtuman toimeksianto saadaan lyhyellä tilausajalla ja tapahtuma täytyy suunnitella ja järjestää suhteellisen pienessä ajassa. Nopeatempoisessa tapahtuman valmistelussa punnitaan yrittäjän todellinen ammatillinen osaaminen, jolloin sovelletaan teoriatietoa ja käytännön taitoja mielekkäästi.

Tutkimuksessa käytettiin kvalitatiivisia menetelmiä, joita olivat kysely, kameralla dokumentointi, havainnointi ja teemahaastattelu. Opinnäytetyöprosessin aikana tutkija suunnitteli ja toteutti matkailun ohjelmanpalveluna luontopolun kahdessa viikossa toimeksiantajalle. Luontopolun järjestämisen jälkeen tutkija keräsi kaikkien osallistujien sähköpostiosoitteet ja lähetti heille asiakastyytyväisyyskyselyn, jonka tulokset toimivat ensisijaisena tutkimusaineistona. Kyselyn lisäksi tutkija haastatteli toimeksiantajaa. Haastattelun aineisto toimi tukevana toissijaisena tietona, sillä kyselyyn vastanneiden määrä oli suppea. Aineistojen sisällöt analysoitiin kvalitatiivisesti. Tutkimusaineistosta pystyttiin löytämään ohjelmapalvelutuotteen sosiaalisia ja fyysisiä ulottuvuuksia, joita ovat mm. luontopolkurastien sijainti, rasteilla esitettyjen kysymysten vaikeusaste sekä näihin kysymyksiin annettujen vastausten hyödyllisyys sekä toimeksiantajalle että osallistujille. Tuloksia voidaan hyödyntää Luontopolun tuotekehittelyssä.

Opinnäytetyön tuotoksena on ohjelmapalveluyrityksen liiketoimintasuunnitelma "Rajakari Events", Internet-sivut sekä yrityksen ensimmäinen palvelutuote Luontopolku. Tutkimus on hyödyllinen Laurea-ammattikorkeakoululle sillä jatkotutkimusaiheena esitetään yhteistyötä opiskelijayrittäjyyden kehittämiseksi. Rajakari Events toimii esimerkkiyrityksenä ja toimeksiantajana.

Asiasanat: Yrittäjyys, Tapahtumien johtaminen, Liiketoimintasuunnitelma, Palvelu

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1   Introduction

"An entrepreneur is one of the important segments of economic growth. Basically, an entrepreneur is a person who is responsible for setting up a business or an enterprise. In fact he is one who has the initiative, skill for innovation and who looks for high achievements. He is a catalytic agent of change and works for the good of people". (Desai 2009, 29.) For entrepreneurs one thing is similar: they want to decide about things themselves. This type of thinking can be found in every human being but in entrepreneurs even more so. They aim for success and see entrepreneurship as a way of life.

This thesis discusses the subject of planning a new and small enterprise in the programme service industry. The possibility of being an entrepreneur and thus supporting oneself started to fascinate the researcher during her internship in an event marketing company. The researcher has never before thought of herself to become an entrepreneur but she wanted to find out whether there was potential in her ideas. Creating a business plan as her thesis and testing her own idea in practice were the ways to research the researcher's resources to be an entrepreneur. The researcher planned a nature path for the Greens of Hämeenlinna recreation day and afterwards planned a questionnaire concerning the nature path. The survey aimed to find out how satisfied the participants were with the activity.

The primary aim of this thesis is to write an appropriate business plan for a young graduate. The researcher has planned her first programme for the company together with the commissioner, chairperson of the Greens of Hämeenlinna registrated association Marjo-Riitta Koskimies. Secondary aim is to produce a suitable service and a website for the start-up company. The programme could be adjusted to fit the purposes of other customers. The researcher is not a member of the Greens of Hämeenlinna or any other political party. The researcher's skills and knowledge were needed in order to plan and execute a recreation day activity in the form of a nature path.

This study aims to find out whether or not the business planned in this thesis is worth establishing or whether there is something to be developed. The research question which the thesis aims to answer is: "is the business plan realizable?" The theoretical framework of the study has been limited to entrepreneurship, event management and business planning.

There have been many business plans made as thesis by other graduates but there are not many made about programme service companies. Some of these business plans are made for e.g. hostels (Vähämäki & Wahlroos 2011) and restaurants (Shiyo & Keter 2012). Hostels and restaurants create and offer services in a similar way than a programme service company.

This study is important because there is not that many theses made on establishing service programme companies. This thesis creates information on graduates as possible entrepreneurs and hence increases awareness and interest towards entrepreneurship and event industry. This study is of a great value to the researcher because it is very useful when establishing the enterprise and this type of thesis process gave the chance to attain a lot of professional confidence and

2 Entrepreneurial Lifestyle

Entrepreneurs live a very hectic and busy lifestyle. When one wants to be an entrepreneur there are things one has to consider and sacrifice. Being an entrepreneur is not work with steady income and fixed working hours. This might be one of the reasons why the significance of entrepreneurs is recognized in many countries. In Finland they are generally respected and admired because of the amount and quality of their work. Entrepreneurs create workplaces, thus creating wellbeing, economic growth and sense of security in the society. In this chapter the concepts of entrepreneur and entrepreneurship are discussed.

2.1 Entrepreneur

Peter Drucker has defined that "entrepreneur is one who always searches for change, responds to it, and exploits it as an opportunity. Entrepreneurs innovate". Entrepreneurs have an important role in the society by developing and contributing to the economy. Entrepreneurs have initiative, self-confidence, leadership qualities, comprehensive awareness, ability to take well calculated risk, originality, foresight and creativity (Umesh & Mehndiratta 2009, 2-5.) Entrepreneur is one who sees new possibilities for businesses in their environment, researches the possibilities for using them as the idea for a business and possibly starts a new enterprise. This type of process has been done during the thesis process.

We can think that the entrepreneur is the person, entrepreneurship is the process and enterprise is the outcome. (Umesh & Mehndiratta 2009, 2-5). The role of the entrepreneur is important because he or she is the initiative source of ideas and energy which aims to start the entrepreneurship as a process. Illustration one shows how entrepreneur, entrepreneurship and enterprise are linked together.
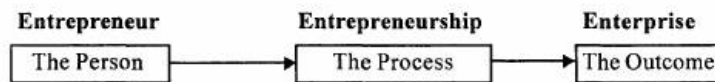
Illustration 1: Entrepreneurial Process
(Umesh & Mehndiratta 2009, 2.)

The interesting question is: what motivates entrepreneurs? Is it money, power, chance to influence one's own work or something else? Most people think entrepreneurship is about seeking growth and though most entrepreneurs are committed to seeking growth they do not want it at any cost (Henricks 2001, 24). For the researcher the possibility of starting own enterprise means professional growth and independence. On the other hand growth and independence brings responsibility. This responsibility makes many starting entrepreneurs confused if they are not sure whether they have what it takes to become an entrepreneur.

A study published by Babson College (2003) titled "Frontiers of Entrepreneurship Research" reported that almost 50 percent of starting companies gave lifestyle reasons as their primary motivation which can be broadly categorized as need for independence or personal development. Only 16 percent said that their primary motivation is economical growth. (Schine 2003, 6.) The primary motivation was as mentioned above, professional growth and independence. In addition to these factors the possibility to gain income by oneself and challenging oneself were factors which motivated the researcher to create an event and write a business plan.

Some of the reasons for becoming an entrepreneur are the facts that one can be their own boss and a boss for other people, make important decisions that can result in success or failure, make money for oneself, participate in every aspect of running an enterprise and thus learn and gain experience. Furthermore, the chance to work directly with customers, the satisfaction of creating and running a successful enterprise, the chance to work in a field they really enjoy and the chance to build retirement value are tempting. (Havinal 2009, 100.) The researcher is also interested in being her own boss. Managing people and working as a leader has always interested the researcher but since she did not fit the traditional authoritative mould but rather a democratic one, she thought she was not right person to be a leader. One of the things that the researcher learned during the thesis process was that while working together with the commissioner but still being the leader in planning and executing the event was rewarding. Consequently the researcher's perception of leadership changed.

Freedom to work, satisfaction of being one's own boss, power to do things as one likes, rewards of ownership, possible retirement assurance and respect from friends and family are

the most significant rewards for an entrepreneur. One the other hand there are also penalties for an entrepreneur. These penalties are constraints of financiers, laborers, customers, suppliers and debtors curtail their freedom. Furthermore, frustration due to the availability of limited capital and other resources, social and family life harmed because of the long working hours, frustration if all objectives are not achieved and risk of failure. (Havinal 2009, 100.)

When starting a new enterprise one has to be really ready to deal with the responsibilities. As an enterprise owner one has to be there when things go wrong. Someone who only wants to make a lot of many fast, probably will not last long owning an enterprise. One of the best ways to determine whether one is just dreaming about becoming an entrepreneur or actually ready to take the plunge is to talk with other entrepreneurs and observe their lifestyles. (Lesonsky 2001, 14-15.)

It is important to discuss negative and positive sides of being an entrepreneur because one of the aims of this thesis is to find out whether or not the researcher has the potential to establish a business. As one can notice, the economical situation, personal attributes and many other factors influence the possible success or failure of the start-up enterprise. The researcher has education about entrepreneurship and event planning, as well as experience from event marketing and planning. Therefore, lack of education should not be a reason why the enterprise would fail. On the other hand the researcher does not have that much working experience and this is why the researcher has planned to work on the event industry for a few years before establishing the enterprise.

2.2   Entrepreneurship

"Entrepreneurship is the function of seeking investment and production opportunity, organizing an enterprise to undertake a new production process, raising capital, arranging labour and raw materials, finding a site, introducing a new technique and commodities, discovering new sources for the enterprise" (Murthy 2010, 40). There are many definitions to what entrepreneurship is but none is official. Definitions seem to have something in common though and this is why the above-mentioned definition was chosen; it has the characteristics that usually come up in different definitions. Entrepreneurship has different characteristics that can be inferred from different definitions, these characteristics are: innovation, risk-bearing, decision-making, organization and management, making the enterprise a success, accepting challenges, handling economic uncertainty, problem-solving, opportunity-seeking and systematic planning (Gordon, Natarajan & Arora 2009, 14-15).

Innovation is something that entrepreneurs always look for. Innovation means doing something that is new or something that is different. Entrepreneurs are constantly looking for

something new, different and unique in order to meet the constantly changing needs of their customers. (Havinal 2009, 106-107.) Before starting to write this thesis the researcher looked for weak signals that tell about the needs of consumers. The researcher focused on event planning needs of individuals as well as enterprises. The researcher found out that there is a possible niche market for low cost event planning services which are mainly aimed for individuals and small associations. This type of skill to pay attention to small details is one the things entrepreneurs have in common.

The important role that an entrepreneurship plays in the society can be put in a more systematic manner as in the following. Entrepreneurship promotes capital formation due to the mobilization of the idle saving of the public, entrepreneurship provides employment and thus it helps to reduce the unemployment in the country, entrepreneurship provides balanced regional development, entrepreneurship helps to reduce the concentration of economic power, entrepreneurship stimulates the equitable redistribution of income, wealth and even political power in the interest of power, entrepreneurship encourages effective mobilization of skill and capital which might otherwise remain idle and unutilized. Furthermore, entrepreneurship includes the forward and backward linkages which stimulated the economic development process in the country and promotes the export trade of the country in other words an important element for economic development. (Havinal 2009, 110-111.)

According to Statistic Finland the number of enterprise establishments decreased by almost 29 per cent in the first quarter of 2012 compared to the corresponding quarter of the year before. In the fourth quarter of 2011, the number of enterprise closures was down by 13 per cent compared to the corresponding quarter of the year before. Enterprise establishments were most numerous in professional, scientific and technical activities. The number of enterprise closures was highest in trade. By region, openings and closures were most numerous in Uusimaa region. According to the preliminary data on the whole year the number of enterprise closures increased by around eight per cent. Enterprise establishments on the other hand decreased in 2011 by some three per cent. (Enterprise openings and closures 2012.)

Illustration two shows the number of enterprise openings in the first quarter of each year from 2005 to 2012:
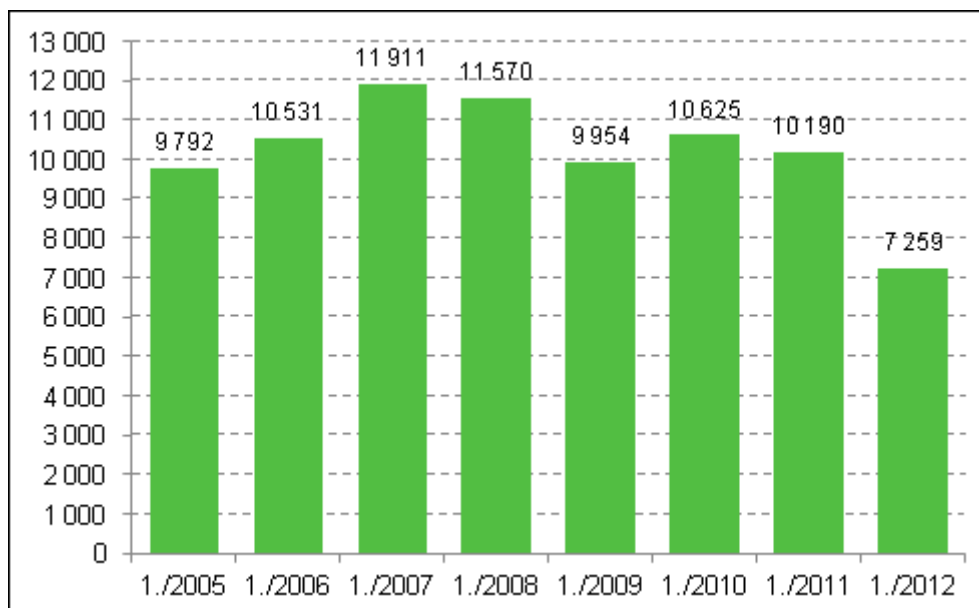
Illustration 2: Enterprise openings, 1st quarter. (Statistics Finland 2012.)

The number of enterprise openings being less than before does not mean that there would be less competition. It is important to remember these statistics when establishing an enterprise. Many fail but on the other hand some enterprises succeed. One should not think of these statistics as the probability to succeed but rather as a reminder of what can happen at worst. On the other hand one should remember that the enterprise must stand out and be unique.

Many entrepreneurs and especially those in the small enterprises fail because of multiple problems and barriers. The biggest barrier is the failure of success. Karl H. Vesper has discerned the following reasons for entrepreneurship failure: the lack of a viable idea, lack of market knowledge, lack of technical know-how, lack of capital in order to start the company, lack of business know-how, lack of motivation, social stigma, distractions and time presence, legal constraints and regulations, monopoly and protectionism, inhibitions due to patents. (Havinal 2009, 111-112.) Illustration number three shows the amount of enterprise closures from the last quarter of 2005 to the last quarter of 2011.
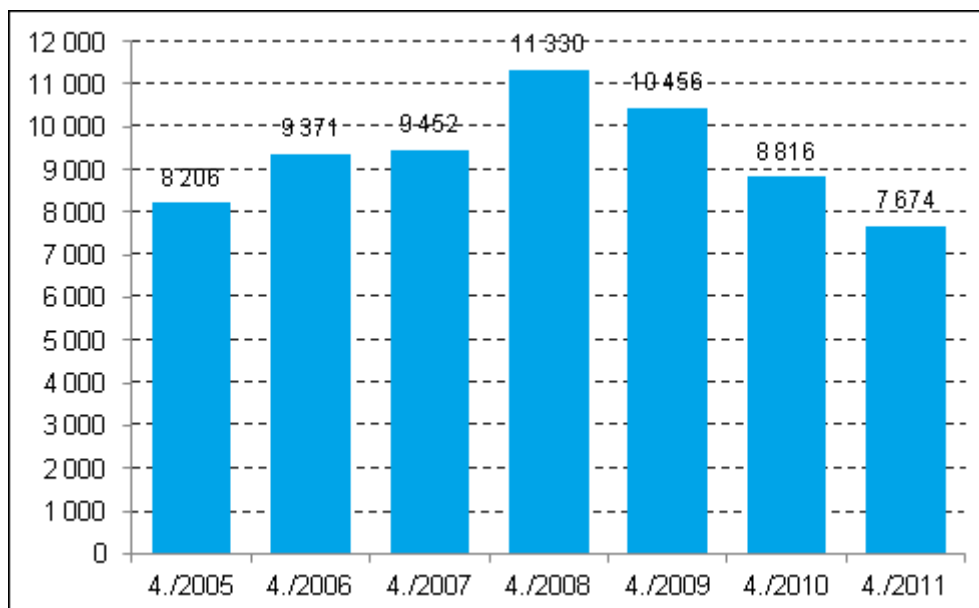
Illustration 3: Enterprise closures, 4th quarter. (Statistics Finland 2012.)

Looking at the figures shown in illustration two and three the researcher can assume that competition is very though and this why the difficult questions to answer are: why are we different? Why would people choose my product over somebody else's and especially during economically uncertain time? What can I learn from these statistics? Writing a business plan can help answer these questions. Business planning is discussed in the fourth chapter.

3   Events and Using Them as Service and Marketing Tools

Tourism is among the fastest growing industries and thus events are getting continually more important. People are getting more and more interested in events of every type and they come from far away if an event truly interests them. Events can offer numerous social and economical benefits to e.g. destinations and thus events should be executed in a tourism role. (Mehndiratta 2008, 35.) It is important to know the different stages of event management when planning an event due to the fact that events have to be planned carefully and the event as such is just a small part of the actual process.

This chapter discusses events as a marketing tool as well as the importance of event management. An event was planned and executed during the thesis process and hence the planning of an event is emphasized in this chapter. One of the goals of the event was to promote and create awareness about the association, in other words trying to get as many participants as possible and getting them interested in the work that the association does in the Hämeenlinna area.

3.1 Event Management

Event management is about conceptualizing, planning, organising and executing an event. The event management industry is a multimillion dollar industry which grows 150 per cent per annum. Events are being hosted almost every day. The supervision and services of experienced and well trained professionals are required in order to organize a synchronized, well planned and conducted as well as memorable event. Event management is an industry which demands a lot of hard work and dynamism. The success of an event manager depends on how well he or she organized the event and achieved the marketing and event objectives. Event management industry holds much of promise for expansion and offers enormous scope for ambitious young people. After having two or three years of work experience, working as an entrepreneur is highly recommended. Event management as a profession demands a lot of energy, hard work, flexibility and motivation, good communication skills, strong networking, excellent public relations skills, eye for details, strong organizational skills, leadership qualities, diplomacy, patience, market awareness and a lot of creativity. In order to become an event manager one does need any certified qualification. Graduates with excellent public relation and networking skills can enter the field. (Mehndiratta 2009, 26-29.)

The first step in event planning is to define the objective. An objective is a goal which should be SMART: specific, measurable, attainable, realistic and time-bound. During the planning process one should think about these questions: what is the objective of the event? Whom do you want to participate in the event? How can one plan the event in order to achieve objectives and appeal to the participants? Possible goals of an event can be raising awareness, raising money, moving an idea forward, generating energy for further events, to reach a specific number of participants and achieve coverage in the media. When the objective of the event is clear one can decide who they want to take part in the event. In this phase it is important to innovate. After deciding the target group one has to decide what they should do during the event. These activities can be exchanging ideas and views, listening, watching, and taking part in a physical activity or something totally different. There are several different building blocks one can use when planning an event. These building blocks will become the structure and the content of the event. The building blocks are forming an organising team, creating the agenda and setting the date, creating a budget, covering the costs, generating income, promoting the event, co-ordinating the media and logistics. On the other hand all events are unique and there are other things one must consider in addition to those listed above. When planning the event one should ask oneself is there anything else to be considered for the event. (Minkin 2008, 7-9.)

An organising team is a group of people who assist in planning and executing the event. Building a good organising team is important because they support the goal of the event and make the event possible. A good organizing team can work together, give support to the organisers as they do their work, complete the tasks it sets out to complete and have fun while working. On the other hand one does not necessarily need an organizing team in order to organize an event. One needs good organisation skills; many have organised successful events on their own. If one is organising an event alone, one might still find that people who do not want the responsibility of being an organiser can still help with certain tasks. "I wanted to hold a march in my town that would attract all sorts of different people. I couldn't find anyone else who wanted to organise it with me, but I needed help, especially with promotion and crowd control on the day of the event. So I found a few people who could help me with those specific tasks without having to commit to being an organiser. In the end, the march was great, and I was able to pull it off on my own!"
Jimena, Peru (Minkin 2008, 11.)

According to Kilkenny (2006, 61) a budget is "a written document forecasting the potential costs and income of the event." A budget for the event is important. Even a small event requires financial commitment. When one has a budget it is easier to determine the event style and plan the event to fit the budget. In order to create an event that fulfils the customer's vision of the event it is essential to start with their initial vision. The nonnegotiable things that must be considered in the planning phase are hard costs i.e. airfare, hotel accommodation, space requirements i.e. move in, set up, tear down, storage for suppliers, rehearsal space etc., which are separate from the main event function space, taxes, service charges, permits, insurance, communication costs, staffing and management fees. In addition, the things that would be meaningful to the participants, the factors that would make the event memorable and what would capture the essence of the message being delivered should be considered. (Allen 2009, 5-11.)

Budget for the nature path was low because the venue was free. The things which had to be acquired were pencils, paper, bags, food and drinks. The organizing team consisted of the researcher and the commissioner. The researcher planned the nature path alone but the commissioner gave guidelines and presented wishes on what she wanted to the nature path to include.

3.2   Event Marketing

History knows of many examples of creative geniuses who have dreamed about going beyond conventional in order to increase sales and awareness of their events. One can learn much from their different and sometimes outrageous ways. Even though they did not have the usual

ways to do things or the usual places to organize an event, they had common purposes i.e. the three E's of event marketing: entertainment, excitement and enterprise. Entertainment is available everywhere today. People are having continually more entertainment at home in forms of television, computers, DVD's and hence they do not have to leave home as much as before. Key to one's marketing success is to provide experience that will compel the target audience to leave their homes because the experience is unique, different and designed just for them. (Hoyle 2002, 1-2.) In short, marketing e.g. a product, a service or a company by using event as the way of sharing information to customers can be defined as event marketing.

The purpose of the nature path was to market the Greens of Hämeenlinna as an association. One of the objectives of the nature path was to share information on the association. This nature path had an influence on people according to the results gotten from the commissioner's interview and the questionnaire. These results are presented later in this thesis. Second objective was to get participants interested in influencing their city's wellbeing and reflect their own values. The degree of success in this objective can be seen in the results stated later in the thesis.

Event marketing is part of experiential marketing. This means that it is interactive and live marketing which builds a positive emotional sensory engagement between the customer and the brand. Event marketing might be promotional activity at an exhibition, festival or a shopping centre. (Williams & Mullin 2008, 7, 103.) According to the interview data the nature path was a good way to promote the association and its functions. According to the questionnaire data presented later in this thesis the participants were also generally satisfied with the nature path and got new information on the association.

3.3   Event as a Service

Service as concept is wide and can mean any or all of the following: service as an organization e.g. a restaurant, a charity or an insurance company, service as core product such as the commercial outputs of the organization i.e. bank account or a holiday, service as product augmentation in other words any activity meant to enhance the delivery of a core product e.g. coffee at hair salon and finally service as an act like helping or giving advice. (Gilmore 2003, 5.)

Concluding from the discussion about event marketing and event management one can think that event per se can be a service. When for example a product is being marketed through an event i.e. event marketing is being used, the service provided is the promotion process that happens during the event.

The nature path is the core product and service of the enterprise planned in this thesis. There are other services that the enterprise offers, including event planning for those who need ideas and support. This type of service would be planning an activity for a wedding, bachelor party or a birthday party.

4   Business Plan – Essential When Establishing an Enterprise

When establishing a new business entrepreneurs have to be aware about the things that are required from them in order to be successful. There are many facts one must take into consideration when establishing a business. Preparing a business plan is a great way to clarify the required resources to oneself and others who need information about the enterprise.

A business plan is essential when establishing a new enterprise because it includes the information that interests the possible investor or investors and officials. Business plan describes the operations of the company. The interesting questions to which the business plan answers are: what industry does the company represent? What types of services and operations does the enterprise offer? How does the enterprise differ from others? How much capital is needed to establish and maintain the enterprise? The structure of the plan usually varies depending on the business but generally the items in the plan are: summary, introduction, business background, the product, the market, operations, management, proposal, financial background, trading to date, forecasts, risks, conclusion and appendices (Finch 2010, 19).

The enterprise planned in this thesis is a small programme service company of one person. In order to provide evidence to support the profitability of the enterprise the researcher planned a service programme in the form of a nature path, tested it and conducted a customer satisfaction questionnaire concerning it. This data is the primary data concerning the profitability of the company. There was also an interview conducted in order to get supporting data. The company will be introduced in detail in this chapter. This business plan will be used in the future when the enterprise is to be established.

4.1   Business Background

These questions are used as a guideline when outlining what the business is all about: What does the enterprise do? Where does the enterprise do business? How was the enterprise established and when? Who established the enterprise? Why was it established? Has the enterprise been successful and if not what are the reasons of not successing? (Finch 2010, 28.) In

this chapter the business background is introduced in detail. The basic functions of the enterprise and the reasons for establishing the enterprise are explained.

The enterprise will operate in the event planning and programme service industry. In practice the company provides ready-made services and event planning help for customers. Planning a programme for an orientation day, birthday party, bachelor party or wedding would be a typical service offered by the enterprise. Services are always planned considering the wants and needs of the customer. Naturally, the budget also has an effect on the planning of the event because money plays an important role when e.g. searching for the venue. Core idea of the enterprise is to provide customers with event planning help and expertise at a lower price than the competitors.

Because the company is a one-person company with a relatively small income there is no possibility to maintain an office. Due to this fact the entrepreneur will plan the events and programmes at a home office. This enterprise does business in Espoo but the whole southern Finland can be considered to be a possible area of business. The events are organised in a place reserved or owned by the customer. The entrepreneur can also arrange a place for the event if the customer does not have a place planned already. Other services such as accommodation, catering, transport or any other service needed can be organized by the enterprise.

This enterprise can be established easily and on a reasonable price in Finland because the start-up notification filled by a private trader costs 75 € and one can fill in the notification on the internet. If for one reason or another the enterprise would not start to make profit within a reasonable period of time the notification of termination of business or dissolution of an organisation is free of charge (Trade Register price list – handling fees 2012). On the other hand there are many risks when starting a new business especially when one does not have enough experience about entrepreneurship.

The enterprise's name can be created in numerous ways. The name can be a totally invented word or a mixture of the type of business and a place name. An enterprise's name should always have an indication of the corporate form. The company planned in this thesis is a sole trader which means that an indication is not mandatory. In practice, Finnish indications "Tmi" and "Toiminimi" are often used. Enterprise name should individualise the business of its owner. In other words company name should not include only: a specific field of an industry (e.g. Event Marketing Company Ltd), name of the products or services being offered (Event Planners Ltd), common first or family names (Lisa Ltd, Virtanen Ltd), general place names (Espoo Ltd), combinations of letters and figures one cannot pronounce as words (QVQ Ltd, 900 Ltd). These kinds of names can be registered after there is something else added to

them such as a place-name, letter combination etc. An enterprise name should also differ from other enterprise names. (National Board of Patents and Registration of Finland - Company Name Instructions 2012.)

A company name that is similar or much alike another registered name cannot be registered. The names cannot be identical in writing nor when pronounced. Names are not more distinctive even if the corporate form was different. Companies working within the same or very similar lines of business must differ more from each other compared to those in different lines of business. The use of one's own name is rather usual. If one uses a last name it should be their own name however, first names can be used freely. Company name should neither without permission contain anything that can be considered as another's artist name or title of another person's artistic work or literary, protected national or international designation or abbreviation of the designation or the name of a foundation or an association or similar organisation. Company name should not conflict with morality or public orders hence it cannot refer to i.e. illegal actions or contain swear words. The Trade Register always checks their company name filings regarding following: indication of corporate form, individuality, distinctiveness, non-confusability, family names and other possible factors. (National Board of Patents and Registration of Finland - Company Name Instructions 2012.)

One cannot establish a business without a name. The researcher wanted the name to be memorable and distinctive. The researcher wanted the name to be simple and informative. This is why she decided that the enterprise will be called Rajakari Events. The name informs possible customers that the enterprise works in the event industry. Using the researcher's last name makes the name memorable because the last name is not known for most people.

4.2   The Market

This part of the business plan defines the market and the customers: why do or will people buy the service? What benefits does it give to them? Who are the competitors; what can one do to get the upper hand? What will they do to strike at you? (Finch 2010, 33-35.) It is essential for the researcher to identify these facts before starting the enterprise because it will grow the chances to success. An entrepreneur should be aware of what the possible competitors are working on and innovating.

The customers will buy the service because it is inexpensive compared to the bigger competitors. If the event does not have many participants it can be more convenient for the customer to have a small enterprise of one person handle the event. Due to the fact that this enterprise is a small one the enterprise must put effort in having the best possible quality of service. The services benefit the customers because through different activities the customers

learn new things about themselves and others. In addition they will have a memorable event due to the unique programme.

The biggest competitors are bigger event marketing and planning enterprises which have more references and bigger networks. These companies have more experience on planning and executing events as well as experience on entrepreneurship. There are also strengths that the researcher has compared to the competitors. These strengths are young age, motivation, tourism education, knowledge on entrepreneurship. On the other hand there are some weaknesses the researcher possesses. The biggest weaknesses are lack of experience work experience in the event industry, lack of experience about entrepreneurship.

4.3   Various Ways to Market an Enterprise

The central idea of marketing is matching the capabilities of the organization with the needs of customers in order to achieve the objectives of both parties. If the enterprise wants to achieve this matching process, then the strengths are to be developed in order to provide customer satisfaction. Due to the fact that not many enterprises are equally competent to provide services for all kinds of customers it is essential to recognize the groups of people with compatible strengths and future ambitious with the enterprise. (McDonald & Payne 2005, 3.)

The enterprise planned in this thesis is to be marketed through internet and social media. Internet pages of other event marketing and planning enterprises are used as model. The internet pages i.e. websites will include essential information about the company such as contacts and information about the enterprise's owner. The websites are introduced in more detail in the findings.

The reasons of marketing ones enterprise or organization on Facebook and in social media generally are numerous. Facebook is the form of social media that will be concentrated on because it is the form of social media the researcher will use when the enterprise is established. In addition to Facebook pages the researcher has created websites. These websites are discussed later in the thesis.

Facebook as a marketing tool can be very inexpensive but on the other hand time consuming. Facebook users expect that one's enterprise not only listens to them but also makes an effort to change things. They want constantly updated content and exclusive offers for being a friend. One should think about the Facebook page as an extension of one's website and put as much effort and time to creating and maintaining it. (Zarrella & Zarrella 2011, 7, 65.) Starting a Facebook page is easy and free but it takes time to create and maintain it. The re-

searcher knows Facebook quite well hence using Facebook as a marketing tool should not be challenging.

5   Research Approach

This chapter explains how the research was conducted. Chapter 5.1 discusses the choice of research methods, in 5.2 data collection methods are discussed and in 5.3 we explain in detail the choice of questionnaire and interview methods chosen for conducting the research. The main works about research methods and questionnaire referred to in this chapter cover the whole research process.

Qualitative research methods are suitable when a researcher needs reasons for a phenomena and when the goal is to describe the social phenomena as accurately as possible. Qualitative research is based on positivism which is "an approach to social research that seeks to apply the natural science model of research to investigations of social phenomena and explanations of the social world". Qualitative researchers use same research methods used by natural scientists since the natural science has been so successful. (Denscombe 2009, 120-121.)

Analyzing qualitative research data starts with coding. Coding can be considered as a mechanical data input process into a data program e.g. Excell, SPSS. It can also be considered to be a process of developing a theory. Theory is a description of a pattern that one finds in the data. One can find the pattern in the data by researching the relationships between different variables. (Auerbach & Silverstein 2003, 32-41.) Since developing theory is the most popular way of coding in qualitative research at least for beginning researchers I will focus on it.

Discovering a theory involves six steps. First a researcher gets the research data usually in form of transcripts. These texts and transcripts must be cut down to manageable proportions and after this step what researcher has left is "relevant text". Relevant text is the text that has only the most important findings, ideas etc. From relevant text researcher can find repeating ideas. Repeating ideas mean those research findings that occur many times. After repeated ideas have been noticed, they can be separated into themes. In practice this would mean that if in interviews people are asked what they expect from an event, the themes might be something like this: 1) music 2) funny entertainers 3) nice atmosphere 4) good food etc. After this step, themes are organized into more abstract ideas. Using theoretical knowledge and the knowledge gained from the research one can summarize what have been learned about the research topic and problem. (Auerbach & Silverstein 2003, 32-41.)

Quantitative research is objective research with "outsider" perspective; it seeks facts or causes of social phenomena. This kind of research is outcome oriented and its aim is to get data in form of numbers. Data is collected by doing some type of fieldwork. Fieldwork means going out in order to collect data. Visiting institutions, interviewing people and making questionnaires are good examples of doing fieldwork. In addition to fieldwork quantitative research involves deskwork; all the stages that are done literally in front of a desk. These stages are for example analysis, collection and administration. (Blaxter, Hughes & Tight 2006, 63 - 65.)

The research methods used in this thesis were a questionnaire and an interview. The questionnaire was chosen as a research method because it gives the participants the option to give feedback anonymously and in a way which does not take a lot of their time. Interview was chosen as the second research method since it gives in-depth information about the commissioner's opinions. Data collection was started by sending the questionnaire in the beginning of August and interview was conducted in the beginning of October.

5.1   Data Collection

The data collection methods used in this research was a questionnaire and an interview. The purpose of the questionnaire was to get feedback on the nature path. Due to the fact that there were fewer participants in the nature path than were expected beforehand and thus fewer respondents in the questionnaire, the questionnaire data is considered as qualitative data. In addition to conducting the questionnaire the researcher interviewed the commissioner about the results and their significance to the association.

Interviewing is about asking relative questions to people significant to the research. Interviews contain in-depth questions and it should be at least about 30 minutes long. A great method when a researcher wants to get valuable information from experts and other significant people. (Nevmerzhitskaya 2012.) Interviewer must remember the ethics in interviewing, for example feeding back views expressed in one interview to colleagues is unethical unless agreed otherwise (Denscombe 2009, 64-65).

5.2   Questionnaire Method

The role of the questionnaire is to elicit the information that is required in order for the researcher to answer the objectives of the survey (Brace 2004, 7). When writing a questionnaire one should ask the questions that are relevant to the objectives of the study. The researcher must not be tempted to ask interesting questions of topics that might be interesting but are

not relevant. Doing so would waste all participants time, including the respondents. (Brace 2004, 44.)

There are five types of questions a survey might include and they are introduced next. Open-ended questions allow unlimited answers after the question since there is a blank space for the answer, checklists provide a list of alternatives of which the participant chooses the most appropriate one, two-way questions limit the number of answers to e.g. yes or no, multiple-choice questions provide multiple possible answers of which the participant is asked to choose the most applicable one and ranking scales ask the participant to rank a list of items (Phillips & Stawarski 2008, 2).

The questions for this questionnaire were considered using the knowledge and experience of the researcher in event planning and event conducting as the basis for the questionnaire. In addition, the commissioner shared her views on what the questionnaire should contain and these views were taken into consideration while planning the questionnaire. Planning the questionnaire was started with listing all possible objects of development concerning the nature path. During the planning stage some questions had some repetition and thus they were dropped out completely from the questionnaire. The questions were formed in a way in which they were easy to understand and answer.

The questionnaire included open-ended questions, checklists and multiple-choice questions. The main dimensions in the questionnaire and the main objects to be developed were social and physical ones. In other words the questions concerned the placement of the checkpoints, the questions stated at the checkpoints and the experiences they had during the nature path. The commissioner emphasized the importance of these two dimensions in the planning stage of the nature path and therefore they were present during the whole project.

The tool that was used in order to execute the questionnaire was Google Docs Survey Tool which is a free online tool for making questionnaire. The tool calculates the number of answers and percentages automatically hence making the analysis easier. On the other hand the number of answerers was relatively low in order to analyse the data as quantitative data and therefore the data was analyzed as qualitative data. The questionnaire was tested on a few friends and they considered the questionnaire as easy to understand and also thesis tutor gave her approval the questionnaire before sending out the questionnaire to the participants.

6   Research Analysis and Findings

The research was conducted as a questionnaire which was posted to everyone who participated in the nature path. The questionnaire included ten statements and to these statements one had to choose the best suitable option or options. There was also a choice so that if they did not agree with any of the choices listed, they could write their own choice. The statements were organized in importance order i.e. from the most important to the least important. There were six respondents in the questionnaire.

6.1   Questionnaire

In the first statement respondents had to choose the best alternative or alternatives from a list. The statement was: "in my opinion the nature path was a good way to" and the choices were: to get to know new people, to orientate to the municipal elections, to reflect one's own values through the questions and learn new things about the association. In addition, one could add their own alternative to this statement. Because the answerers could choose more than one alternative in the list the percentages can rise over 100 percentages. 67% of the answerers said that in their opinion the nature path was a good way to get to know people, 17% thought the nature path was a good way to orientate for the municipal elections, 67% said the nature path was a good way to reflect the issues that are important to them through the questions, 17% thought the nature path was a good way to learn new things about the functions of the association. 100% of the answerers thought the nature path was a good way to accomplish something that was not mentioned in the alternatives. 17% of the people thought it was a good way to have variation, although they think of themselves as not being that functional person and they did not think of the nature path as being that useful.

The second statement in the questionnaire was "the questions presented at the checkpoints in my opinion fitted well to the orientation purpose of the nature path". In this statement the multiple-choice answer scale was used. The answer choices were: agree, somewhat agree, somewhat disagree, disagree. 67% agreed with the statement and 33% somewhat agreed with the statement.

The third statement makes clear what the participants experienced during the day; it states "during the nature path I exchanged thoughts with other participants". To this statement the participants had the same answer choices as in the second statement and the choices were: agree, somewhat agree, somewhat disagree, disagree. 67% agreed with the statement and 33% somewhat agreed with the statement.

The fourth statement was a check-list question and it stated: "during the day". The participants had to select an alternative to continue this sentence. The alternatives were the following: I got to know new people, I got new information about the association's operations, I

learned new things about being a councillor or a candidate in the municipal elections. Because the answerers could choose more than one alternative in the list the percentages can rise over 100 percentages. All of the answerers got to know new people during the day, 33% of the people got new information about the association's operations. 83% of the participants learned new things about being a candidate in the municipal elections or a councillor.

The fifth statement was: "in my opinion the nature path was a good way to orientate" In this statement the multiple-choice answer scale was used. The answer choices were: agree, somewhat agree, somewhat disagree, disagree. 60% of the answerers agreed, 20% somewhat agreed and 20% somewhat disagreed.

In the sixth statement multiple-choice answer scale was used. The statement was "in my opinion the duration of the nature path was suitable" The participants chose the one most suitable from these options: agree, somewhat agree, somewhat disagree, disagree. 60% of the respondents agreed and 40% of the respondents somewhat agreed.

The seventh statement to which the participants chose the most suitable option was "the number of check points in the nature path was in my opinion". The answer options were: too many, sufficient, too little. All respondents thought the amount of checkpoints was sufficient.

The eight statement was "the questions represented at the check point were". The participants chose the most suitable option from these options: easy, challenging, difficult. 83% of the respondents thought the questions were challenging and 17% perceived them as easy.

The ninth statement concerned the hints from a checkpoint to another. The statement was "the hints from a check point to another were". The participants were asked to fill in this sentence with one of the following options: easy, challenging, difficult. 33% of the respondents thought the hints were easy and 67% perceived them as challenging.

The tenth and last statement concerned placement of the check points. The statement was: "the checkpoints were placed". The participants were asked to fulfil this sentence and because this was check-list question the participants had to choose the suitable option from the following options: near the cabin, close to each other, far from each other, in a way that I got familiar with the environment of the cabin. In this statement the participants also had the chance to give their own answer. 83% of the respondents thought they were placed in a way that they got familiar with the environment of the cabin. 17% of the respondents gave their own answer, they thought the checkpoints were placed in a good way but there was traffic with other participants.

6.2   Interview

In addition the commissioner was interviewed in order to find out her views and opinions about the nature path and the success of the nature path. The interview data acts as supporting data to the questionnaire due to the fact that there were a few answerers to the questionnaire. Next, the interview data is presented.

The commissioner was asked 11 questions. As the basis for these questions the researcher used the questions asked in the questionnaire. First question concerned the amount of checkpoints. The commissioner was asked whether there were enough checkpoints. The commissioner responded: "In my opinion there were sufficient amount of checkpoints so that people had the patience to write their thoughts on paper. And there were however relevant questions. The analyzing of the answers took time anyway."

The second question was: what did you think about the questions presented at the checkpoints? Were the questions challenging or easy? The commissioner answered: "I thought they were suitable, in a way that they were - as I think about it, they included the relevant things. The questions were in my opinion important. There were asked about one's own challenges as well as what the own focus points are being a candidate in the communal elections. In this way everyone could have an influence because the answers were taken into consideration in the election programme and they have been discussed since.

The third question in the interview was: what did you think about the hints which lead from a checkpoint to another? Were they easy or challenging? The commissioner answered: "They were not challenging. As much as I followed them, they found them rather well. I thought they were rather funny. There might have been one which they searched bit longer. I remember at some point watching them searching for it but at the end they were really happy when they found it."

The fourth question was: what benefits did the participants get from this nature path? The commissioner answered: "Well, it had the benefit of – because they were paired up with a person they did not know from before so that for one is a benefit. The other benefit is that - as I mentioned before- the answers were used after the event when planning the election programme. In this way their voice were heard."

The fifth question was: what benefits did the organization get from the nature path? The commissioner answered "Well, in a way that we got a rather good feedback from it – that it is nice that things like these are organized. The sense of togetherness was strengthened and also in my opinion the fact that I got feedback that there could be more events like this."

The sixth question was: did you have a board meeting where you went through the material from the nature path? The commissioner answered: "there are no markings on the minutes. But actually, I think they must have been discussed. Yes, I think they must have been talked about on the board meeting and the results were put forward. I am not sure because I was not present at that time".

The seventh question was: how do you think the questions fitted the orientation purposes? The commissioner answered: "they were good questions – as I said and I would argue that when people sign up to be a candidate in the elections, there were some people present who still wondered about signing up, but when they sign up to be a candidate they have thought about and there is the values of the Greens Party in the background. Everyone has their own values. And when I checked those questions it made me think about my own values. Everyone is forced to think why they are there".

The eighth question was: how well do you think people got to know each other? The commissioner answered: "I think the people mixed and they were not just with people familiar to them from before. Maybe it was also in that sense a good thing that there were not that many people. Getting to know people was easier in this way. And afterwards when we sat around the bonfire – I think it was a good launching for those who did not know each other."

The ninth question was: Are you content with the end result and the execution of the nature path? The commissioner answered: How would you develop it? The commissioner answered: "I am content with the end result and the very content execution. I think it was successful. As I said there has been positive feedback. Somebody said that there are these nature paths everywhere. But it was totally different than to go through these issues by just talking about them. In my opinion it emphasized the participation of the people. Even though one would sign up to be a candidate, it does not mean that they would not be shy. But it clearly had sense of getting to know one another."

The tenth question was: is there something to be developed? The commissioner answered: "Well, yes but it actually does not have a thing to do with your thesis. It concerns the marketing. In future our marketing could send for example personal invites. And also one thing which does not directly concern this is the date – Saturday afternoon. There were many who wanted to come but they had family parties and others. And also the fact that even though Katiskoski is a nice place but does it allure people to leave on a beautiful Saturday. Somehow I think that in the future this type of functional association could be used more. In my opinion this nature path type of thing could be developed forward because it fits our ideology."

The eleventh and last question was: would you consider recommending the event planner to others or consider using the same planner again? The commissioner answered: "Yes, in my opinion definitely. I suppose so, when and if there is an event being organized and we need an executor outside the association. This event was in regards to the elections but as a chairperson I think we must have other activities as well. Activities on the side of the meetings could be planned and a planner could be of a great help. I think that it is nice that you as a student are planning them because it also fits our ideology. I have gotten a lot of ideas about events that could be developed even further. And I would rather gladly have you to plan these events. You presented yourself calmly in the event and this probably encouraged trust in other people as well."

After examining the questionnaire and the interview data two main repeating dimensions can be noticed. These are a physical one and a social one. These two dimensions had a big role when planning the nature path and the questionnaire hence it is logical they could be found in the results also. The physical dimension was all about how the people perceived e.g. the duration of the nature path and the placement of the checkpoints. Interview data was planned to function as a supporting data to the questionnaire data and one can notice the similarity of the answers of the respondents and the commissioner.

Validity can be thought as a factor that cannot exist without reliability. The definition of validity estimates the extent to which the data actually measures, produces or reflects what it is supposed to measure, produce or reflect. The purpose of reliability is to help researchers estimate validity as an estimate of measurement error. Therefore, if one has validity one does not need estimates of reliability. (Glenn 2010, 146.) This research is valid because it measures the satisfaction to the nature path concerning both the participants' and the commissioner's views about the two dimensions as it were set out to measure.

6.3   A Nature Path is a Service

This start-up company has one ready-made product. The product is a nature path which can be accustomed to the needs of the customer. It is suitable for parties, orientation purposes and it can be used in cities too. The commissioner asked the researcher to create a nature path which would help people to get information concerning the association and orientate people to participate in the coming municipal elections. The commissioner suggested a nature path because it would match together with the image of the association. The image of the association can be thought among other things to be a nature-friendly political party which is interested in people's well-being.

The nature path consisted of seven check points each of which had an orientation related question and a written hint to the next checkpoint. The questions concerned participants' personal values and aims in the upcoming municipal elections. Participants' answers to the questions presented at the checkpoints are of a great value to the commissioner. The commissioner got a lot of information on what the participants need more information about and what the issues are participants want to pursue in the elections.

This product can be adjusted to multiple purposes and events. It can be executed in different environments: in a city or a forest, inside or outside etc. When adjusting the product the customer's wishes must be remembered in order to achieve customer satisfaction. This product is easy to adjust to serve the purpose and the theme. The place, hints and questions are the things that can be changed, either to different ones or to totally different things: pictures, drawings, sounds, videos etc. Illustration number four shows how the nature path worked: people were thinking the issues together and by themselves.

Illustration 4: Nature Path as an Orientation Tool

The nature path helped the participants to understand their goals as a candidate in the municipal elections. The questions presented at the checkpoints concerned their values and viewpoints as a candidate.

6.4   Websites as a Promotional Tool

Here are the websites of Rajakari Events. There are four different sections under which one can search for information. Contacts section offers information on things such as address and telephone numbers. Information section on the other hand tells about the enterprise and its owner in general. The services section gives information on the different services the enterprise offers. The last section is the one in which one can request a quote. In this section one will find information on what they should do when they want to get a quote. Illustration number five represents the websites of Rajakari Events.
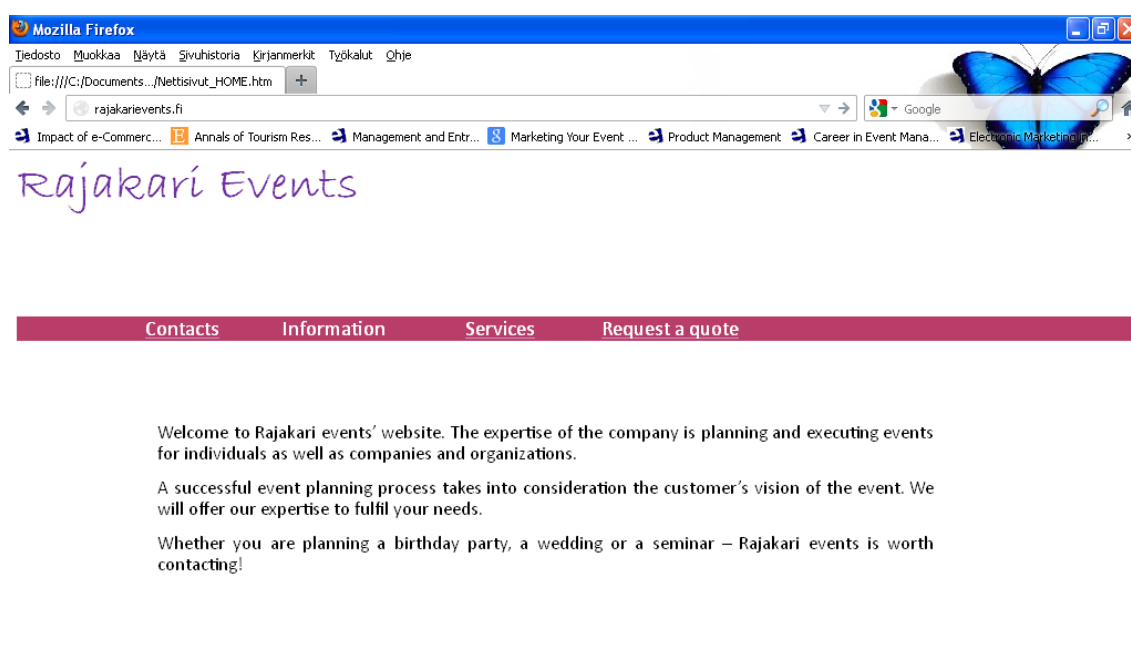
Illustration 5: Rajakari Events' Websites

Websites are easy and inexpensive way to promote one's enterprise. The researcher wanted to create websites in order to make the enterprise seem as more tangible. Creating the websites was easy and not that time consuming. On the other hand, the real job i.e. coding would be done by a company that creates websites and this would cost but when the enterprise starts succeeding, the websites are definitely worth investing to.

On these websites the company can share different type of information and have different types of activities. There could be a recruitment section where all the people who would want to work for Rajakari Events could find information on how to apply for a job. Also it is common that enterprises have a section for things that happening in the company or what kind of e.g. rewards the enterprise has won in the near history.

7   Conclusions

The purpose of this study was to answer the research question which was "is the business plan executable?" The researcher sees that the business plan is executable. The business idea is vital according to the research results. The enterprise is unique and due to the professional and international attributes of the company and the owner of it, the company can be easily expanded to whole Finland as well as foreign countries.

The data from the questionnaire and the interview shows that the nature path was considered generally liked. The data also shows that the commissioner was pleased with the researcher's work and would use her future enterprise when organizing an event. The commissioner would also recommend the enterprise for others. This type of feedback is very encouraging.

Event planning and management are hard industries. An event planner or event manager has to be strong both physically and mentally to succeed. The researcher has done her internship in an event marketing company so she knows how the days can be. Nevertheless, motivation and willingness to work in this industry are the keys to survive. There is no doubt that lack of motivation would be a barrier for not succeeding.

Due to the fact that internet websites will be in English and in Finnish the customer base will grow. This means the enterprise will not only have Finnish speaking customers but also English speaking and foreign customers. This enhances the enterprise's possibility to grow. Furthermore, there is not that much risks in starting the enterprise since the costs of starting a new enterprise is 75€. In addition the enterprise's name is catchy and memorable. Using the owner's relatively uncommon last name as part of the company name makes it stand out. The word "event" in the enterprise's name makes clear the industry in which the enterprise works. In conclusion, it can be said that this enterprise is worth establishing. The researcher has planned to establish the enterprise within a few years from graduating.

It is important that people study entrepreneurship further before making up their minds. In future it would be interesting to see more studies on why entrepreneurship is or is not a tempting alternative for a full-time job among students. Furthermore, the researcher thinks this thesis will raise service programme companies to be more popular thesis subjects. Other possible subjects for further research could be producing more services for the enterprise in co-operation with Laurea University of Applied Sciences. The development of Rajakari Events' websites could be a possible research topic.

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Illustrations

Appendices

Appendix 1: Interview: the Commissioner, Chairperson of the Greens of Hämeenlinna Marjo-Riitta Koskimies

Was there enough checkpoints? In my opinion there were sufficient amount of checkpoints so that people had the patience to write their thoughts on paper. And there were however relevant questions. The analyzing of the answers took time anyway.

What did you think about the questions? Were they challenging or easy? I thought they were just suitable, in a way that they were - as I think about it, they included the relevant things. The questions were in my opinion important. There were asked about own challenges as well as what are the own focus points. In this way everyone could have an influence. The answers were taken into consideration in the election programme and they have been discussed.

What did you think about the hints which lead from a check point to another? Were they easy or challenging? No. As much as I followed them, they found them well. I thought they were rather funny. There might have been one which they searched bit longer. Was it that one behind the bridge? I remember at some point watching them searching for it but at the end they were really happy when they found it.

What benefit did the participants get from this nature path? Well, it had the benefit of – because they were paired up with a person they did not know from before so that for one is a benefit. The other benefit is that - as I mentioned before- the answers were used after the event when planning the election programme. In this way their voice was heard.

What benefits did the organization get from the nature path? Well, in a way that we got a rather good feedback from it – that it is nice that things like these are organized. The sense of togetherness was strengthened and also in my opinion the fact that I got feedback that there could be more events like this.

Did you have a board meeting where you went through this material from the event? There are no markings on the minutes. But actually, I think they must have been discussed. Yes, I think they were talked about on the board meeting and the results were put forward.

How do you think the questions fitted the orientation purposes? They were good questions – as I said and I would argue that when people sign up to be a candidate in the elections, there were some people present who still wondered about signing up, but when they sign up to be a candidate they have thought about and there are the values of the Greens Party in the background. Everyone has their own values. And when I checked those questions it made me think about my own values. Everyone is forced to think why they are there.
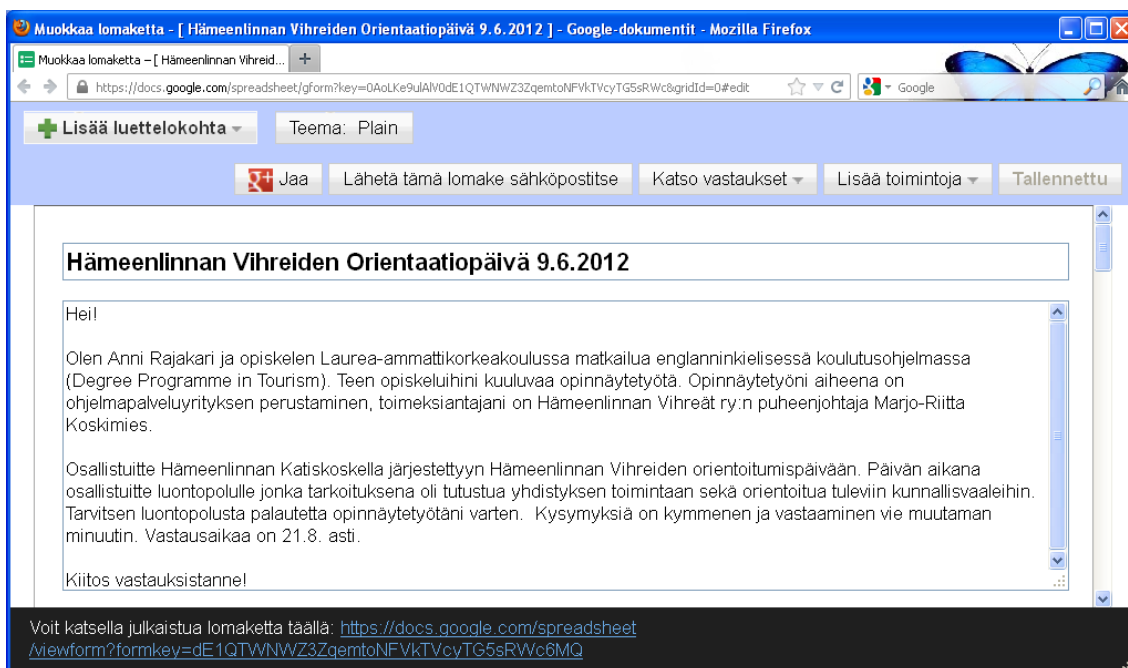
How well do you think people got to know each other? I think the people mixed and they were not just with people familiar to them from before. Maybe it was also in that sense a good thing that there were not that many people. Getting to know people was easier in this way. And afterwards when we sat around the bonfire – I think it was a good launching for those who did not know each other.

Are you content with the end result and the execution of the nature path? How would you develop it? I am content with the end result and the very content execution. I think it was successful. As I said there has been positive feedback. Somebody said that there are these nature paths everywhere. But it was totally different than to go through these issues by just talking about them. In my opinion it emphasized the participation of the people. Even though one would sign up to be a candidate, it does not mean that they would not be shy. But it clearly had sense of getting to know one another.

Is there something to be developed? Well, yes but it actually does not have to do with your thesis. It concerns the marketing. In future our marketing could send for example personal invites. And also one thing which does not directly concern this is the date – Saturday afternoon. There were many who wanted to come but they had family parties and others. And also the fact that even though Katiskoski is a nice place but does it allure people to leave on a beautiful Saturday. Somehow I think that in the future this type of functional association could be used more. In my opinion this nature path type of thing could be developed forward because it fits our ideology.

Would you consider recommending the event planner to others or using the same planner again? Yes, in my opinion definitely. I suppose so, when and if there is an event being organized and we need an executor outside the association. This event was in regards to the elections but as a chairperson I think we must have other activities as well. Activities on the side of the meetings could be planned and a planner could be of a great help. I think that it is nice that you as a student are planning them because it also fits our ideology. I have gotten a lot of ideas about events that could be developed even further. And I would rather gladly have you to plan these events. You presented yourself calmly in the event and this probably encouraged trust in other people as well.

Appendix 2: Questionnaire

Muokkaa lomaketta - [Hämeenlinnan Vihreiden Orientaatiopäivä 9.6.2012] - Google-dokumentit - Mozilla Firefox

Muokkaa lomaketta – [Hämeenlinnan Vihreid...   +

https://docs.google.com/spreadsheet/gform?key=0AoLKe9ulAlV0dE1QTWNWZ3ZqemtoNFVkTVcyTG5sRWc&gridId=0#edit   Google

Lisää luettelokohta   Teema: Plain

Jaa   Lähetä tämä lomake sähköpostitse   Katso vastaukset   Lisää toimintoja   Tallennettu
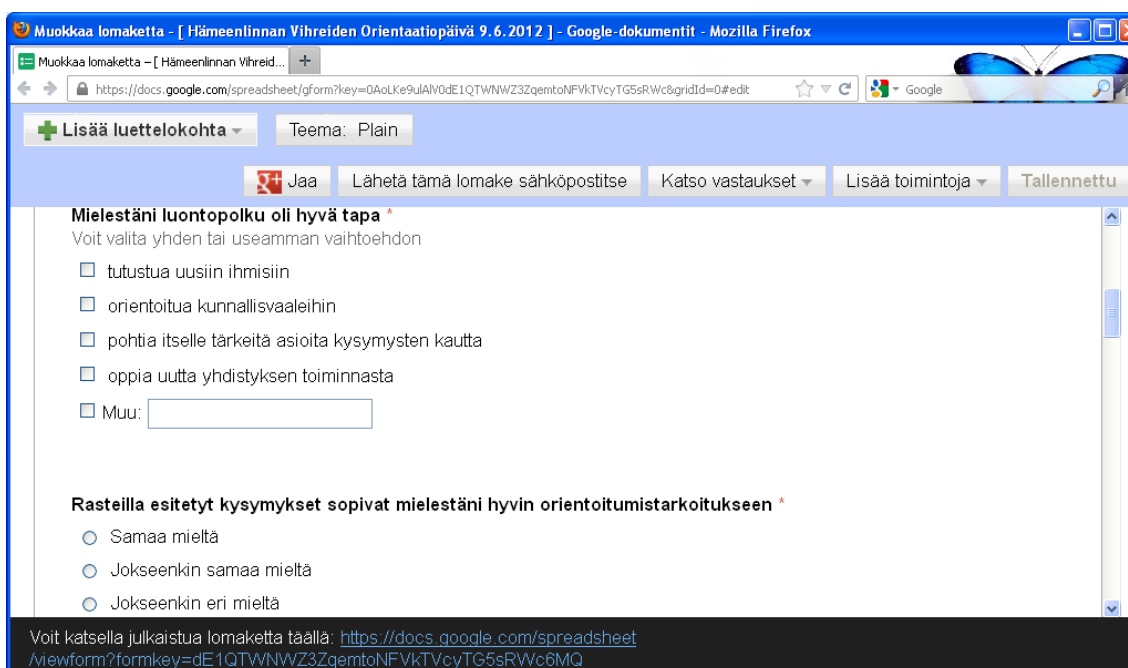
Hämeenlinnan Vihreiden Orientaatiopäivä 9.6.2012

Hei!

Olen Anni Rajakari ja opiskelen Laurea-ammattikorkeakoulussa matkailua englanninkielisessä koulutusohjelmassa (Degree Programme in Tourism). Teen opiskeluihini kuuluvaa opinnäytetyötä. Opinnäytetyöni aiheena on ohjelmapalveluyrityksen perustaminen, toimeksiantajani on Hämeenlinnan Vihreät ry:n puheenjohtaja Marjo-Riitta Koskimies.

Osallistuitte Hämeenlinnan Katiskoskella järjestettyyn Hämeenlinnan Vihreiden orientoitumispäivään. Päivän aikana osallistuitte luontopolulle jonka tarkoituksena oli tutustua yhdistyksen toimintaan sekä orientoitua tuleviin kunnallisvaaleihin. Tarvitsen luontopolusta palautetta opinnäytetyötäni varten. Kysymyksiä on kymmenen ja vastaaminen vie muutaman minuutin. Vastausaikaa on 21.8. asti.

Kiitos vastauksistanne!

Voit katsella julkaistua lomaketta täällä: https://docs.google.com/spreadsheet/viewform?formkey=dE1QTWNWZ3ZqemtoNFVkTVcyTG5sRWc6MQ

Muokkaa lomaketta - [Hämeenlinnan Vihreiden Orientaatiopäivä 9.6.2012] - Google-dokumentit - Mozilla Firefox

Muokkaa lomaketta – [Hämeenlinnan Vihreid...   +

https://docs.google.com/spreadsheet/gform?key=0AoLKe9ulAlV0dE1QTWNWZ3ZqemtoNFVkTVcyTG5sRWc&gridId=0#edit   Google

Lisää luettelokohta   Teema: Plain

Jaa   Lähetä tämä lomake sähköpostitse   Katso vastaukset   Lisää toimintoja   Tallennettu

Mielestäni luontopolku oli hyvä tapa *
Voit valita yhden tai useamman vaihtoehdon

☐ tutustua uusiin ihmisiin

☐ orientoitua kunnallisvaaleihin

☐ pohtia itselle tärkeitä asioita kysymysten kautta

☐ oppia uutta yhdistyksen toiminnasta

☐ Muu:

Rasteilla esitetyt kysymykset sopivat mielestäni hyvin orientoitumistarkoitukseen *

○ Samaa mieltä

○ Jokseenkin samaa mieltä

○ Jokseenkin eri mieltä

Voit katsella julkaistua lomaketta täällä: https://docs.google.com/spreadsheet/viewform?formkey=dE1QTWNWZ3ZqemtoNFVkTVcyTG5sRWc6MQ

Muokkaa lomaketta - [Hämeenlinnan Vihreiden Orientaatiopäivä 9.6.2012] - Google-dokumentit - Mozilla Firefox

Muokkaa lomaketta – [Hämeenlinnan Vihreid...   +

https://docs.google.com/spreadsheet/gform?key=0AoLKe9ulAlV0dE1QTWNWZ3ZqemtoNFVkTVcyTG5sRWc&gridId=0#edit   Google

Lisää luettelokohta ▾   Teema: Plain

Jaa   Lähetä tämä lomake sähköpostitse   Katso vastaukset ▾   Lisää toimintoja ▾   Tallennettu

Mielestäni luontopolun kesto oli sopiva *
☐ samaa mieltä
☐ jokseenkin samaa mieltä
☐ jokseenkin eri mieltä
☐ eri mieltä

Rasteja luontopolulla oli mielestäni *
○ liikaa
○ sopivasti
○ liian vähän

Voit katsella julkaistua lomaketta täällä: https://docs.google.com/spreadsheet/viewform?formkey=dE1QTWNWZ3ZqemtoNFVkTVcyTG5sRWc6MQ

Muokkaa lomaketta - [Hämeenlinnan Vihreiden Orientaatiopäivä 9.6.2012] - Google-dokumentit - Mozilla Firefox

Muokkaa lomaketta – [Hämeenlinnan Vihreid...   +

https://docs.google.com/spreadsheet/gform?key=0AoLKe9ulAlV0dE1QTWNWZ3ZqemtoNFVkTVcyTG5sRWc&gridId=0#edit   Google

Lisää luettelokohta ▾   Teema: Plain

Jaa   Lähetä tämä lomake sähköpostitse   Katso vastaukset ▾   Lisää toimintoja ▾   Tallennettu

Kysymykset rasteilla olivat *
○ vaikeita
○ haastavia
○ helppoja

Vihjeet rastilta toiselle olivat *
○ vaikeita
○ haastavia
○ helppoja

Voit katsella julkaistua lomaketta täällä: https://docs.google.com/spreadsheet/viewform?formkey=dE1QTWNWZ3ZqemtoNFVkTVcyTG5sRWc6MQ