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| Title: | Business plan for Gourmet Food Truck in Helsinki |
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| Commissioned by: | |
| <p>Abstract:</p> <p>This thesis work is about food truck and food truck industry in Finland. In Finland, Culinary scenes are booming and growing but, the food truck concept is new to Finland. Food truck industry is very young and currently, there is a hype for food truck and people are admiring new cuisines.</p> <p>Author himself is working as a cook. And he is passionate about food and restaurant industry. The main purpose of the thesis was to explore more about food truck industry in Finland and create the business plan for food truck. There wasn't sufficient information regarding Finnish food truck industry. So, author has used qualitative method for the research. Therefore, three food truck entrepreneur, one banking advisor and one sales agent was interviewed. The literature review and research is mainly based on two book, document published by Finnish Enterprise Agencies, articles, journals and other electronic sources. Whereas, major focus is on elements of business plan.</p> <p>Business plan created by authors regarding food truck can be used in real life. It can be a guiding document for reader and entrepreneurs who are interested in food truck industry. Business plan covers the information regarding food culture and food truck industry, competition, customers, business strategy, marketing plan, operational plan, financial plan, and sources of investments in Finland.</p> | |
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