

Vietnamese Immigrant Entrepreneurship in Finland.

Dinh Duy Nam

Bachelor Thesis

Pobba 11

09.10.2013





Degree programme

Author or authors Dinh Duy Nam	Group or year of entry 2015
Title of report Vietnamese Immigrant Entrepreneurship in Finland.	Number of pages and attachment pages 49 + 6
Teacher(s) or supervisor(s) Dr Habiyakare Evariste	
<p>The purpose of this research was to find out the main factors that affect business performance and success among enterprise owned by Vietnamese immigrants in Finland. The target research place is several big cities such as Helsinki, Turku, Tampere and Porvoo. The main aim and purpose of this research is to find out about motivations and challenges which affect business performance.</p> <p>Quantitative method (survey) and qualitative method (interview) were both applied in this research in order to make the result more reliable. For data collection and result, webropol was used as the main tool to analyse.</p> <p>The theoretical framework which supports the research focuses on the concept of entrepreneur and entrepreneurship as well as the concept of immigrant entrepreneur. From that point of view, the comparison are analysed in order to provide a better view of understanding, the differences between entrepreneur and immigrant entrepreneur. In addition, entrepreneurial profile will also be mentioned in this research.</p> <p>Via this research, the readers are expected to understand more about motivations, challenges as well as the current performance of Vietnamese immigrant entrepreneurs in Finland.</p>	
Keywords Entrepreneurship, immigrant's entrepreneurship, ethnic entrepreneurs, entrepreneurship motivation	

Contents

1	Introduction	2
1.1	Research problems, aims and objectives.....	4
1.2	Thesis structure	7
2	Immigrant entrepreneurship.....	8
2.1	Entrepreneur	8
2.2	Entrepreneurial profile and characteristics.....	9
2.3	Entrepreneurship.....	11
2.4	Entrepreneurship versus entrepreneur.....	13
2.5	The concept of immigrant	14
2.6	Immigrants as entrepreneurs.....	15
2.7	Immigrant entrepreneurship in Finland.....	15
3	Immigration in Finland.....	17
3.1	History of Immigration in Finland.....	17
3.2	Vietnamese immigrant in Finland	22
4	Research Approach and Methods	24
4.1	Qualitative interviews	24
4.2	Quantitative method and sampling.....	26
4.3	Quantitative Data Collection Process	28
5	Data analysis and Findings.....	29
5.1	Introduction.....	29
5.2	Motivations	30
5.3	Challenges	32
5.4	Quantitative results.....	34
6	Conclusions and Recommendations.....	41
6.1	Conclusions.....	41
6.2	Recommendations.....	42
6.3	Recommendation for further research.....	42
	Attachment 1	46
	Attachment 2	46

1 Introduction

In 2011, I started my studying life in Porvoo City, Finland. After almost three years living in this country, I had chances to build up my network with a lot of Vietnamese people not only in Porvoo city, but also other places of Finland. There are a huge number of Vietnamese immigrants who are working as employer and employees as well at the moment. On the other side, lots of Vietnamese immigrants are owners or managers of their own businesses. That is the reason for me to choose this thesis topic: Vietnamese Immigrant Entrepreneurship in Finland.

Firstly, entrepreneurship is one of the most interesting topics for everybody, especially for people who want to be an entrepreneur in the future. According to the thesis topic, there is a huge difference between entrepreneur and immigrant entrepreneur and the writer will use the theoretical part to explain this difference deeply in details. Before starting the research and writing the thesis, it is critical to create a proper research plan. This research plan includes the background information on Vietnamese population in Finland, target group of research and theoretical framework. Target research group are Vietnamese who satisfy two conditions: They are already immigrants and they have their own business at the moment.

Furthermore, the research might expand the target group by including Vietnamese immigrant who had business in the past as well as Vietnamese immigrants who want to be an entrepreneur in the future. In the theoretical framework part, the concept of entrepreneur and immigrant entrepreneur will be defined. Challenges and objectives of the research will be mentioned as key points which always need to be minded through the research in order to achieve research goals.

In addition, to be able to accomplish a qualitative research, the population and sampling will be chosen carefully. Therefore, population and sampling will be described in details later in this plan. Data gathering and research methods will be clearly pointed out as well. We will display questions and questionnaire which might be used in this

research in the latter part. In addition, there are other important parts such as risk and budget.

As mentioned in the introduction part, the thesis author already has quite good connection with Vietnamese immigrant in several big cities of Finland. To conduct a good research, the author plans to contact as many as possible. Due to the form of businesses which mainly are restaurant, bar & club, small business, the author will select food restaurant and a bicycle shop as two cases study for this thesis. There are a few descriptions for case study example.

Back to 2011 when the author was in Porvoo, Finland for the 1st time, the author had chance to build up relation network with some young immigrants in this city, and now the owners of a buffet restaurant are two of them. The restaurant is located in Porvoo city, Finland. Two owners of this restaurant are really good friend back to their childhood in Finland. The first owner mainly in charge of customer services, finance, event planner as well as marketing campaign organizer for the restaurant. The second owner mainly is mainly in charge of all stuffs in the kitchen from food material to cook. He used to have one year studied cooking in Vietnam, a typical country which is really famous about the design as well as good quality of food. Both of them really have huge passion in restaurant business so last winter 2013, they decided to open a restaurant in Porvoo city for Vietnamese people as well as local Finnish and other nationalities. Porvoo city has a big community of Vietnamese so the demand is really expected. Through friendship between the thesis author and two owners of the restaurant, the author have chance to interview them in person which interview details will be mentioned in later chapter.

The bicycle shop whose owner is an immigrant Vietnamese was opened two years ago in 2012. The shop owner is the first generation of Vietnamese immigrant in Finland since 1980. From 2000 to 2010, he used to be an employer of a bicycle factory in Porvoo city. In 2012, he decided to have his own business so he bought a small bicycle shop from one of his Finnish employer in the past. He used his good connection as well as experience in bicycle field so his business at the moment is very good and well-

known in local Vietnamese people as well as Finns and other nationalities. When the author asked for interview, he immediately agreed.

1.1 Research problems, aims and objectives

A research problem is one of the most important thing that need to be consider before starting any thesis at the beginning, a research problem also need to be solved through thesis research and analysis.

Research problem are not given, they are detected and constructed. How research problems are captured and framed drives subsequent research activities. In normal research situations, most of the author first select a topic and then construct a research problem within that topic. The process of constructing a research problem is not quite straightforward and often involves a lot of back and forth adjustment. (Perve Ghauri 2005).

In the thesis, research problems mainly focus on Vietnamese immigrant entrepreneurship situation at the moment such as the current performance, motivation, challenge and opportunity as well. In addition, to provide the readers a better view of understanding about the purpose of the thesis, the author will identify more detail about research problems in later chapter, research objectives.

According to Cavanagh (2007) “the objectives of research could be pointed out as exploratory, descriptive and confirmatory. Exploratory is a reference to seek the new understandings and the term Descriptive may be to describe better or alternatively exemplify what is already know in a context. Finally, the term Confirmatory is testing or validating the hypotheses.”

The focus of the thesis will be Vietnamese immigrant entrepreneur in Finland. The target research place is several big cities such as Helsinki, Turku, Tampere and Porvoo as well.

According to Pervez Ghauri, problems that are questions drive research. Without research questions there would hardly be any research at all. (Pervez Ghauri 2005). In detail, research question is the methodological point of departure of research in both natural and sciences, the research will answer the question posed. At university level, the answer to the research question is the thesis statement. The answer to a research question will help to address the research problems which are need to be solved through research. (Wikipedia 2013).

To define the research problems, the research questions need to be chosen carefully and clearly. The thesis problem will be defined in general by the main question of: How did you become an immigrant entrepreneur in Finland?

The aim of the thesis research is:

- To add more knowledge about Vietnamese immigrant entrepreneurship in Finland.
- To know more about motivations and challenges of Vietnamese immigrant entrepreneurship in Finland.
- To improve the current performance of Vietnamese business in Finland.

In addition, there are several sub questions which are also listed to back up the head question:

Where was the idea come from?

Which are the motivations and challenges for Vietnamese immigrant become entrepreneur in Finland?

How to overcome the challenge? How does Finnish Government support immigrant entrepreneurship?

How do you think about the current performance and opportunity in the future for Vietnamese immigrant entrepreneurship in Finland?

Specifically, one of the objectives of the thesis is to find out the preferences of Vietnamese immigrant entrepreneur in Finland. According to the findings and results

of the thesis, the information will provide a better understanding of Vietnamese immigrant entrepreneur as well as to improve the current performance of them.

All the information from the thesis research will be useful not only for Vietnamese but also for immigrant of other nationalities. In addition, the thesis research might be beneficial for Finnish Government to have a better look at Vietnamese entrepreneurship.

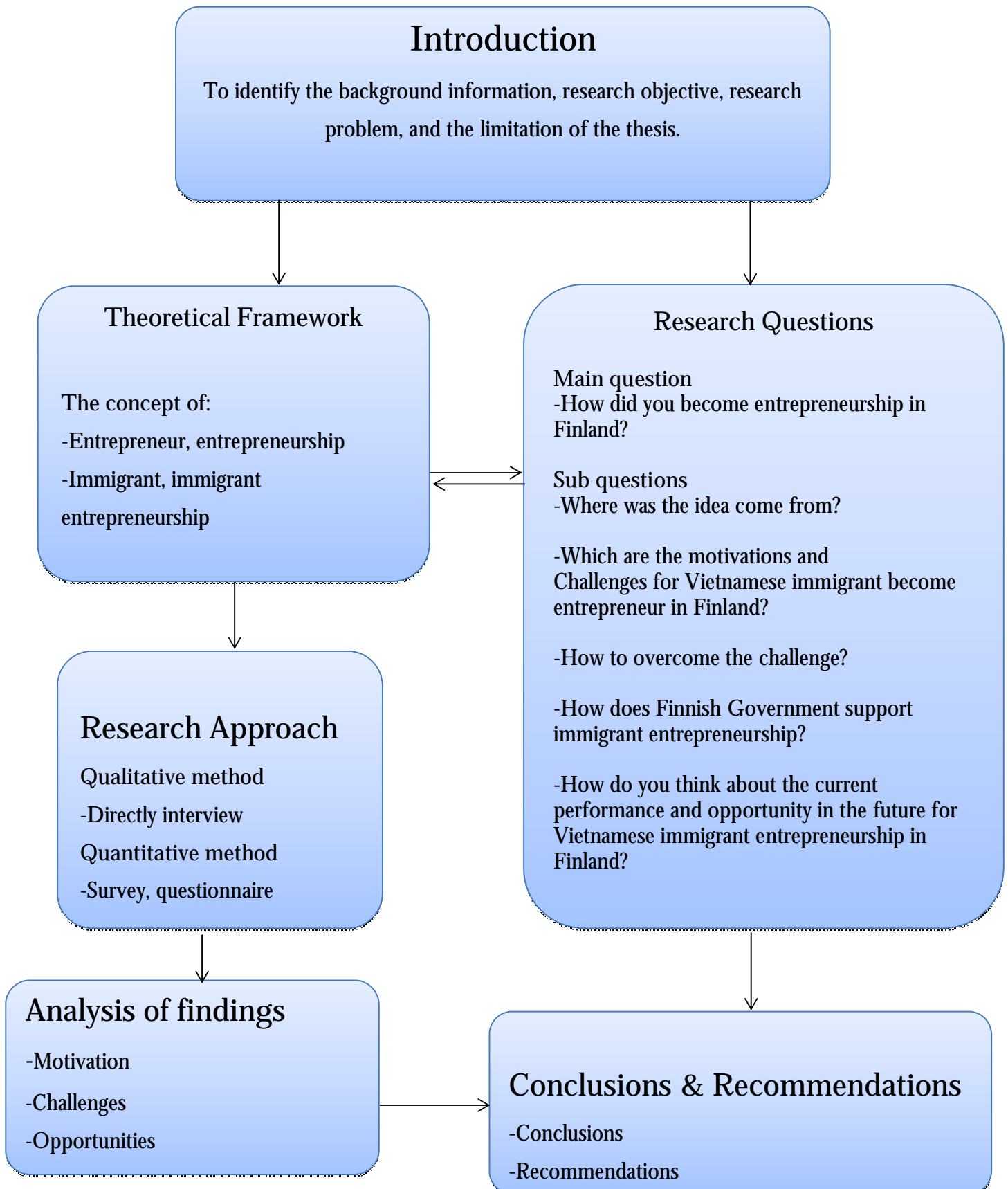
Due to the fact that there are a lot of Vietnamese immigrants in all over Finland as well as there are more and more student come to Finland to study nowadays, the author have a strong feeling that the thesis topic will be very useful for existing Vietnamese immigrant entrepreneurs as well as Vietnamese who want to be entrepreneurs in the short or long future. Through the thesis research, the author plan to provide a basis view of Vietnamese immigrant entrepreneurship in Finland at the moment based on Vietnamese immigrant entrepreneur preferences.

As the key point, the motivation and challenge factors which will be described as well to provide a better understanding for the reader

The thesis author set up the limitation of the thesis in order to have a clear target research which relevant to the thesis objectives. The thesis limitation focuses on the opportunity, motivation and challenge as well for Vietnamese immigrant entrepreneurship in Finland. Thus, the research will focus mainly on the immigrant entrepreneur's preference, not focusing on the current performance or any other factors relevant to their businesses.

Furthermore, both qualitative and quantitative will be applied for the thesis research. However for the qualitative research method, the sampling population might be limited due to the limited number of Vietnamese immigrant owners in Finland at the moment.

1.2 Thesis structure



2 Immigrant entrepreneurship

In every research, theoretical approach is a critical part which goes through all the research to support the research problems and research objectives. A good theory will help the researcher have a clear and better view in the field they aim to research. In addition, a good theory provides many advantages like a guideline for the researchers to reach their goals in research. In fact, to choose the right theory to the research, the researcher should understand how the theory can be applied in research questions as well as research problems and objectives. In this thesis, the author will describe in detail the concept of entrepreneur, entrepreneurship and immigrant entrepreneurship.

2.1 Entrepreneur

To define the definition of entrepreneur, according to Norman M. Scarborough (2005): “an entrepreneur is one who creates a new business in the face of risk and uncertainty for the purpose of achieving profit and growth by identifying significant opportunities and assembling the necessary resources to capitalize on them. Although many people come up with great business ideas, most of them never act on their ideas”.

The book author suggests that the purpose of entrepreneur is to create business opportunity to themselves even there are a lot of risk and uncertainty for the purpose of business. In fact, there are always a lot of ideas are created but not many of them practically come real.

In another terminology of entrepreneur, according to economist Joseph Schumpeter (2009), entrepreneurs are more than just business creators and they are change agents in society. The process of creative destruction, in which entrepreneur create new ideas and new business that make existing ones obsolete which is a sign of vibrant economy.

2.2 Entrepreneurial profile and characteristics

In the thesis, the researcher aim to do deeply in the concept as well as forms of entrepreneur to delivery all the needed knowledge to the reader. Basically, there are several entrepreneurial profiles.

- Desire for responsibility

In this type, entrepreneurs mostly understand what they want and what they need. They are totally control their sources and they use those sources to create business opportunity to achieve profit.

- Preference for moderate risk

Most of people believe that entrepreneurs are the risk takers due to the risk in competitive business environment but actually entrepreneurs are calculated risk takers. According to Keith McFarland (Year, P.) "Unlike high rolling, river boat gamblers, entrepreneurs rarely gamble". Each entrepreneur has his/her own view of perspective on his/her business or goals. It is very interesting when other people looks and say that their ideas or goals are hard to reach or even impossible but actually entrepreneurs use their sense and critical eyes as well as the strength of knowledge in their field to create opportunity for themselves. In fact, it is not about bad or luck in a game. It is about planning, calculating threat, resource, experience as well as potential of success or risk escape. When normal people just calculate step by step, entrepreneurs always think about next two or three steps ahead.

- Confidence in their ability to succeed

As mentioned above, entrepreneurs have a good sense as well as ability to choose the right career. Entrepreneurs strongly understand themselves more than any other people; they know what is their strength or weakness, their passion. Base on those quality, entrepreneurs choose business field which satisfy their passion and providing good environment for them to show their strength, ability as well as their motivation.

In addition, people often think that most of successful entrepreneur achieve their success right immediately in their business but most of entrepreneurs have failed at least several times before achieving success. Entrepreneurs are good at learning from in the past to avoid failure in the future and achieve success.

- Desire for immediately feedback

There are a lot of people who decide to be entrepreneurs and there are lot of reasons for people want to be entrepreneurs. But for some people, they choose to be entrepreneur just to enjoy the challenges. Entrepreneurs put their passion in the work then they are enjoying the results and feedbacks.

- High level of energy

Entrepreneurs are more energetic comparing to normal, they are willing to spend long hours than normal. Hours and hard working are their way to achieve success. It is not about expectation actually it is about doing as many things as possible to be successful entrepreneurs.

- Future orientation

Entrepreneurs have a strong view of research for challenge and opportunity. They always learn from the past but never let failure in the past affects their current performance. In particular, entrepreneurs always want more and more, they will never satisfy to slow down or enjoy their achievement, a real and successful entrepreneur is the person who always looks forward to the future to create opportunity.

Undoubtedly, with critical eyes, entrepreneurs see potential when most of people see only problems or nothing to do at all. To conclude, entrepreneur is the kind of person has ability turns a very tiny resource or idea into a real business opportunity which can bring back benefit for them.

- Skill at organizing

It is obviously to judge that most of entrepreneur always has good organize skill which can help them choose the right partner or investor, or putting right person in a right place in company to take advantages of those persons.

- Value of achievement over money

Money or profit is always one of the most important factors when people think about business or entrepreneur. Apparently the profit is a need goal for the survival of company but real entrepreneurs are willing to achieve more than that. Profit or money is necessary however entrepreneurs want their achievements are valued, it bring to them respect, pride as well as energy to keep continuing their motivation.

To conclude, entrepreneur is a term which aims to tangible person who plans, organizes business, etc. On the other hand, entrepreneurship is the act of entrepreneurial venture or business action to achieve profit.

(Tara McGraw 2009)

2.3 Entrepreneurship

According to The Business Dictionary, in the economic point of view, entrepreneurship is regarded as a factor of production together with land, labour, natural resources and capital. Entrepreneurial spirit is characterized by innovation and risk taking, and as an essential opponent of a nation's ability to succeed in an ever changing and more competitive global business market place.

In some other point of view, different scholars have defined entrepreneurship in different ways:

- A brand new entry (Lumpkin & Dess, 1996).
- The creation of new enterprises (Low & McMillan, 1988)
- The creation of new organizations (Gartner, 1988)
- Taking advantage of opportunity (Wiklund, 1998)
- Take initiative, accept risk of failure and have an internal locus of control (Stevenson, 1975)

- Emphasizes the role of an imitator entrepreneurs who does not innovative but imitates technologies innovated by others. (Kirby 1971)
- A purposeful activity to initiate, maintain and aggrandize a profit oriented business (Cole, 1949)

From the above scholar's definition, some important factors are highlighted are creativity, innovation and resources.

To add more knowledge of entrepreneurship especially entrepreneurship in Finland. The author will briefly describe several types of entrepreneurship in Finland at the moments:

- Establishing a new enterprise

In this type, the entrepreneur set up a complete new business base on business idea. This is the most difficult way to start a new business which includes a lot of challenges and risks.

- Existing business idea

In this type, the entrepreneurs use existing or buy a new business idea and come up with their own style to launch new businesses.

- Buying business which is already operating

In Finland, there are a lot of business owners who do not want to continue their business or simply they are retire, those owners need someone to buy their existing operation and keep continuing business. This type of entrepreneurship is very suitable for people who want to have a starting business which already has customers. It was already mentioned on the example of case study. The current Vietnamese immigrant owner bought the bicycle shop from a Finnish old man who wanted to retire.

- Entrepreneurship as a franchise

Franchising is a business type of relationship in which a franchisor provides a licensed privilege to the franchisee to do business and offers assistance in organising, training,

merchandising, marketing and managing in return for a monetary consideration. Franchising is a form of business by which the owner (franchisor) of a product, service or method obtains distribution through affiliated dealers (franchisees)” (Franchising 2012.). For this type of entrepreneurship, it will be good for entrepreneurs who do not have their own ideas to do business.

- Part time entrepreneurship

This type is suitable for entrepreneurs who want to test the amount of sales and potential customers. According to the testing period, part time entrepreneurship can be changed to full time or another type of entrepreneurship.

- Partnership

This type of entrepreneurship is suitable for entrepreneurs who do not have enough income ability or experience to launch a new business themselves. As partnership, the responsibilities and the authority are shared between partners. As mentioned in the case study above, the food restaurant which was opened in Porvoo under the type of partnership from two Vietnamese immigrants. They share income, profit and responsibilities as well.

- Team entrepreneurship

This type concludes several or group of entrepreneurs who come up with the same idea or business type. They gather to build up their business together. This type is similar to partnership but more than two entrepreneurs are required.

2.4 Entrepreneurship versus entrepreneur

There are a lot of common between the concept of entrepreneur and entrepreneurship. About the concept of entrepreneurship, entrepreneurship can be described as a process of action that an entrepreneur undertakes to establish his/her enterprise. In addition, entrepreneurship is a creative activity which has ability to build something from practically nothing. (Jyotsna Sethi 2013).

From another view, according to Peter Drucker (2006): “Entrepreneurship is defined as a systematic innovation, which consists in the purposeful and organized search for changes, and it is the systematic analysis of the opportunities such changes might offer for economic and social innovation”.

In particular, there is still comprehensive which can be used to define clearly entrepreneur and entrepreneurship. Some researchers were in trouble with the concept and terminology of entrepreneur and entrepreneurship. Thus, most of researchers believe that although these two terminologies have a lot in common but researchers still have to understand them in a very different way.

2.5 The concept of immigrant

The term of immigrant is used for people who migrate to another country for permanent residence. However, there are many ways to interpret the concept of immigrant in general. To define the definition of immigrant, the word immigrant is defined simply as one who is resident in a country that is not the land of his or her mother (Pinkowski, 2009).

To have a better understanding about Vietnamese immigrant status, the writer will describe a counting table of immigrant base on generation. Which is immigrant? Which is the first immigrant generation? Which is the second and third immigrant generation?

The first generation of Vietnamese immigrant which can be called the pioneer generation came to Finland around 1979. Due to the result of American and Vietnam War, a part of population in Southern Vietnamese moved to refugee camps all over the world ocean. Finland was one country who gave the hand to welcome a big amount of Vietnamese came to Finland to rebuild their lives. They are the first generation of Vietnamese immigrant in Finland. Later on, according to immigrant status definition of Vinogradov, the children who were born in Finland although their parents are not immigrants are also called first generation of immigrant.

However, the rule of Finland immigrant was changed over 10 years ago. According to Finnish Government new requirements of immigrant, the children must have their parents are already permanent immigrant to be accepted as immigrant immediately in spite of they were born inside or outside Finland. In this case they are called the second generation of immigrant because their parents are the first generation already. The concept of the second generation is the extension of the first generation through that way.

Last, the third generation of Vietnamese immigrant in Finland can be the children of the first generation.

2.6 Immigrants as entrepreneurs

According to Jan Rath (2006), the concept of immigrants as entrepreneurs can be figured out in several types:

- Many advanced economies, especially large cities, have acquired a more cosmopolitan outlook.
- Immigrants embody the complex process of globalization in a very palpable sense.
- Some start business in the country of settlement and become self-employed or immigrant entrepreneur.
- By becoming self-employed, immigrants acquire different roles than immigrants who become workers.
- By becoming self-employed, immigrants also acquire different roles than mainstream entrepreneurs.

2.7 Immigrant entrepreneurship in Finland

According the topic, the theory of immigrant entrepreneurship is required as the main theory in the thesis. In a simple way of thinking, immigrant entrepreneurship in Finland refer to business owners who came from another country outside Finland but have the permanent residence permit in Finland. They are already immigrant of Finland before starting businesses. However in academic reference, immigrant

entrepreneurs are the population who arrived in the country and start their own business for the purpose of economic survival. (Butler & Greene, 1997).

According to Dr Evariste Habiyakare at CODEWIT self-development workshop 2010, the basic population of immigrant entrepreneurship in Finland will be described in the following figure.

Chosen countries	% of immigrated workforce
Turkey	37%
Thailand	20%
Iran & Irak	16%
F.Yugoslavia	11% – 15%
UK, China, Germany and Vietnam	11% – 15%
Africa	2%

Table 1: Immigrant workforce in selected countries

As can be seen, the population of immigrant in Finland 2010, highest percentage belongs to immigrants who came from Turkey with 37%, following by Thailand (20%), Iran and Irak (16%), F.yugoslavia (11-15%). Vietnam was gather into a group with three other countries (UK, China, and Germany) which have 11-15% of immigrated workforce in Finland. 2% left is belong to people who came from Africa.

According to statistic of Finland in 2010, immigrant entrepreneurs are mainly in service businesses. There is over 25% are in the wholesale and retail trade, another 20% in real estate, rental, and less than 10% in hotel, restaurant, bar and club. To sum up, immigrant entrepreneurs are mainly found in industries where entry is east to access but the risks of failure are very high.

Habiyakare (2008), described several obstacles that immigrant entrepreneur may have to deal with before, doing business in Finland. For example, displaced communities, ethnic issue and religious minorities, cultural reasons, political and historical reasons.

Immigrants are successful in small business sector because they can use important informal resources through kin and community attachments especially in securing skilled labour. On the other hand, in spite of so many risks which need to be taken into consideration, there are still a lot of opportunity for immigrant for doing business in Finland. Habiyakare further pointed out that particular groups of immigrant often do well because they understand the fact that they came from another countries to Finland. They are willing to provide their best enthusiasm and hard-working spirit in order to earn money for life living.

Habiyakare (2008), strongly recommended that immigrant entrepreneurs should really take advantage of being immigrant entrepreneur in Finland which is offered by the Finnish government. For example: Various courses, lectures and material are normally free. However, there are still a lot of challenges for immigrant entrepreneurs comparing to Finnish entrepreneurs such as discrimination on bank loan to start-up businesses, high percentage of taxation and Finnish taxation system as well.

3 Immigration in Finland

3.1 History of Immigration in Finland

This thesis' goal is about Vietnamese immigrant entrepreneurships in Finland. However, in order to deliver more knowledge to the reader, the thesis author would like to mention about immigration history of Finland.

Back in the past, Finland was known as an emigration country with a long tradition. Along with other Nordic countries, Finland is becoming a popular place for foreign origin people. During and after the period of the Second World War, the number of immigrant in Finland was a small number due to geographical and location. Related to Vietnamese immigrant, back to 1979-1986 period, there was a few hundred of Vietnamese refugees immigrated to Finland from refugee camps in South East Asia. Along with immigrants who came from other countries, the population of immigrant in Finland was still in a small number and percentage due to the restricted immigration policy by the Finnish government back to that time. In addition, immigrant in Finland

was only about 0.3 percentage of the population before 1990 (Trinh Quyen,2013). After 1990 period, due to some huge historical events at that moment such as Finland became a membership of Europe Union in 1995 or the collapse of the Soviet Union in early 1991, the Finnish immigration policy was changed a lot. Although the amount of foreign people increased during 1990 period, the population was still in small number, just 2 percentage in the whole Finland. However, the diversity of nationality was the main different comparing to other period. Immigrants came to Finland from many countries such as Chile, Vietnam, Thailand, Turkey, Estonia, Russia, Somalia, Iran, Iraq, Republic of Yugoslavia or even neighbour country Sweden. (Tellez, 2010).

Since 2000, immigration who came from Africa and South Asian country has been growing in Finland. In this part the author would like to describe the statistic of immigration and immigrants in Helsinki, the capital of Finland.

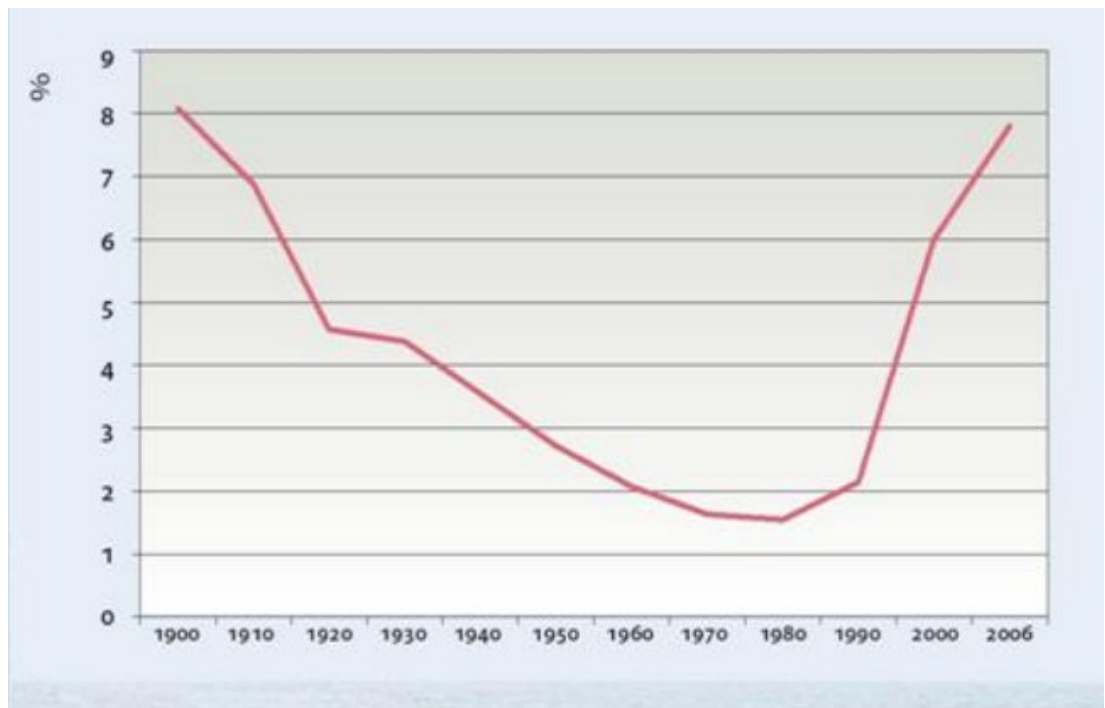


Figure 1: The proportion of people abroad of the population of Helsinki. 1900-2007

As can be seen, the proportion in early 1900 was around 8 percentage, almost the same comparing to 2006. For the reason, in early 1900 Finland was still under the rule of Russia. After gaining the independence in 1917, Finnish immigration policy has been

restricted so that the proportion started to sink and reach the lowest point around 1980 period with under 2 percentage.

As mentioned in above part, 1990 was a turning point of immigration in Finland. For the very first time in history, the number of people immigrated to Helsinki exceeded the number of people moving abroad.

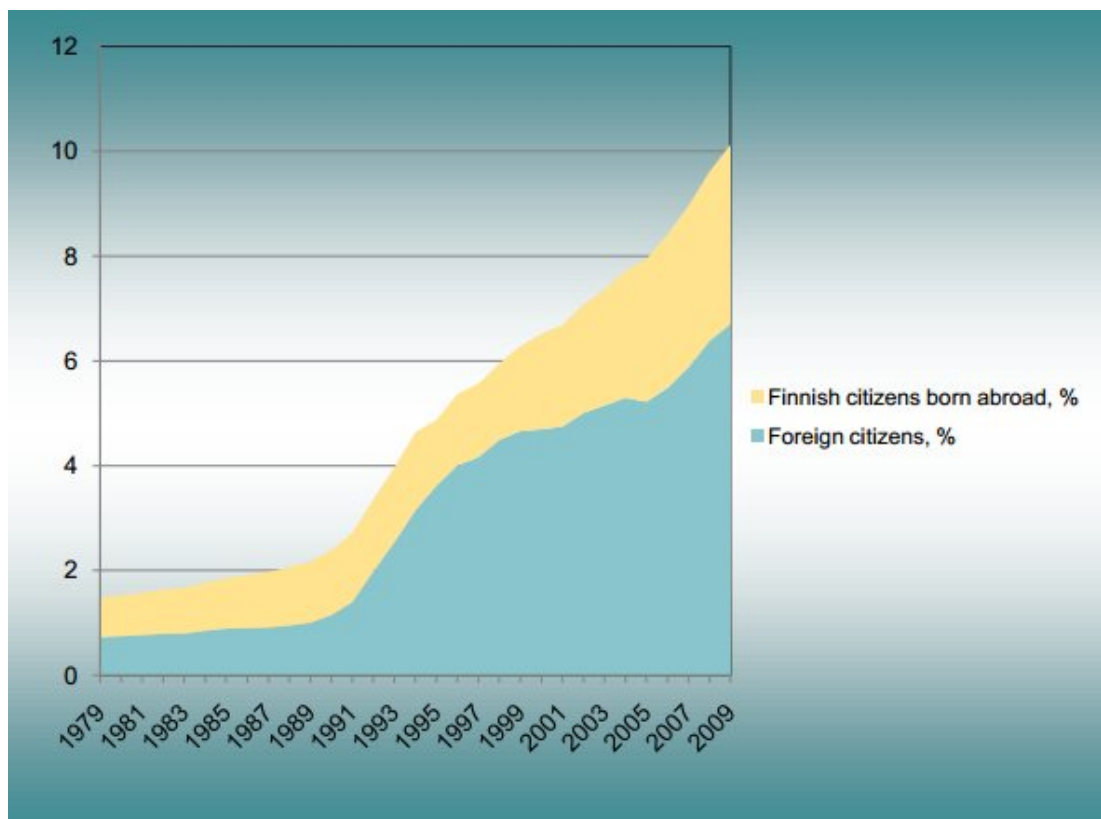


Figure2: The proportion of the population of Helsinki with foreign citizenship or born abroad, 1979 – 2009.

1979 was the starting point of immigration wave in Finland. The line increased rapidly especially after 1991 period with the collapse of the Soviet Union. The rapid growth in the number of immigrants was not only taken place in Helsinki but also in all over Finland as can be seen in figure below:

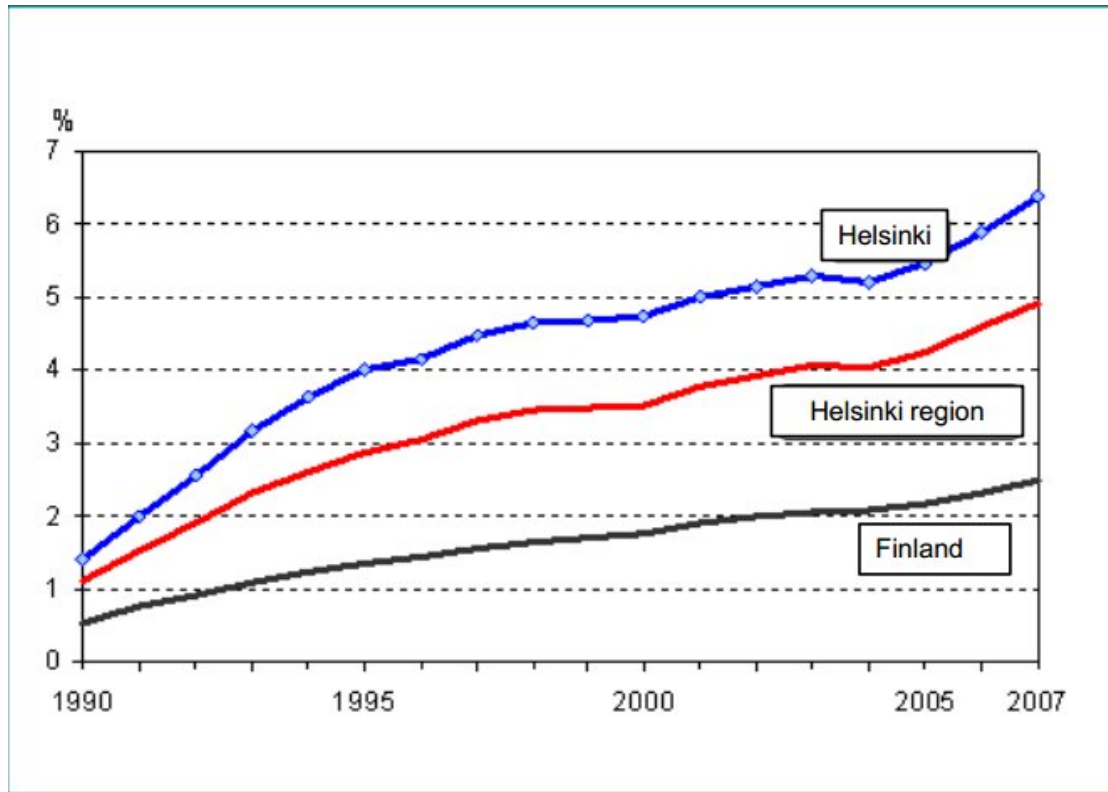


Figure 3: The proportion of foreign citizens of the population of Helsinki, Helsinki Region and the entire country, 1990 – 2007.
(City Of Helsinki Urban Facts)

In the next figure, the language official group will be described the diversity of immigrant nationalities.

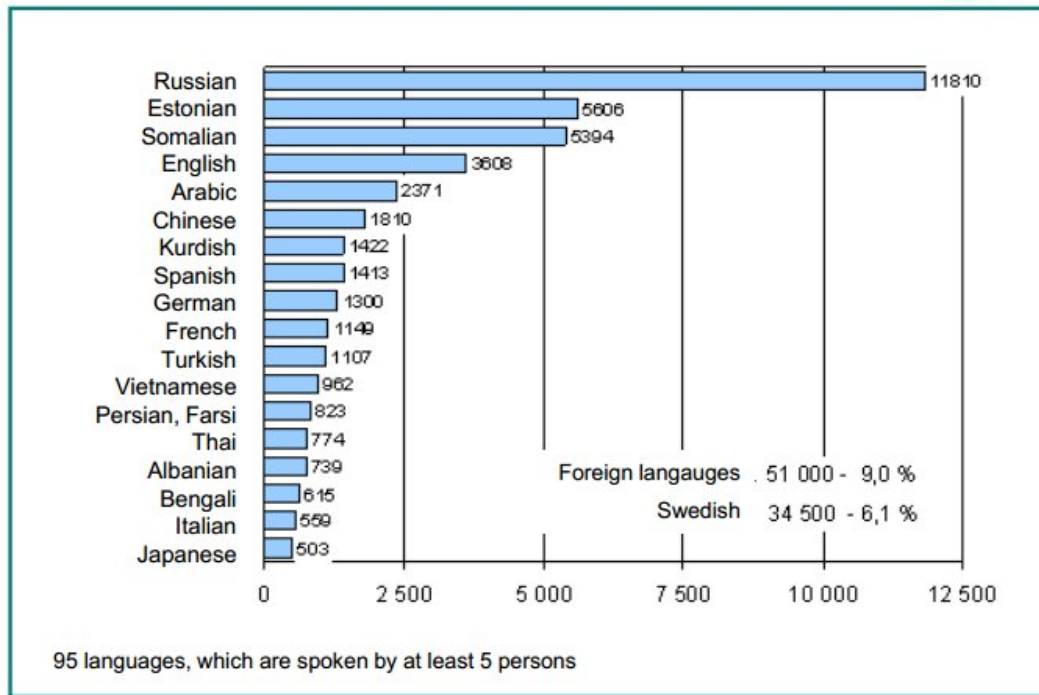


Figure 4: Largest non-official language group in Helsinki in 2008.
(City of Helsinki Urban Facts)

As can easily be seen, due to long history under the rule of Russia, there is no doubt that Russian is the biggest language group in Helsinki 2008 with more than double of number comparing to the second and third place, which are Estonian and Somalian. Vietnamese speaking people is in the middle of the chart, almost reach 10,000.

3.2 Vietnamese immigrant in Finland

The writer went to detail of Vietnamese population in Finland through the figure below:

Foreign citizens living permanently in Finland, 31 Dec. 2012

Afghanistan	2957	Ecuador	120
Albania	177	Egypt	511
Algeria	372	El Salvador	27
Angola	390	Equatorial Guinea	<20
Argentina	137	Eritrea	123
Armenia	92	Estonia	39585
Australia	497	Ethiopia	932
Austria	433	France	1753
Azerbaijan	119	Gabon	<20
Bahamas	<20	Gambia	423
Bahrain	<20	Georgia	89
Bangladesh	1347	Germany	3887
Barbados	<20	Ghana	1053
Belarus	428	Greece	646
Belgium	330	Guatemala	27
Belize	<20	Guinea	52
Benin	<20	Guinea-Bissau	<20
Bhutan	<20	Guyana	<20
Bolivia	72	Haiti	<20
Bosnia and Herzegovina	1704	Honduras	35
Botswana	<20	Hong Kong	26
Brazil	773	Hungary	1618
Bulgaria	1260	Iceland	142
Burkina Faso	<20	India	4029
Burundi	55	Indonesia	303
Cambodia	152	Iran	2585
Cameroon	652	Iraq	5903
Canada	636	Ireland	484
Cape Verde	<20	Israel	376
Central African Republic	<20	Italy	1879
Chad	<20	Jamaica	38
Chile	228	Japan	1086
China	6465	Jordan	138
Colombia	216	Kazakhstan	299
Costa Rica	43	Kenya	909
Côte d'Ivoire	61	Kuwait	<20
Croatia	294	Kyrgyzstan	86
Cuba	257	Laos	27
Cyprus	45	Latvia	1306
Czech Republic	408	Lebanon	119
Czechoslovakia	<20	Liberia	103
Democratic Republic of Congo	1644	Libya	111
Denmark	680	Liechtenstein	<20
Djibouti	<20	Lithuania	1052
Dominica	<20	Luxembourg	<20
Dominican Republic	84	Macao	<20
		Macedonia	217

Foreign citizens living permanently in Finland, 31 Dec. 2012

Madagascar	<20	Slovenia	81
Malawi	<20	Solomon Islands	<20
Malaysia	281	Somalia	7485
Mali	<20	South Africa	177
Malta	<20	South Sudan	<20
Mauritania	<20	Soviet Union	128
Mauritius	<20	Spain	1691
Mexico	457	Sri Lanka	610
Moldova	103	St Vincent	<20
Mongolia	38	Sudan	930
Montenegro	<20	Swaziland	<20
Morocco	879	Sweden	8493
Mozambique	27	Switzerland	488
Myanmar	1638	Syria	323
Namibia	49	Taiwan	127
Nepal	1727	Tajikistan	25
Netherlands	1211	Tanzania	370
New Zealand	123	Thailand	6027
Nicaragua	53	Togo	37
Niger	<20	Trinidad and Tobago	<20
Nigeria	1698	Tunisia	388
Norway	763	Turkey	4282
Pakistan	1436	Turkmenistan	<20
Palestinian territories	25	Tuvalu	<20
Panama	<20	Uganda	135
Papua New Guinea	<20	Ukraine	2515
Paraguay	<20	United Arab Emirates	<20
Peru	246	United Kingdom	3933
Philippines	1692	United States	2759
Poland	2897	Uruguay	37
Portugal	450	Uzbekistan	154
Republic of Congo	95	Vanuatu	<20
Republic of Korea	452	Venezuela	97
Romania	1742	Vietnam	3344
Russian Federation	30177	Yemen	28
Rwanda	100	Yemen Arab Republic	<20
Saint Kitts and Nevis	<20	Yugoslavia	227
Saint Lucia	<20	Zambia	111
Samoa	<20	Zimbabwe	38
Saudi Arabia	<20		
Senegal	97	stateless	748
Serbia	823	unknown	3203
Serbia and Montenegro	1326	Total persons	195538
Seychelles	<20		
Sierra Leone	91		
Singapore	97		
Slovakia	325		

Source:
Population Information System,
Population Register Centre

Table 2: Foreigner citizens living permanently in Finland 31st Dec, 2012

As can be seen, at the end of 2012, there are total 3344 Vietnamese people living and working permanently in Finland. Comparing to other, there are many nationalities who

has more permanently people living in Finland, however the number of Vietnamese which listed almost 3500 at 2012, is not a small number at all.

4 Research Approach and Methods

4.1 Qualitative interviews

Qualitative research tries to find the answers to the questions why and how. The findings are usually gathered by interviewing the target group. The interviews are conducted with a small number of participants. Qualitative research method identifies data or information from a relationship point of view. Interviews and surveys are the most common ways to identify research problem in hand (Ary, Jacobs, Razavieh, Sorensen 2010, 26-27; Malhotra 2010, 171).

Qualitative research will give a deeper knowledge of a topic. This method gives inside information about a person's inner feelings and motives, and it helps to find the deeper wants, needs and wishes beneath the answers. Qualitative research combines from different methods to collect data are interviews, questionnaires with open questions, observations, pictures and different documents. When collecting data by observing the researcher looks at the human interaction in naturally occurring situations where different actions and reactions can be seen on different persons. When analysing the qualitative data it is important to go through it several times to be able to find underlying meanings of different answers that can affect the result of the research. Based on these answers it is possible to develop different concepts or various general statements, patterns or themes that are successfully identified from the data. (Denscombe 2010, p327-329, 341-343, 359, 367-375, 378-379, 386-393).

The problem with qualitative data is that some data must be selected and it can easily happen that the data is not always represented in a reliable way. To be able to draw conclusions it is important to compare the results and conclusions with alternative theories and explanations. It is important to verify qualitative research to make it reliable. This means that the same research tools should always give the same results no matter when you do the research and that the results can be applied on a general

level on other similar phenomena. The research must also be objective and the data collection and analysing processes have to be fair and honest. (Denscombe 2010, 327-329, 341-343, 359, 367-375, 378-379, 386-393; Dipstickresearch 2011; Jyskanalyse 2011).

When gathering data it is important to think about how to measure what is wanted and needed to measure in the best possible way and how to trust the data which has been gathered to be as fair and honest as possible. The data collection method affects the reliability of the research, it is important to understand that the method chosen should be applicable and solve the research problems in the best possible way. The data collection method also affects the validity of the research since all the methods are selective and some information is bound to fall off when selecting the most important answers that affect the conclusion. (Jacobsen 2006, 159).

Interview requires the real interaction between researchers and respondents. There are three ways to do interviews: via e-mail, telephone, or in person. Before conducting an interview, researchers need to know the respondent's background, values, and expectations. (Ghuri & Grønhaug 2005, 131-132) Interview is considered the best among data collection methods as researchers can gain a more accurate and clear picture of a respondent's position or behaviour. However, an in-depth interview requires skilled and cautious interviewers. (Ghuri & Grønhaug 2005, 133)

In general, there are two types of interview: structured and unstructured one. Structured interviews use a standard interviewing format, emphasising on fixed response categories and systematic sampling and loading procedures combined with quantitative measures and statistical methods. On the contrary, unstructured interviews give the respondent full liberty to discuss reactions, opinions, and behaviour on a particular sense. Interviewers only give lead questions and record the responses to understand 'how' and 'why'. Questions and answers are unstructured and not systematically coded beforehand. (Ghuri & Grønhaug 2005, 132).

As mentioned on previous chapter, qualitative were one type of method which were chosen in this research and the data were collected using structured interview as well.

After a very long time contacting and trying to reach as many interview appointment as possible, including phone call, visiting trip, email for confirmation. At the same time, the writer were also trying to send out as many questionnaires as possible during each visiting trip. The result were quite impressive with a lot of responds from asked people but there were exactly 15 of them agreed to spent their time for the writer to do the face to face interview, some of them required the interview should last only and no longer than 15 minutes. However, when the interview taken place, most of them both interviewer and interviewee were too focusing on the interview topic and lost track of time. The language used for interview was English and Vietnamese for some respondent who can-not speak anything but Vietnamese. In a professional way, one hundred percentage of interview taken place at the participants' decided location, mostly on their working places. In addition, all the interviews had permission in advance to be recorded as well as additional notes. For each interview meeting, the writer had to spend quite big amount of time produce and transcript exactly one hundred percentage of text recorded for later research use.

4.2 Quantitative method and sampling

Quantitative research studies the effects of gathering data or information consumed from various sources and later put together and distinguishing common information. By looking at gathered data researcher have to distinguish which variables influence others and research the common ground of them. The main idea of quantitative research is to ask respondent's opinions in a structured way, so that the commissioner will gather hard statistics, that can guide them in their market strategies. It is important to have large number of people/companies, and make sure that they are a good example of the target market. (Ary, Jacobs, Razavieh, Sorensen 2010, 26-27, Malhotra 2010, 171)

Quantitative research is used to identify a group of people according to different measurable variables, and it usually answers questions such as how many and how much. This method is often used to test determined theories and the results of the research can often be generalised and quantified. The data collection process is focused

on collecting a certain amount of data. Methods to collect data are questionnaires, online surveys and observations in form of measurements from experiments or a chain of events, telephone interviews or hall tests where a person can immediately try a product or concept and the answers are based on the person's immediate interactive experience. (Denscombe 2010, 327-329, 341-343, 359, 367-375, 386-393)

When analysing quantitative data in form of numbers, it is important to be aware of what type of data is used to understand the possibilities and limitations that are associated with specific types of numeric data, because this can directly affect the conclusions that can be drawn from the data. It is important to try to see if there are any similarities, connections or differences between two or more data sets, and then to check if the results have only been a coincidence or if they have a real connection to each other, and how strong the possible connection is. The researcher should also check the differences between the variables, if one variable has caused another one and dependent the variables are on each other. Data is usually represented in forms of tables or charts to convey the results in a short and concise manner. Analysing this type of material can be difficult, and when making the tables or charts it is important not to manipulate scales by exaggerating or belittling the importance of differences that occur and in that way mislead or give wrong information to others. (Denscombe 2010, 327-329, 341-343, 359, 367-375, 386-393; Dipstickresearch 2011; Jyskanalyse 2011)

When gathering data it is important to think about how to measure what is wanted and needed to measure in the best possible way and how to trust the data which has been gathered to be as fair and honest as possible. The data collection method affects the reliability of the research, it is important to understand that the method chosen should be applicable and solve the research problems in the best possible way. The data collection method also affects the validity of the research since all the methods are selective and some information is bound to fall off when selecting the most important answers that affect the conclusion. (Jacobsen 2006, 159)

In this research quantitative method will be used to collect the data and information. Moreover, it were also considered and compared with qualitative method in order to

make the comparison between those two methods. The most useful data will be chosen for findings. Base on the research method strategy, it is not about the amount of population, but about the quality of interviews and respondents.

In a research it is essential to have a population and sample clearly defined. The “population” in statistics contains all members of a defined group that researchers are studying or collecting information on for data driven decisions. Sample is a part of the population. (Carroll 2012). It is a segment of the population which represent the population as a whole. (Kotler, Armstrong, Wong, Saunders 2008, 343).

The studied topic in this research was Vietnamese immigrant entrepreneurship in Finland so one hundred percentage of research population is Vietnamese who currently living in Finland.

As mentioned in above chapter, there was almost 3500 Vietnamese people who was living in Finland back to 2012, the latest number has not been updated but the writer strongly believe it’s way more than 3500 now. Back to the research, due to the difficulty of finding as many as possible Vietnamese people who is running their own business, as the target population size is not that big the writer has considered that the sample in this research should be 5 percentage of the total population in 2012 – around 15 people will be chosen and invited for research interview. Due to the personal network that the writer has created through years living in Finland, the response rate of the research was almost achieved 100 percentage.

4.3 Quantitative Data Collection Process

Surveys utilise questionnaires or interview techniques for recording the verbal behaviour of respondents. It is effective to obtain opinions, attitudes, and descriptions, and to cause-and-effect relationships. (Ghauri & Grønhaug 2005, 124)

Normally, there are two types of surveys: analytic survey and descriptive survey. Analytic survey allows researchers to test a theory by talking the logic into the field (e.g., understand the relationship between accounting control systems and business strategy).

Thus, emphasis is put onto independent, dependent, and extraneous variables. Meanwhile, descriptive survey identifies the phenomena whose variance researchers want to describe. It concerns with particular characteristics of a specific population of subjects. In business studies, descriptive survey is usually used to understand opinions and behaviour of employees within an organisation regarding to motivation, job satisfaction, and grievances. (Ghuri & Grønhaug 2005, 126).

Questionnaires will be created by Webropol. Webropol is an online survey and analysis software. (Webropol 2013) Thus, it will help with the coding and analysing. Another option is SPSS (Statistical Package for the Social Sciences), which is a computer application that provides statistical analysis of data. (Flinders 2013).

Through the Webropol tool which was one of the best analysing tool that the writer have ever known, all the data collected from questionnaires were manual filled into Webropol. However, due to relatively number of responses, the writer could only describe very limited statistic that motivated, challenged Vietnamese immigrant entrepreneur. In addition, in this case of research, the quantitative data used as addition and back up to the qualitative data.

5 Data analysis and Findings

5.1 Introduction

As the result of qualitative method applied, 15 Vietnamese immigrant entrepreneurs were interviewed. The writer had interviewed directly face to face 15 people, who was qualified for two strict conditions: Vietnamese immigrant and is running his/her own business at the moment interviewed. Inside 15 people interviewed, with rather equal gender proportion, 51 percentage (eight people) for male and 49 percentage (7 people) for female. As for the age distribution, due to the Vietnamese generation which the writer mentioned above, more than half of the total qualified people are middle aged from 35 to 60. Furthermore, there is only one young participant who is under 30. In term of personnel's job position, more than 60 per cent of the total qualified people is running service business, for example small size company, restaurant, bar and club.

Eight businesses were purchased, five were found and two branches of larger enterprises

About the business ideas, those ideas were planned for a long time but due to financial problem, most of the business owner said they had to work as employee for other restaurant, company or factory in order to save money to build their own business later. Mr Hung, owner of a bicycle shop in Porvoo city said: "I have worked for one famous bicycle brand for over 10 years, before achieving the dream to have my own bicycle shop". Or Mr Minh, owner of a brand new restaurant who used to work almost 5 years in a steel factory, before becoming a restaurant owner. One surprisingly fact that the writer had pointed out through so many visiting trip to Vietnamese local business places, most of business owner is hiring their own family member occasionally working and helping them in the business. For interesting fact, two of business owner were running business in both Vietnam and Finland, while some other used to have previous business experience in Vietnam before, but then came to Finland and somehow opened the same business. Noticeably, only one out of 15 participants were holding Bachelor's degree, 14 left only had vocational training. For language, all of them were able to communicate in both Vietnamese and Finnish, but only half of them can speak English. In addition, due to the point that the writer only chose big cities in Finland to find the participant, all of the interviewed business located in big cities such as Helsinki, Tampere, Turku, Espoo, only an exception for small city Porvoo, where the writer were living.

5.2 Motivations

As mentioned in research problem chapter, there are so many challenges and opportunities for Vietnamese immigrant entrepreneur in Finland. Throughout the interview and questionnaires, there were so many challenges as well as opportunities need to be discussed and analysed in detail further.

Through the interview, the researcher figured out there were so many reasons for setting and building up a business from Vietnamese immigrant.

First, due to different of education system in Vietnam and Finland, Vietnamese immigrant in Finland found it difficult to seek for suitable employment opportunities. Most of the participant included this issue when the interview took place. Based on Statistic Finland 2010, the comparison of the unemployment rate between Vietnamese immigrant and Finnish labor force was a big gap, recorded at 27% compared to only 10%. Those percentage showed that it was very difficult back then to get a properly job in Finland. Alongside with level of education issue, opening the own company is the only way for Vietnamese immigrant to involve in business.

Still, there were 14 out of 15 participants said they used to work in Finnish company in the past, the average salary and income also mentioned. However, considering to the job, working condition and environment, most of participants said they were paid very low - under the standard salary per hour, limited chance to promotion, and racial discrimination in the workplace. In addition, lack of Finnish language skills combined to lower education level, lack of reference cost Vietnamese immigrant opportunity to get a properly career in labor market. All 15 of 15 participants mentioned that they all came to vocational training school in their town and city thanks to the advice of city government, starting to learn the language as well as some kind of training jobs for beginner. As can be seen in interview result, the most important factor to involve into business in Finland must be language skills. The level of language proficiency needed usually depends on the type of the job seeking. About starting point, most of participant said they used to do basic job such as cleaning, newspaper deliver, waiter or bicycle repairer because those type of job do not require a lot of language skills. Through the timeline, they improved their Finnish language as well as adapted to Finnish culture.

Besides those internal factor affect Vietnamese immigrant found it difficult to get a properly job in Finland, the researcher also mentioned about external factor. As can be read above back to 2010 the rate of unemployment in Finnish labor market recorded at 10%. It showed that the labor market in this country is very competitive evens for Finns who had native language spoken and high education background. More and more harder to Vietnamese immigrant for competing and it took a lot of efforts and

time to learn a whole new kind of language in not so young age, alongside with low education and starting point, most Vietnamese immigrant had given up to learn and accepted to do those type of works listed above or even they just stayed at home to receive monthly income support from government. In addition due to these reasons, Vietnamese immigrant were forced to seek for other alternatives rather than being an employee, so become entrepreneur was one visible and reasonable option.

Second, several of participants strongly pointed out that motivated them to start their own business. For example, based on the increasing of people who use bicycle in the summer in Finland, one of participant, Mr Hung had decided to open his own bicycle shop not only for product sale but also for repairing bicycle with lower price comparing to other bicycle shop in town, he had made a lot of loyal customer and wide network in both Vietnamese and Finns community. For another example, noticing the number of Asian residents in Finland increased, one participant opened the first Asian retail food store in Helsinki city over 20 years ago. Her business has been growing till now and it is the most well know Asian market in entire Finland.

5.3 Challenges

A lot of challenges were slightly mentioned above, so in this chapter, the researcher would describe deeply in detail.

Language

Finnish language was described as one of the most difficult language in the world and it was a crucial barrier to Vietnamese entrepreneur in the first place. Most of interviewees pointed out that when run business, they were able to communicate in three language which are Vietnamese, and a little bit of English and Finnish. Although they can speak Finnish and do businesses with customer though conversation as well as body language through conversation, 100 percentage of them had trouble when they had to read and write Finnish official paperwork. Due to this problem, the process of work mostly cost more time than usual and affect a lot to their businesses.

Finance

Due to the different in culture between Vietnam and Finland, it was clear that Vietnamese back in the past did not like the idea of borrowing money from banks to invest into their business. In fact, most of Vietnamese saw themselves confusing with the term and regulation of loan credit from banks. In addition, lack of credit understanding as well as credit used history, combined with interest rate are the main reason for Vietnamese immigrant's awareness.

Competition

There were two types of competition in business market. First it was native business from Finns which had uncountable advantages compared to the same type of business run by Vietnamese, those advantages can be listed as: legal term, culture, social network, good relations with customer as well as government. In addition, Finns customer tended to use the native businesses for long time even with higher price compared Vietnamese's. Second, Vietnamese immigrant entrepreneur had to compete with each other or with other Asia country (China, Thailand) in the same field of business, especially in restaurant area of business.

Social network and trusting issue

Vietnamese entrepreneur have experienced a lot of disadvantages but the hardest one from their choice was social network. Lack of cultural knowledge and language, lack of network of friend, family and relation with government cost a lot of business opportunity. When a person first do every single type of business, the first target customer always are family, friend and people who he or she have already known. The interview content showed that almost every participant have experience doubt and untrusted feeling from their customers. In addition, the way for building trust took a lot of time and effort and Vietnamese entrepreneur had to accept it. Moreover, they need to build it slowly with quality of service and business alongside with increasing social network. Starting with small network then expanding it time by time. For example, the network could be smaller such as Vietnamese community, entrepreneurship association, personal contact, etc...

Lack of information and knowledge

Only 3 interview participants used to research and study about support instruction for entrepreneur before doing their businesses. In fact, most of Vietnamese entrepreneurs

have limited knowledge of their rights and responsibilities when doing business in Finland. For example, most of Vietnamese entrepreneur interviewees did not bother to ask or even did not know they were able to ask assistance and support from the government for their businesses.

Business skills

100 percentage of participant agreed that they were/used lack of business skills. Comparing to Finns, they had been taught about business since university time, Vietnamese immigrant were limited to learn about it so they also noted that it was very helpful when they received knowledge and information at vocational training school in Finland.

5.4 Quantitative results

As mentioned on previous chapter, quantitative method was applied in this thesis research so in this chapter, the writer would like to present all the results collected through this method.

A total of 63 respondents participated in the questionnaire, 38 male (60.3%) and 25 female (39.6%) entrepreneurs.

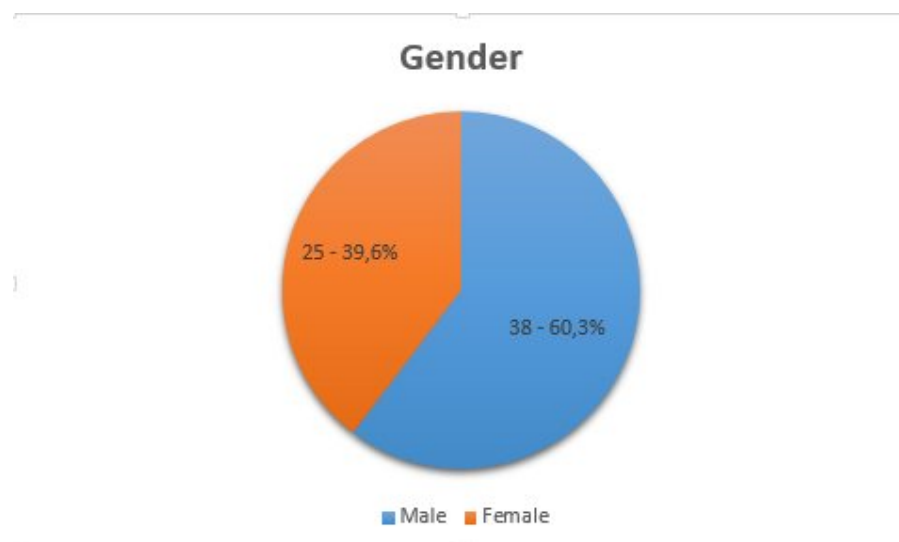


Chart 1: Gender of respondents

The age rank of respondent from 25 to 66 years old. For detail distribution of age, as can be seen in the graph below.

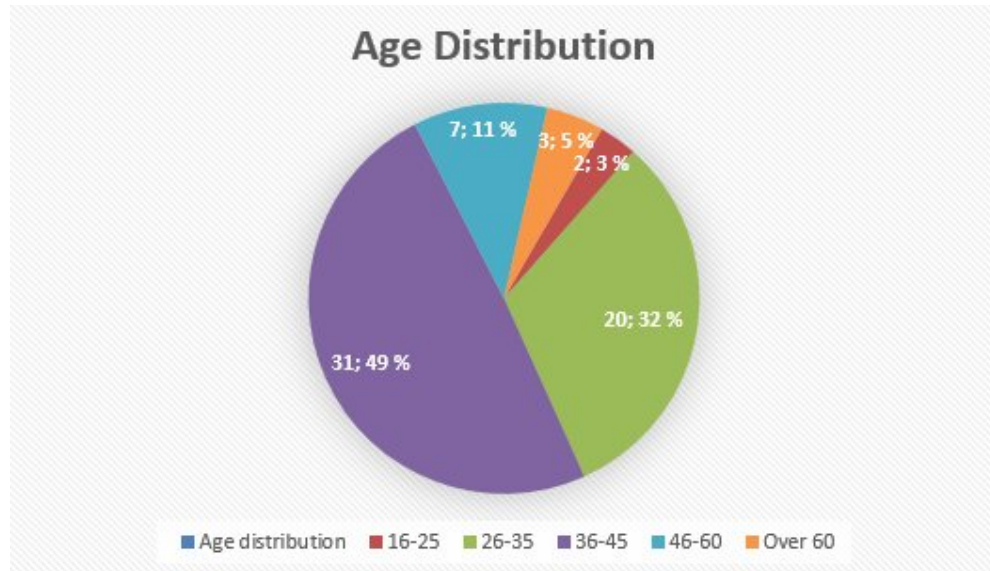


Chart 2: The age distribution of respondents

The age of respondents range between 24 to 66 years old. For the age distribution in detail, the 36-45 age group involved 31 respondents (49%) following by 20 respondents (20%) from 26-35 age group. The age group from 46-60 years old got 11 participants (11%) and 5% from over 60 years old age group. The least of all was 16-15 age group which accounted for only 3%, only 2 of the total respondents. Specially, only one participant was born in Finland, the rest was born in Vietnam then moved to Finland since 1975.

Moving to participants' years living in Finland



Chart 3: Year living in Finland of respondents

Among 63 respondents, 2 of them just lived in Finland under 10 years (3%), 14 participants have been living from 11 to 20 years, following by 17 participants from 21 to 30 years. Biggest number gone to over 30 years with 29 participants. Lastly, only 1 have been living over 40 years in this country.

About citizenship, 28 answers said Finnish and 20 answers said Vietnamese. In fact, there are 12 of 63 participants who is having both Finnish and Vietnamese citizenship. Only 3 participants have other citizenship, however they did not mention in the questionnaire.

Educationally, 100% of the respondents have completed secondary school level. Specific, 46% had Bachelor degree and 21% had college degree. 27% completed high school only while the 6% left equally divided to master degree and others.

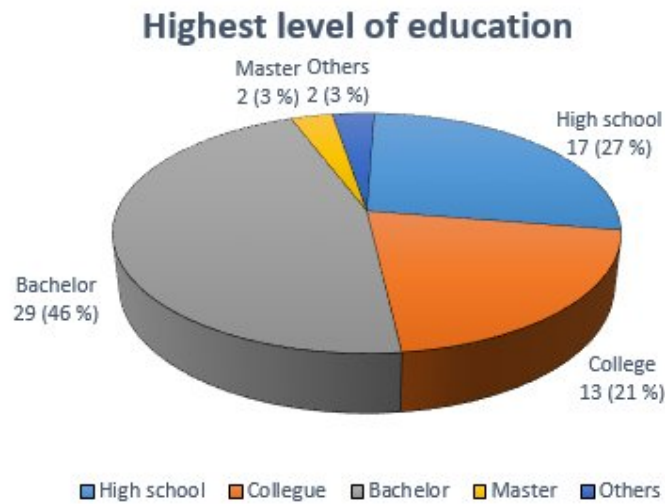


Chart 4: Highest education level of respondents

Back to the language, the low percentage belonged to beginner level and native level, which had 3% and 2%. The other three levels which are intermediate, advance and fluent had almost equally percentage with 30%, 32% and 33%.



Chart 5: Finnish language level of respondents

Among 63 respondents, 71.4% are currently entrepreneurs and running their own business at the moment, while 28.6% said they used to be entrepreneurs in the past but

not now. Most of the business sector came to services business such as translation, hotel, restaurant, bar, club, pub and transportation as well. Most of respondents are using their family members as business personnel, however there were a few entrepreneurs only hired Finns and other nationalities as their employees. The chart below showed the number of personnel based on the questionnaire result:

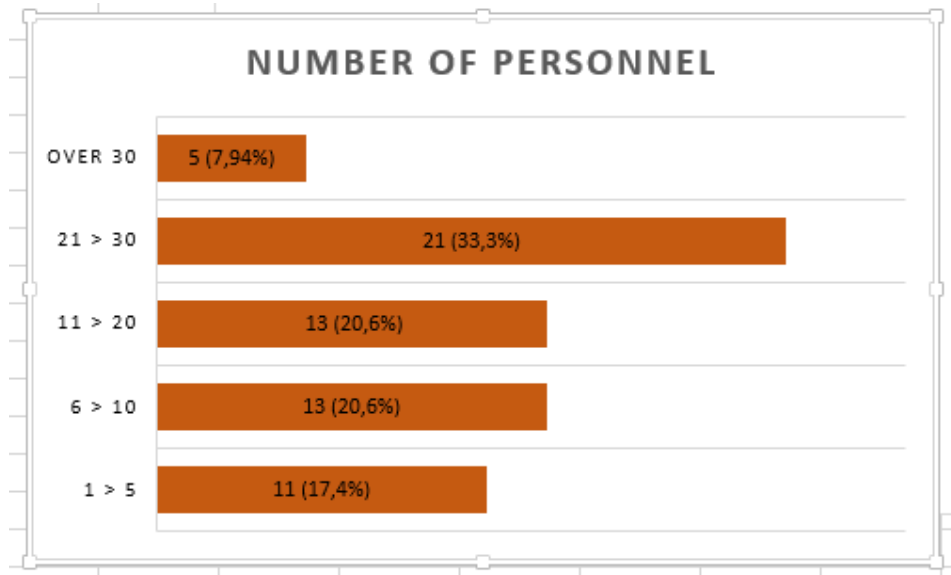


Chart 6: Number of personnel in participants' businesses

As mentioned earlier, almost 90% business operated in the service or retail that why there were only a few respondent's businesses had more than 30 employees (7.94%). Back to other range of personnel number, the highest gone for group 11 > 20 employees which had over 33.3%. Following by 20.6% from both 6 > 10 and 11 > 20 group. The last one was 17.4% of 1 > 5 group.

Chart 7: Motivations to become entrepreneur



This question in questionnaire asked respondents to score point scale from 1 to 5 (1 means strongly disagree and 5 means strongly agreed). As can be seen in the chart above, the most motivation factors effected respondents to become an entrepreneur were: Lack of well-paying job with highest point scored 4.78. The next three in order were to improve business skills (4.50), to support family (4.25) and to build the own career (4.15). The illustrated that these factors are the most influential trigger that have motivated Vietnamese immigrant to start their own business in Finland. The least score came to challenging themselves and to learn more about business with under 3 point scored. In conclusion, the result of chart 7 showed that Vietnamese immigrant entrepreneur in Finland have been highly motivated into entrepreneurship by a lot of factors but mainly reasons were for stable income and career improvement.

Alongside with motivations to become entrepreneur in Finland, the writer would like to mention challenges part as well to provide the multidimensional view for the readers.

Chart 8: Challenges when become entrepreneur in Finland



The result for challenge factors as can be seen, almost every factors was scored over 4 point from respondents which mean they used or they are having a lot of problems while doing business in Finland. The highest score belonged to lack of culture and tradition knowledge (4.89) following by lack of social relation (4.78) and lack of business experience in Finland (4.77). The results showed that being unfamiliar with Finland business was disadvantage a lot to Vietnamese immigrant entrepreneurs.

The lowest scored came from taxation system, which means Vietnamese immigrant entrepreneur considered this factors less burden compared to the other, mainly because this problem could be improved by government' support and themselves study and research.

In conclusion, all the high scored (over 4) showed to the reader a clear point of view that doing business in Finland for Vietnamese immigrant was very difficult for every single entrepreneur.

6 Conclusions and Recommendations

Based on the findings and analysis from previous chapter, it is now possible to reflect back the significance of the factors effected for Vietnamese immigrant entrepreneur in Finland.

6.1 Conclusions

To summarize, using both qualitative (interview face to face) and quantitative (online and handed questionnaire) provided a comprehensive view about the motivations and challenges factors that every single Vietnamese immigrant entrepreneur has to deal with when they do business in Finland. This research is not only about the number or reliable figure but it based on the real experience that the participants had and they agreed to share with the writer. To conclude, the research indicated 3 big findings:

First, it is all about business sector, due to may reason which mentioned through this research, most of businesses belong to services and retail field.

Second, the main challenges to Vietnamese immigrant was lack of language skills, lack of knowledge of culture and traditional as well as social network, business experience and skills.

Last, although there are so many challenges that Vietnamese immigrants have to deal with, they are still very positive for being entrepreneur in Finland. Coming from a developing country Vietnam to live in one of the best country in the world Finland with so many benefits from education, security, health system, support from government, Vietnamese immigrants themselves feel it's about time they have to stand up and contribute more and more not only for themselves but also for Finland's business development.

In conclusion, it was a pleasure to the thesis researcher for many chances to meet, to talk and discuss with fellow Vietnamese who is living all around Finland. Many of them are very interested in this thesis topic for its practical use as guideline for anyone who want to become entrepreneur in future

6.2 Recommendations

Based on the research, most of the challenges to Vietnamese immigrant entrepreneurship are related to Finnish language skills. For every Vietnamese who want to be entrepreneur, they should have note that Finnish language is the first and foremost barrier through their business career in Finland. Lack of Finnish language skills will cost Vietnamese entrepreneur a lot business opportunities at the moment and in the near future. In addition, lack of Finnish language will take away entrepreneur' chance to build their own network, miss understanding communication as well as limited access to bank loan, mistrust from Finns community, etc...

Further, before doing any business, Vietnamese immigrant should have research their rights and their responsibilities when they become entrepreneur in Finland. They should take advantages of various free consulting services provided by local government. Also Vietnamese immigrant should go and meet with fellow Vietnamese people who used to do or is running business for experience and advice.

In conclusion, even there are many challenges that effected to Vietnamese immigrant, however those challenges are able to overcome if they are serious about business and have enough motivations. Last but not least, Finland is a country with stable economic that has been certificated through the timeline, the market here is reliable and equally to everybody. Moreover, Finns government fulfil their responsibilities to support everyone who want to do business in their country so it's a huge difference comparing to Vietnamese government business system at the moment.

6.3 Recommendation for further research

Due to the limited time and ability of the writer, the thesis content is limited to the motivations and challenges of Vietnamese immigrant entrepreneur in Finland with not a high number of interview participant as well as respondent from questionnaire. In detail, the writer really hope the further research could develop this topic research to become a practical guideline step by step will all the needed information not only for

Vietnamese immigrant but also for other nationality immigrant who want to become entrepreneur in Finland.

Bibliography

Academiaedu. (2013). A critical review of research on immigrant entrepreneurship.
URL:http://www.academia.edu/959020/Outsiders_business_a_critical_review_of_research_on_immigrant_entrepreneurship. Quoted: 03/04/2015.

Businessdictionary (2013). Definition and meaning of entrepreneurship.
URL:<http://www.businessdictionary.com/definition/entrepreneurship.html>. Quoted: 03/04/2015.

Butler & Greene. (1997). Generation of immigrant.
URL:<http://www.ssc.wisc.edu/~oliver/soc220/Lectures220/General/ImmigrationSlides.pdf>. Quoted: 03/04/2015.

Cavanagh P. R. 28.04.2007. Objectives to Methods. Research Problems and Questions. Humanities Office of Research and Graduate Studies, Curtin University
Website. URL:[http://hgso.curtin.edu.au/downloads/From%20Objectives%20to%20Methods%20\(c\)%20Research%20problem%20and%20questions.pdf](http://hgso.curtin.edu.au/downloads/From%20Objectives%20to%20Methods%20(c)%20Research%20problem%20and%20questions.pdf). Quoted 03.04.2015

Creswell, J. 2003. Research Design: Qualitative, Quantitative, and mixed method approaches. 2nd edition. Sage Publication, Inc. United States of America.

Creswell, J.W. (1994). Research Design: Qualitative and Quantitative Approaches. Sage Publications: Thousand Oaks, CA.

Denscombe (2010). Quantitative data gathering and analysis.

URL:<http://www.slideshare.net/MarkHopewell/quantitative-data-data-gathering-and-analysis-final>. Quoted: 03/04/2015.

Dipstickresearch (2011). The concept of quantitative method.

Dr Evariste Habiyakare (2010). Immigrant entrepreneurship and integration process in Finland. URL:<http://codewit.info/workshop/immigrant-entrepreneurship-and-integration-process-in-finland.pdf>. Quoted: 03/04/2015.

Factfish (2013). Net immigration rate. URL:<http://www.factfish.com/statistic-country/finland/net%20migration%20rate>. Quoted: 03/04/2015.

Ghauri, P & Grønhaug, K. 2005. Research Methods in Business Studies – A Practical Guide. 3rd edition. Pearson Education Limited. England

Indexmundi (2013). Net immigration rate.
URL:<http://www.indexmundi.com/g/r.aspx?c=fi&v=27>. Quoted: 03/04/2015.

Jack Pinkowski (2009). Challenges and promises for immigrant entrepreneurship in Finland.
URL:https://www.dublincity.ie/sites/default/files/content//Planning/EconomicDevelopment/Documents/Final_Report.pdf. Quoted: 03/04/2015.

Jacobsen (2006). Quantitative research.
URL:http://paulajsawyer.weebly.com/uploads/2/3/5/4/23543688/quantitative_study.pdf. Quoted: 03/04/2015.

Jan Rath (2006). Immigrant entrepreneurship: Creating new opportunities.
URL:http://www.un.org/esa/population/migration/turin/Turin_Statements/RATH.pdf. Quoted: 03/04/2015.

Joseph Schumpeter (2009). Theory of entrepreneurship. URL:<http://www.lib.hit-u.ac.jp/service/tenji/amjas/Swedberg.pdf>. Quoted: 30/04/2015.

Jyotsna (2013). Small business and entrepreneurship. 2nd edition.

Keith McFarland. Introduction to entrepreneurship.

URL:<https://quizlet.com/65557879/introduction-to-entrepreneurship-flash-cards>.

Quoted: 03/04/2015.

Maxwell, J. (2012). Qualitative research design: an interactive approach. 3rd ed. SAGE Publication, Inc.

Norman M. Scarborough (2005). Essentials of entrepreneurship and small business management.

URL:http://www.occc.edu/gholland/EP1/Combined_Essentials_Entr.pdf. Quoted:

03/04/2015.

Perve Ghauri. (2005). The concept of interview.

Peter Drucker (2006). Innovation and Entrepreneurship

Publishyourartibles (2013). The different between entrepreneur and entrepreneurship.

URL:<http://www.publishyourarticles.net/eng/articles/what-is-the-difference-between-entrepreneur-and-entrepreneurship.html>. Quoted: 03/04/2015.

Sscwiscedu (2013). Generation of immigrant.

URL:<http://www.ssc.wisc.edu/~oliver/soc220/Lectures220/General/ImmigrationSlides.pdf>. Quoted: 03/04/2015.

Stat. Immigration clear up immigrant.

URL:http://www.stat.fi/til/muutl/2011/muutl_2011_2012-04-27_tie_001_en.html.

Quoted: 03/04/2015

Tata McGraw (2009). Entrepreneurship Development

Tilastokeskus (2013). Immigration clear up immigrant.

URL:http://www.tilastokeskus.fi/til/muutl/2012/muutl_2012_2013-04-26_tie_001_en.html. Quoted: 03/04/2015. Quoted: 03/04/2015

Urbanfact. (2013). Statistic year book. URL:<http://www.hel.fi/www/tieke/en>.

Quoted: 03/04/2015.

Wikipedia (2013). Research method design. URK:

URL:http://en.wikipedia.org/wiki/Research_question. Quoted 03.04.2015

Attachment 1: Interview questions

1. Where was the business idea come from?
2. What are the motivations to become entrepreneur in Finland?
3. What are the challenges when becoming immigrant entrepreneur in Finland?
How to overcome?
4. How did you find information to support your business?
5. Did you have any support from the Finnish Government for immigrant entrepreneurship?
6. How do you think about the current performance and opportunity in the future for Vietnamese immigrant entrepreneurship in Finland?

Attachment 2: Questionnaires

1. Gender: Male Female
2. Age: 16-25 26-35 36-45 46-60 Over 60
3. Highest education:
4. High school Bachelor Master Other_____
5. Finnish language: Native Fluent Advance Intermediate
 Beginner
6. Citizenship:
 Finnish Vietnamese Both Other_____
7. In which country were you born: Finland Vietnam Other
(specify).....

8. Years living in Finland: _____years.

9. Business sector:

- Hotel, restaurant Company Educational Retailer
- Transportation Translation Construction IT
- Other (specify).....

10. Number of employee:

- 1 > 5 6 > 11 11 > 20 >20

11. Business located: _____

12. Which factors in the list below have effected your motivation to become immigrant entrepreneur?

(Scale from 1 to 5: 1=strongly disagree, 5=strongly agree)

	Strongly disagree 1	2	3	4	Strongly agree 5
To earn personal income					
To support family					
To be the business owner					
Build your own career					
To gain experience					
To learn more about business					
To Improve business skills					
To challenging myself					
To achieve dream, succeed					
Lack of well-paying job					
Talent, passion					

13. Which the factors in the list below have challenged your business performance?

(Scale from 1 to 5: 1=strongly disagree, 5=strongly agree)

	Strongly disagree 1	2	3	4	Strongly agree 5
Lack of income					
Lack of investment					
Lack of government support					
Lack of business skills					
Lack of experience					
Lack of Finnish language skills					
Lack of culture & tradition knowledge					
Lack of social relation					
High operation income					
Unfamiliar taxation system					
High competition					
Employee's quality					
Employee's salary					
Bank loan					
Discrimination because immigrant status					
Potential customer					

