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**OPERATING A SMALL BUSINESS IN FINLAND**

**Case study E-bazaar Pietarsaari**

**Thesis**

**CENTRIA UNIVERSITY OF APPLIED SCIENCES**

**International Business**

**October 2017**

## ABSTRACT

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<b>Degree programme</b> Degree program in international business		
<b>Name of thesis</b> OPERATING A SMALL BUSINESS IN FINLAND. Case study, E-bazaar Pietarsaari		
<b>Instructor</b> Riaz Hawlader, E-bazaar, Pietarsaari.		Pages 42+ 2
<b>Supervisor</b> Sara Åhman		
<p>This report was done to explore the opportunities and possibilities and process of starting an Asian food store in Finland. This report highlights the importance of Asian grocery store in Finland for immigrants especially from Asia and Africa. This thesis helps to understand the current situation of the market. It also gives an idea about customers' point of view regarding with the Asian grocery store and a market of Finland. The case study of this thesis is E-bazaar that is a grocery store situated in Pietarsaari. This report also explores the opportunities, threats and strengths of E-bazaar. The commissioner of thesis is Mr. Riaz Hawlader, who is co-founder and co-partner of E-bazaar.</p> <p>Establishing an Asian Grocery market in Finland is not easy task. SWOT analysis of market and understanding of 4P's of marketing mix are essential for business. To complete this thesis qualitative research method was used that includes six interviews. The theoretical part of this thesis includes books, magazines, blogs, websites, publications and other internet resources whereas empirical part consists of semi structured interview. This Final thesis has a potential to enhance author's knowledge about the business and provide helpful information to those people who are interested in establishing a business in Finland with the similar subject involved in this thesis.</p> <p>Overall, this thesis will help to make clear vision to all new entrepreneurs about establishing an Asian food business. This thesis also gives a general information about Finland and its current market. The result of this thesis shows that even though Finland is small market there are huge opportunities for a small entrepreneur who wants to start their own business.</p>		

### Key words

Asian food market, entrepreneur, Finland, food market, grocery store

## ABSTRACT

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## **ABBREVIATIONS**

4Ps	Price, Place, Promotion and Product
CAGR	Compound Annual Growth Rate
EU	European Union
VAT	Value Added Tax
SWOT	Strength, Weakness, Opportunity and Threat
EEIG	European Economic Interest Grouping
BIS	Finnish business Information System
€	Euro

## 1 INTRODUCTION

Generally, there are many successful businesses that have started their business idea with very limited budget. Their start-up was difficult but now they have good business feedback so, there is no capital restriction to establishing a business. An entrepreneur needs to observe interest of market and the investors who have capacity to go with business plan. This thesis will try to provide an outlook to the entrepreneurs about entrepreneurship in Finland and its obligations.

The aim of this thesis is to provide a guideline to entrepreneurs. If someone is interested to establish a business in an international market, then they should have knowledge about product they want to sell and its target market. Developing a business idea is very challenging task, business idea should be very clear and positive. Business plan should explain about product, its target market, and how it is going to generate the revenue. It should motivate investors to invest in it. The objective of this thesis is to highlight different possibilities of making Asian food market to work out though it takes time to understand the different policies of doing Business here. It explains the challenges and benefits of doing business in Finland.

The theoretical part of this thesis is related to understanding the importance or the value of Asian food market. The theoretical part is structured in five chapters. Chapter two describes about business plan and its process in Finland and elements. Gradually, chapter three represents the role of entrepreneur for foundation of any business. The chapter has potential to inform people about the importance of developing leading capacity, self-discipline, confidence that makes them capable to run any business. Chapter four presents general analysis of Finland and market, this chapter presents general info related to Finland which focused on immigration, economic importance and demand of Asian food. Chapter five is about 4ps of marketing mix. It represents different elements of marketing of products and business. Study of 4ps of marketing mix helps entrepreneur to understand why and how to use different variables to meet customer satisfaction.

This thesis will try to figure out the possibilities and potentiality for new entrepreneur who wants to establish similar kind of business as E-bazaar. This thesis will also try to find out information about E-bazaar through its customer's point of view. E-bazaar has been doing a very good business within its short period of establishment. As the commissioner, I have chosen Mr. Riaz Hawlader who is one of the co-founders and an active partner of E-bazaar in Pietarsaari. He came to Finland in 2013 January as a

student of Centria University of Applied Sciences. He studied tourism and hospitality management. During his study period Riaz was also working as part time worker in Fresh Servant Oy. In 2014 Riaz and his friends started an online business which later became grocery store as E-bazaar. Author is thankful for all his kind support during the thesis writing.

Asian grocery store in Finland is quite different than regular Finnish grocery store. Most of these kinds of stores are operated by immigrants and they are specially targeted for the immigrants as well as local people who like Asian cuisine and spices. These stores supply varieties of food and spices which are not available in other local stores and these products are mostly manufactured in Asia. The main reason behind operating such a store is to provide service for people who don't find such products in regular Finnish supermarkets. Even though the main target market of such stores are Asian and African people, it seems that the people of western culture are also interested to try new taste of food and spices. The number of immigrants in Finland is growing and people are always ready to experiment with new tastes and flavor. Thus, the market of Asian food stores is also growing and creating new opportunities for small entrepreneur and helping Finnish economy in a micro level.

The research part of thesis is done with qualitative research. It includes interviewing six people from different cultural and international backgrounds. There are altogether twenty questions that are asked from interviewees. The questioning will be related to different issues such as business, product and services. The interview questions are divided into three sectors. This thesis includes different business descriptions or covers different aspects related to SWOT analysis, 4Ps of marketing, concepts of business, products, missions, services, marketing strategic, VAT and business formalities. Eventually, all this information will boost an entrepreneur to think about doing business in Finland and helps to make a business plan.

## **2 BUSINESS PLAN AND PROCESS IN FINLAND**

This is all about having or creating an awareness related to business plan in the concept of protecting or managing any risk before establishing a business or after it. Though it is not hundred percent sure that how any business plan works but it is much easier to take steps in business if an entrepreneur has any business plan including the knowledge of business laws or the business process in Finland. Here, it includes business policies or laws, resource management and these all different explanation has potential to help to know all the necessary things that can create a confidence among those who are planning for a business.

This thesis will help to understand about Finland, that offers many opportunities for those hard worker and devoted forces. Before doing a business in Finland one should must know some facts of Finland as a country. And it is also important to have information about any market or place before planning for starting a business. Having an information about the rules and regulation for different taxes, issues related to work permit and immigration, credit services, registration process etc., are the necessary things to start a business. Entrepreneur should always have the knowledge about social, cultural, economic factor, people's behavior, fashion and taste, environmental and political aspects of the country. Better planning and its implementation is necessary for any successfully business. To operate business in Finland requires permit and license. There is no restriction or need of special license for foreign companies and individuals to buy land, mortgages and securities. (Scandicorp 2017.)

### **2.1 Identification of business opportunities**

Here the author has explained about the identification of business opportunities that explains about the concepts of business possibilities which helps an entrepreneur to find the possibilities of his market in Finland. The main idea of it is to make familiar about the basic concept of identifying the market potential for business. It is important to understand market value and the concept of products idea for the success of any business.

The term 'opportunities' covers a product or a project. Basically, an opportunity identification and correct selection are like corner stones of successful business enterprise. In general sense, opportunity implies a favorable chance to run a business in environment at a given point of time. There are varieties

of sources that helps to generate an idea and convert that idea into opportunities. However, to generate ideas, a person should have focus groups, brainstorming technique and problem inventory analysis technique. The focus group is the selection and formation of people into a group of 6 -12 members from various socio-economic background and are formed to get depth decision related generating new ideas. Brainstorming is a technique that motivate creative thinking in group people. This technique means using brain to storm the issues and problem. Problem inventory analysis that it only focuses on generating ideas with identifying the problems that the products faces. (Sinha 2016.)

A business is an activity of producing goods or services, providing satisfaction to its customers. The purpose behind any business is to make profit. The different functional areas like management, marketing, operating, accounting and financing are responsible for operating business. Every business requires one or more owners, whose primarily role is to invest capital in the business. It is a business owner who gathers all the ideas, polishes it and combines it together with capital and human resources and converts it into a business. Hiring an employee for the company and observing every single activity of the business to reach its goals are the major function of a business owner. Ultimately, achieving the customer satisfaction is the main goal of any business. (Collins 2008, 3-4.)

A product is something that represents market and satisfies needs. There are tons of products available in the market having both tangible and intangible components in it. It means that some product provides both satisfaction, for instance if people buy a laptop, people get not only a laptop (a tangible good) but it also comes with intangible goods, that is warranty for certain period, in which service of repair or replacement is provided if something happens with it (intangible service). This way people get both kind of satisfaction. So, products ideas can be anything from anywhere. People can imagine that how many times they find the product in a market that they could have thought it easily. It is just an idea to understand market value and to come up with an interesting business idea proving different categories of satisfaction. Something that is just an imagination can be workup if one can understand the attention of customers and grab the market opportunity. (Collins 2008, 132.)

In general, idea of concept product is essential for success of business. But it is not necessary that every business ideas will become successful product. Before investing on any idea an investor must understand the industry. Investor should try to figure out the strengths of a product, who could be the target customer, why customer is going to buy this product and how will the get benefit from this product? These should be the main questions behind any business plan. If an entrepreneur cannot come up with this answer that means they do not have potential for concept products. On another side, if entrepreneur

has the answer that means they have the idea for potential products and entrepreneur is ready to move for next step for analysis of market to observe the further development of the products. Success of a business depends upon the satisfaction of a customer. Businesspeople should always ask what customer wants to buy from them rather than what they want to sell? (Collins 2008, 134.)

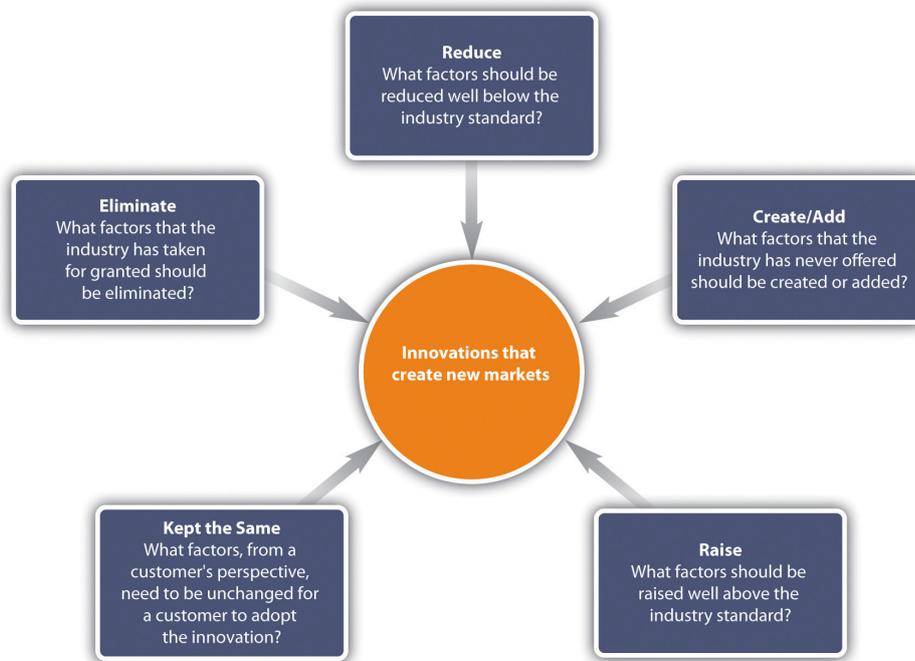


FIGURE 1. Lever that leads to opportunities identification (Adapted from Carpenter & Dunung 2010.)

Figure 1 above shows five different levers of innovation that create new market opportunities. The following figure shows that five different levers are reducing unnecessary factors, creating or adding new factors, raising, maintaining same level and eliminating unnecessary factors.

## 2.2 Trade registration in Finland

After a business plan has been made, an entrepreneur should know about the registration process of a business at Finnish Registration office. An applicant should be filled in some papers for the process of getting a business identification number. An applicant should know that the name of the company should not match any other registered companies in Finland. The trade register will check about, “How the company has been named?”. So, an entrepreneur should be careful while considering the name for

business. After registering a company name an entrepreneur will get rights to that name in Finland. (PRH 2017.)

It is very important to choose a good name as well necessary to have unique name which should not match with another business name that are registered in Finland. Once the business name is registered the right of business exclusively goes to the business. There is certain abbreviation are associated with different kind of enterprises. A private enterprise can use “tmi” or “toiminimi” which is not mandatory. Whereas limited partnership can use “ky”, company can use “oy” and public limited company should use “oyj”. Similarly, general partnership can be identified by “avoin yhtiö” (ay), cooperative can be identified with the term “osuuskunta”. According to the Finnish trade register, registration of all business should be made in Finish trade register to get permit/ license. Registration of business requires certain charge. Registration fees for private enterprise is €110, for limited and general partnership €240, For limited liability company, cooperative, (EEIG) European Economic interest grouping €380 and for online in Finnish business information (BIS) is €330. (Enterprise Agency 2017.)

### **2.3 Act of safety**

Food business entrepreneur should be ensured of their products with systematic checks or in-house control. It is responsibility of a food business entrepreneur for the safety of food. Monitoring the business area is performed by Finnish authorities and their aim behind this is to ensure the safety of food that is why entrepreneur should operate own –check in system. Municipality office where the store is located is responsible to look after licenses and notifications apply for the food business (grocery stores). The acts for Food premises must contact information such as name, domicile and information of entrepreneur contacts, Business ID of entrepreneur or in the absence the entrepreneur social security number, visiting address and the name of the food area, in-house control plan information, estimated commencement of the entrepreneur (operator). Finnish authority may also ask for other clarification for the best handling of notification. (Enterprise Finland 2017.)

To promote food safety Finnish Hygiene card is developed for Food industries. To ensure food safety, the knowledge of food Hygiene is necessary to those who are working in the food industry. The hygiene card is required to those who are involved in handle unpackaged foodstuffs at work and work on food premises for example cafes, institutional kitchens, food shops restaurants and factories producing foodstuffs. (Evira 2016.)

## **2.4 Value added tax (VAT)**

The value-added taxes are those kinds of tax that are imposed only on the sale of taxable goods and services and imports. And the taxes are varying on type of commodity and services. The difference rates of tax are 8 percent and 22 percent. All the sellers who sell goods or services in their business are considered to pay value added tax in Finland only when the seller annual turnover for their business exceeds 8500 euro annual. This will be received by Finnish state. (Surakka 2005.)

The adoption of VAT is something that is required for EU membership countries. Since 2013, Finland has imposed 24 percentage of standard rate of VAT. In Finland zero- rate of VAT is also applied for certain exports deliveries goods. In that case, tax is not payable on sale of goods, but the seller should pay back for some expense incurred VAT on production input purchases. The tax rate is pointed as measured from prices before taxes. (Ministry of Finance 2017.)

## **2.5 Business plan**

A business plan is not meant to be in countable pages' report; it can be planned its extent and meant to be focused to suitable needs and the area. A best business plan is systematical outlining and planning of business and its profitability. Before launching any successful business, business plan performs as the enterprise manual. The key contents of any business plan include business idea, entrepreneur's strength, products and services, customers and markets, practical arrangement, financial statements, and profitability calculations. A business plan is an entrepreneurial tool that helps to keep and perform up-to-date. (Enterprise Finland 2017.)

With a complete business plan an entrepreneur will be capable to analyze the weaknesses and strengths of their business capabilities. Business plan depends upon products and the services that they want to serve in community, concerning their customer needs and desires with making a track of competing with their rival products and their business strategy. An entrepreneur should have idea of organized bookkeeping, monitoring and economic planning. The core of any business plan is the enterprise operating plan, which makes any business thoughts clear and easy to operate. This falls into clear instruction of production tools or workforce, that will be required and create an idea of advertising with using social media or any promotional tools for a business plan (Infopankki 2017.)

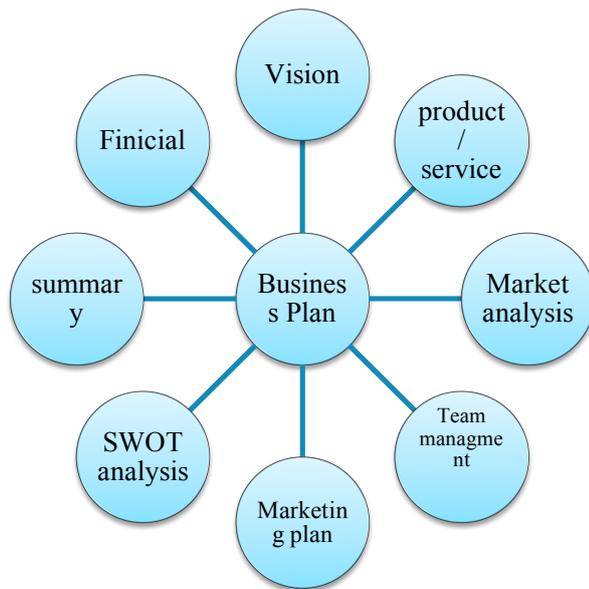


FIGURE 2. Essential components of a business plan (Adapted from Forbes 2017.)

Figure 2 above shows the essential components of business plan. A good business plan is a main framework for any company and it works as a benchmark for entrepreneur to see if they are achieving their goals or not. Creating a good business plan requires sufficient time, work between business partners and mentor and adjustment if needed. Structure of business plan can be varied from one to another. However most of the business plan includes vision, products/service, market analysis, team management, marketing plan, SWOT analysis, financial and summary.

### 3 ENTREPRENEURSHIP

Here, the author has discussed the meaning of entrepreneurship that includes human behavior, actions, language, innovation, personal capacity and many more. The author will define different types of entrepreneur. This thesis will explain about the potential of entrepreneur to make healthy working and what makes a successful entrepreneur? Overall, this will explain about the main foundations that can help for any business success.

An entrepreneur should have the capacity to lead business with their new ideas and processes. Because of this fostering entrepreneurship is an important part of any economic growth for any countries in the world. Economist has said that there are different resources that can go into productivity for any nation either it is in form of land, labor, capital or entrepreneur. A successful entrepreneur needs the strong characteristics of confidence, competence, courage, self-discipline that makes capable of running any business idea. It is more important that an entrepreneur should have the market knowledge of developing a new and marketable idea though. It is not easy to understand but keep in trying can create a big opportunity. In another hand lack of the vision to imagine valuable new products or lack of courage to start the risk can make any business fall into scratch position. An entrepreneur should have capacity of hiring labor, creating business plan, financing, managing risk, providing leadership and management of business plan. (Investopedia 2017.)

Knowledge, information and understanding are the key factors for building any business. The utility of these three factors will determine the possibilities of progress and how to make it possible by whom and where. Today, to generate wealth an entrepreneur should have understanding for the accessibility and work with rich information. An entrepreneur should have the knowledge for creating conditions and sharing it which will fall into uses. That will lead for development and knowledge that converts a source of intellectual assets for customer by providing value. (Thomas 2000, 29.)

The Finnish grocery trade is featured by the formulation of different chains and it is centralization of procurement and logistics. Almost every Nordic country has the same situation; it is impossible to be as efficient as necessary in huge amount in sparsely populated countries without volumes. This insufficient cost efficiency will fall into different issues of increase in prices, decrease in selection options and lack in customer's services and accessibility. Large stores are relatively costlier than the smaller ones. For a past long generation, big stores have played a significant role in Finland market. The big stores which is

30 percent of total stores covers 79 percent of total sales for grocery. However, smaller stores are lot more important and necessary regards of their sales volume. Small stores are working as a local service and employment providers with maintaining the food supply and the habitability of the country. (Finnish Grocery Trade 2014.)

The duties of Grocery Trade are creating selections to meet consumer demand, maintaining the trade service network across the entire country, developing food chain efficiency and productivity, looking after food safety, monitoring the sales of age-restricted products, ensuring food supply and distribution in Finland, ensuring free competition and availability of several purchasing channels, securing employment, and talking environment aspects into consideration in all operations.(Finnish Grocery Trade 2014.)

### **3.1 Creating innovation throughout life cycle**

The foundation for any type of business or for a successful business depends on personal qualities and skills because the requirement for different fields differs in it qualities and skills. So, an entrepreneur should have ability to recognize his/her own strengths and weaknesses. (Enterprise Agency 2017.)

Innovation is the specific tool of entrepreneurs, that means by which they exploit change as an opportunity for a different business or service. It is capable of being presented as a discipline, capable of being learned, capable of being practiced (Drucker 1988). An innovation is not just about having ideas but it is also about recognizing idea because there are many people who do not desire to put ideas or not able to commercialize them. Most of the products brands, services, ideas, processes and technology have similar kind of life cycle that has four different stages of introduction, growth, maturity and decline. The main concept of life cycle of innovation is that business should constantly create innovation just to ensure about replacement before it enters the phase of decline. The replacement might be in products or services. (Lowe & Marriott 2006, 65-76.)

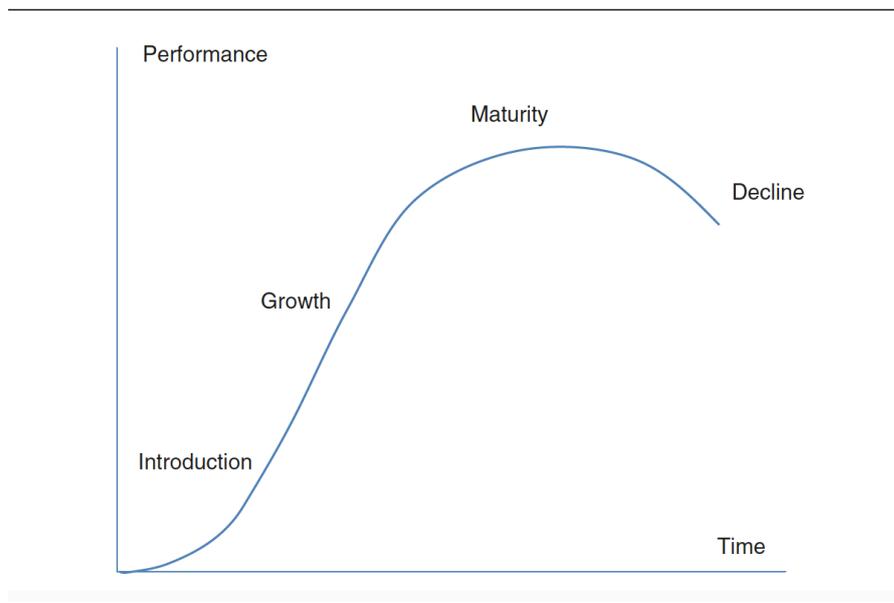


FIGURE 3. The product life cycle (Adapted from Collins 2008.)

Figure 3 above shows the different stages of product life cycle throughout the time. The figure has two sides; horizontal axis shows time and vertical axis shows the performance of the products. The figure shows that a product life cycle has four different phases introduction, growth, maturity and decline.

### 3.2 Forms of Entrepreneurship

There are different options for working as an entrepreneur, one can start entrepreneurship as a self-employed, can be a member of cooperative, can be a partner in entrepreneur, can be temporary or part time entrepreneur. It is just about choosing which entrepreneur you want to be. Among various forms of entrepreneurship, team entrepreneurship is about many people who want to establish business together and now a day it has become common between young people. Young entrepreneur would like to start business together which includes many young experts from different field. In this entrepreneurship, all persons should carry responsibility together and even responsible for success of enterprise together. Part-time entrepreneurship is those who work as part time in an enterprise holding the main job at the same time. An entrepreneur working in a part time basis helps to be sure whether the business will be in profitability or not. This will help to test the business possibilities or the potential understand the possibilities of being full-time entrepreneur. Start-up Entrepreneurship is for startup companies which is newly created and are in first stages of technology with the concept of doing something new or extra.

This type of company is operating with risk financing which has not profited yet. (Enterprise Agency 2017, 13.)

In current situation, there is public debate going in most of the EU countries on the topic of Entrepreneurship and its various forms. The debate mainly pays attention to overall concept of entrepreneurship without considering its specific existing forms as well as emerging new forms, such as one person enterprises or part-time enterprises, self-employed and parallel and serial entrepreneur. One person enterprise or self-enterprises has been the major part of business ideas in EU. However other forms of enterprises are also gathering the attention in debate. The European Union debate upon entrepreneurship and its form has included category of self-employed and single-person enterprise many times, whereas other forms of entrepreneurship are getting less attention. (Eurofound 2011.)

## **4 GENERAL ANALYSIS OF FINLAND AND MARKET**

In this part the author will analyze the demand of south Asian products comparing to other products that normally found in local market in Finland. The author will define why Asian products have scope or potential market in Finland.

### **4.1 General info**

Finland is a democratic republic country with surface area of 338,127 square kilometers. Helsinki is the capital of Finland where around one million people live. Helsinki region includes two metropolitan area, Espoo and Vantaa. Tampere is second largest city which is outside the Helsinki Metropolitan area. Finland is surrounded by neighboring countries Sweden, Norway, Russia and Estonia. Finland has four season. Finnish people are hardworking, honest and punctual. People here appreciate hard workers and respect others privacy. The most typical food is meat, fish and potatoes. Finnish are very loyal toward their country; all Finnish people pay their income tax and property tax to the government. (Welcome to Finland 2017.)

According to the statistics Finland 2016, 104,997 persons were living in Finland with permanent resident permit who also hold citizenship of other country. By the end of 2016 27,456, persons were citizen of Russia, 7380 from Sweden, 4,601 from Somalia, 4,601 from Estonia, and 3,934 from United States of America who held the dual nationality citizenship. (Statistics Finland 2016.)

With the population of 5.5 million Finland is stable market with high living of standards. People of Finland has high purchasing power and they value high quality of products when buying. Due to its cold weather, Finnish retail service imports around 25 percentage of food and agricultural products from outside of Finland. It has a very high demand of organic products. Market of organic product has grown 25 percentage in 2012, and growth was expected to increase by 10 percentage during 2013. (InnoConnections 2017.) Finland has provided freedom to trade for Finnish citizens and foreign citizens within the European Economic area as free to carry on trade. Finland considers trade regular work or a profession, job or working activity such as doing commerce, services, manufacturing and other business that aimed to gain profit. (Surakka 2005, 84.)

TABLE 1. Numbers of foreigners living in Finland from different countries in the years 2014 and 2015. (Finland in Figures 2016.)

<b>Country of citizenship</b>	<b>2014</b>	<b>2015</b>
Estonia	48354	50367
Russia	30,619	30,813
Sweden	8,288	8,174
China	7,559	8,042
Somalia	7,381	7,261
Thailand	6,864	7,229
Iraq	6,795	7,073
India	4,728	4,992
Turkey	4,508	4,595
Viet Nam	3,993	4,552
United Kingdom	4,280	4,427
Germany	4,044	4,112
Poland	3,684	3,959
Afghanistan	3,527	3,741
Former Serbia and Montenegro	3,360	3,535
Others	71,691	76,893
<b>Total</b>	<b>219,675</b>	<b>229,765</b>

Table 1 above shows about the increasing international population in 2014 to 2015 in Finland. As shown in the diagram that countries like Estonia has 48354 in 2014 and has been increased by 50367 on 2015, Russia has 30619 at 2014 and increased by 30813, Russia 8288 and decreased by 8174, China 7559 and has increased by 8042 and gradually in all other countries mention above has increased population comparing to 2014 to 2015. This table has made clear that the market opportunities have increased gradually by increasing number of foreigners in Finland. (Finland in Figures 2016.)

## **4.2 Demand of Asian products**

Popular Asian foods in western cultures include varieties from Thai, Chinese and Indian food. The demand in these food is increasing in fast food segments in western countries and it is believed that Asian food contains nutritious and conventional than regular fast food restaurants, so the market is largely growing worldwide. In the global context, Asian food market is expected to have substantial growth with the single digit increase in compound annual growth rate (CAGR) by the year 2019. There is numerous increment in the consumption of Asian food in European market and North America and there is significant demand of spicy food. Western countries are in search of variety and extra taste and this has started by including Asian food in menu by the restaurants. (Persistence market research 2017.)

It is important to have Asian food market in international market because now we have globalized by many people from different countries. We can see that day by day business and people have been globalized. People are moving from one place to another in search of opportunities, studies, business, tourism, and entertainment. Globalization of market and competition is increasing the scope of Asian food marketing. It seems that because of huge interest on Asian food products, business of Asian food in Finland has been increasing day by day in different places of Finland. For the global economy, Asian food market do have huge size of opportunities. Finland is trying to recover its economy in many ways. One of the way is targeting the tourists to come Finland from many Asian countries like china, japan, Korea, etc. Every year many tourists come to visit Finland and this gave a chance to Asian food market to serve them in many ways. (Hannonen 2016.)

## **4.3 Economic importance**

Analysis of business done by economist begins with assumption that all firm's primary objective is to make profit. A firm represents group of workers, managers, shareholders, consumers and people living in operation area of business. Every single individual group has their own interest from business. These different kinds of interest can create conflict between groups and create a complex environment. A business firm has departments such as; human resource management, organization theory, and corporate social responsibility to handle management issues, conflicting relationships between different interest groups. While, an analysis of economist put focus on its economic part and assumes that business firm's primary objective is to make profit.

The analysis of economist begins with the entire economy, noticing that there are different interests from individuals, government, and firms with very limited resources. These resources are also called factors of production and it is divided into four categories: land, capital, labor and enterprise. Land is the place where people can get raw materials like Oil, base metals, minerals. Labor is the work of individuals. Capital is productions of office, shop, or machinery. Enterprise is the final factor of making any raw materials into production that bring all four categories land, labor and capital in mutual and organize them mutually to produce a final product that has potential of holding profit and creating satisfaction. Each of the categories defines how important it is related to each other to make a complete package. In summary economics studies show how economy is important to an individual, firms, government and to look after the problem of infinite desires and with infinite resources. (Begg & Ward 2008, 4-10.)

Globalization in market is creating more opportunities and scope today. Because of the improved transportation system, technology order system etc. has changed the way of shopping globally. The Asian food market is taking its market rapidly all over the world. The growth of Asian food market has made rapid change in opportunities both for organization and for country. Asian food products are waiting for right place to enlarge their market. (Statistics Finland 2016.)

## 5 4PS MARKETING MIX ANALYSIS

There are four critical elements in marketing mix analysis, they are called four Ps of marketing mix. Each product or service is variable in its nature that create marketing mix and can create customers to buy the products. To be a successful in business, an entrepreneur should be determined how to use these 4ps variables Product, Price, Place and promotion to meet the potential of achieving profit.

The main objective of marketing mix is to create and implement such a marketing strategy that includes all four elements of marketing. Marketing is a process for creating, developing, communicating and delivering the values to the customers with improving customer relationship and making connection. Marketing is not a just about advertising or selling but it includes everything that an entrepreneur or an organization does to meet customer satisfaction or need. Programming tools of marketing mix is used to meet customer need. That includes product development based on customer need and satisfaction, appropriate pricing, product distribution and promoting the product. (Collins 2008.)

### 5.1 Product

A product refers to goods and services that are offered by any organization. The products are purchased in the way of satisfying one or more needs. In a simple way, a product can be defined as a bundle of desire which is offered by a marketer to its consumer for meeting a price. Suppose, they buy a pair of boots, they are buying their comfort for their foot, if they pay for a lipstick they are paying for enhancing their beauty and to create a look. For these all a product excess of products can take a form of a service, as like telecommunication, air travel. Hence, the products refer to both goods and services provided by a company. (Marketing Mix 2017, 2.)

There are numerous products found in a market but only the difference is what is sold out in market and attract customers to buy it again and again.” Products” are made in a séance of providing goods and services to customers. Specially, products have their own different elements that makes customers to attract towards it, such as in the way of taste, flavor, brand, features and warranty. Thus, an entrepreneur should have the capacity of understanding the market interest and value of the products. The mail thing is customer’s satisfaction with appropriate products ranges, warranty, brand name and many more things matters a lot to establish market value and to maintain customers’ relationship. The customers research before establish a business with marketing mix can be the key elements for building a business. An

entrepreneur must have the knowledge of their target market. If an entrepreneur is planning to start a new business in new environment or new place, then always make sure of the product that will fit to the market or has the strengths, weakness and this will help to construct a business plan. (Ehmke, Fulton & Lusk 2017.)

Receiving feedback and acting on a correct time creates a good environment of risk controlling. The most important thing for entrepreneur is consideration of their own business type and its target market. Concentrating on one group of market based upon product or service that could be aimed is called target market. A product is not only a physical thing but it is also a combination of brand name, packaging, additional features, warranty and after sales service. Thus, it is very important to pay attention to product and its target market. An entrepreneur should develop diversification of products services because it has potential to increase distribution methods and attract more customers. (Ehmke, Fulton & Lusk 2017.)

## **5.2 Price**

Price refers to the value or the charging amount for certain service. It is very tricky to determine the price of products. Cost plus, value based, competitive, going rate, skimming, discount, loss leader, and psychological methods are the pricing strategy for an entrepreneur. Selecting of appropriate pricing strategy should be based upon product, demand of customer, price of competitor products, and competitive environment. Before investing in a new venture, you should follow the practical ethics in pricing because you may have come out negatively on customer's eye and that can create a risk in business. Determining the collection method, sales method that is either retail sales or wholesale sales, discounts and bundling the products are also part of product pricing. An entrepreneur can choose any pricing, sales and collection method, however regardless of pricing strategy, price of product should always cover the cost of product. (Ehmke, Fulton & Lusk 2017.)

Deciding the price of product depends upon how much actually cost to produce a product, what is the expectation from customer, and competitor product price. For example, when new product is launched with a high price people may not buy the product. On another hand if it is launched with low price people might think the product is lower quality product. So, pricing of new product should be very shuttle between being cheap product and expensive. If the price is too high or too low, it is very unlikely to favor new entrepreneur. New business can adapt three pricing theme; market penetration pricing, market skimming pricing and neutral pricing. Market penetration pricing suggests low pricing; market

skimming pricing suggests high pricing and neutral pricing is neither high nor low pricing. (The Marketing Mix 2017.)

### **5.3 Place**

For any successful business, the important part is to decide point of distribution, where customers can easily reach and observe and buy the goods and services. Selection of place also requires the understanding of target market. After complete study of target market entrepreneur will be able to choose efficient distribution channel. A good distribution channel should be able to answer questions like; where customers go for the product and service? How to reach different distribution channel? What kind of buying method customer use? What kind of distribution system are being use by competitors? With the increasing amount of online shopping, it seems that the meaning of product placement has changed substantial. (The marketing mix 2017.)

Distribution of the product is very important element of marketing mix. Place represents the idea of distribution channel of a product from producer to customer. Place of distribution should be selected very carefully; it should be easy to access to the customers. There are two kind of distribution channel; direct to customer and sales through intermediary. Selection of distribution channel depends upon the nature of product and market. Intensive distribution, selective distribution, and exclusive distribution. Companies must decide which kind of positioning strategy should be applied in the placement of product. (Ehmke, Fulton & Lusk 2017.)

The place should include best location, distribution channel, use of internet and logistics because these are the key elements to attract customers. It is just like framing or painting a poster that makes your product attractive towards your customer to view your product. An entrepreneur should know that clear view of anything makes it easy to attract, that means an entrepreneur must know how to place his business, so that customers can view it. (The Marketing Mix 2017.)

### **5.4 Promotion**

It is all about advertising and selling the products to the customer. Promotion of the product helps people to understand about the products, and what seller have for their customer. The main propose of

promotion is to get people to understand what you are selling and why they should buy it. This means influencing people to buy the products with creating the value of satisfaction in them. Promotional effort should be always clear to understand. Message should be targeted directly to the target audience using appropriate techniques, because this should get target audience's attention. Creating image to attract a target audience is the best way of promotion. Promotion of a products includes; advertising, public relations, personal selling and sales promotions. The channel that entrepreneur selects for promotional activities can lead business into successful way. One of the key elements of promotion is the advertising of the product. There are different ways of advertising such as a radio, television, hoarding boards, news headlines, and electronic. (Ehmke, Fulton & Lusk 2017.)



FIGURE 4. Five elements of the promotion mix (Adapted from Cleverism 2014.)

The five elements of promotional mix help a company to secure a clear and effective communication medium to reach the customer. A company can select any one or more suitable promotional mix element. The selection of the portfolio of activities may varies on the company's sales strategies, marketing and its budget allotment. Advertising is promotional tool that is usually based on paid, with small or no personal message. Advertising of product can be done through television, newspapers, radio, and magazines. There are some traditional ways of advertising such as; through posters, billboards, web pages and often direct mail. Public relation and sponsorship is used to increase positivity of the product or brand in several media outlets. This includes magazines, talk shows and using social media network and blogs. It can be both paid and unpaid. (Cleverism 2014.)

Personal selling is direct selling method by company representatives to the customers. Personal selling tries to form a personal relationship between customer and the product. The personal selling could be done by personal meeting, over a call, email or through chat. Direct marketing is a promotional channel that targets specific potential user group using telemarketing, customized letters, text messages and email. The last element of promotion is sales promotion. Sales promotion is done for short term period, with the purpose of encouragement in sales. Sales promotion is done with different offers; 'buy one get one free', contests, samples distribution, special coupons with seasonal discounts. (Cleverism 2014.)

## 5.5 Summary

The 4ps model is commonly used by entrepreneurs because it is an effective way of working in a business process. The author has discussed above about the different models of 4ps that an entrepreneur should keep in mind while establishing a business in Finland. All elements of 4ps are necessary for an entrepreneur to understand its potential market. An entrepreneur should never think that a success will come overnight. The journey for success always takes time with lots of patience, determination and focus toward success. If an entrepreneur only focuses on one element than the chance of getting success becomes smaller. A business plan is not only based on study of a limited elements but it is the study of overall context of marketing analysis. An entrepreneur should always think broad, wide and must develop the quality of learning from mistakes. On the other hand, sometime the application of 4Ps model varies on business to business.

If an entrepreneur is thinking of operating an Asian grocery business in Finland, then an entrepreneur should have priority on elements such as product and place. That puts the focus on what they are thinking to serve their customer and where they want to start their business. If an entrepreneur does not see any potential on future of business by focusing on these two elements, in such case the business concept is unlikely to continue and it is better to shut the business idea. Every start-up is difficult and full of mistakes. Often business plan is changed or segmented into different forms in expectation of meeting need and demand of customer, but some time it works and sometime it does not work. There is no single answer for reaching the customer satisfaction level, and meeting needs and demands. It depends upon nature of customer, product/service, time and circumstances. Thus, it is very important to understand the circumstances of business focusing on elements product and place to make correct decision within correct time to achieve goal or a way for a business.

Beside these all an entrepreneur should also go through understanding price and promotion. It is important to keep right track on market prices and promotional activities for sustainable business. Remember that people are willing to buy again and again because of right price. In another side operating a business in international market with international brand and products will hold some positive aspects. The positive aspects could be size of market is growing with the increasing number of immigrants and different ways of marketing tools also helps to increase in demand. The best way for promotional activity could be using social media and operating through it. It makes easy to meet target customer and build personal relationship. Use of social media also comes up with free of charge. Lack of focus on these two elements can create critical condition for business survival. It is very hard to get success without putting the best price for the product and using best promotional activity. Overall, an entrepreneur should be able to understand every element of 4 Ps of the marketing mix and should not underestimate any one element to achieve a success in a business.

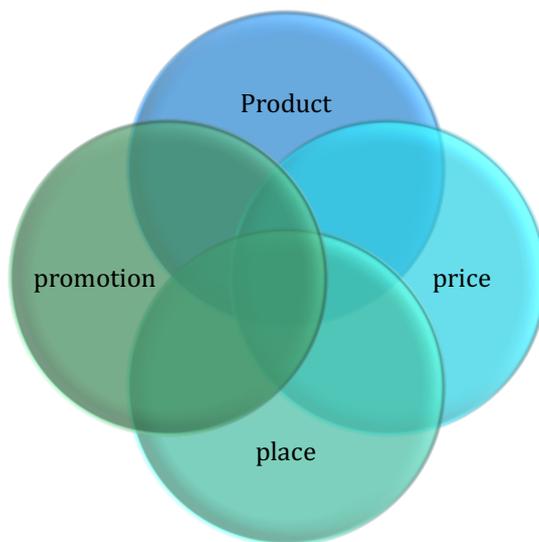


FIGURE 5. 4ps of Marketing Mix

The figure 5 above tries to show the right balance between product, place, price and promotion. It shows that the best method of using 4ps of marketing mix is to address all four elements. The figure shows many different combination for marketing mix, however the best option for achieving the success is to combine all four elements of marketing mix. If an entrepreneur does not use any one of the tool from the circle than that can be the reason for failure of business. To achieve success in any business, an

entrepreneur should go through each element of marketing mix because all elements are correlated and equally important.

## 6 PRESENTATION OF E-BAZAAR



FIGURE 6. Logo of E-bazaar. Adapted from E-bazaar 2017.

This chapter describes detailed information about E-bazaar. For this chapter, the author has used interview of Mr. Riaz Hawlader as a source material. Mr. Riaz is one of the co-founders and partners of E-bazaar. This interview was done by telephone conversation. The reason behind doing this interview was to gather more detailed information about E-bazaar which is not available in website.

E-bazaar Finland is an Asian grocery store situated in Pietarsaari, Finland. E-bazaar is an auxiliary company of Pietarsaari capital based Synergy oy. E-bazaar sells a variety of different products majoring Asian groceries. E-bazaar sells products like rice and pulses, spices, meat and poultry, fish, vegetables, fruits, mixed spices, deshi items, snacks and sweets, drinks, oils and ghee, sauces and pickles, noodles and pastas, miscellaneous products. It has a full functioning ecommerce website and social media account on Facebook for marketing purpose. E-bazaar provides additional order facilities via phone and emails which is the best prospects for holding the customers. E-bazaar has two warehouse in Helsinki and in Pietarsaari. This shop also offers a service to the customers from different cities such as Kokkola, Ylivieska and Tampere at their warehouse with an appointment. E-bazaar even provides the facility of arranging home delivery for the people of Tampere occasionally. Considering offers from Helsinki metropolitan area E-bazaar has started home delivery for orders over 29 € within three days and free deliveries could be complied within 48 hour for orders over 48 €. (E-bazaar 2017.)

E-bazaar is limited liability company that means they should have minimum three members in company and shareholders with different shares percentages. According to the Finnish law anyone has the right to establish a business if they maintain all the rules and regulation. (Hawlader 2017.)

## **6.1 Focused Customers and home delivery facility**

At the beginning of 2014 they had online business and they have limited customers with south Asian people from India, Bangladesh, Nepal but now they have opened physical shop in Pietarsaari. The main target customers of this shop are people from South Asian countries; India, Bangladesh, Nepal. This shop also provides service to the customer from other countries; Chinese, Vietnamese, Arabian, Thai and African. This store also has the regular daily use grocery products manufactured in Finland. (Hawlder 2017.)

E-bazaar offers home delivery system for Helsinki, Espoo, Vantaa, Kaunainen and Pietarsaari only for the orders over 29 € and free deliveries are completed within three days. Occasionally, E- bazaar offers some cities like Tampere and Vaasa home delivery services. E-bazaar has said that company arranged deliveries to all other cities with minimum charge with healthy standard processes and the orders are completed within five working days. (Ebazaar 2017.)

## **6.2 Policies**

According to the Finnish law one can have any business in any time in any place of Finland. An entrepreneur should have go through all business process through Finnish law. Beside that there is no limitation on time of running business if business pays 14% income tax of business income. It is necessary for business to clear all the accounting statement and taxes every year to operate legally. (Hawlder 2017.)

E-bazaar has maintained a good policy for returns and refunds of products. In case of return and refund people need to inform or notify E- bazaar by calling or by mailing. If the products are damaged or expired people can return the products and E-bazaar recalculates invoice and balances it with next purchase. Customers are supposed to return the faulty items to the shop during the shop visit. (Ebazaar 2017.)

## **6.3 Investment and Partnership**

In general concept partnership is a form of collective people who owned business together. To form a partnership business agreement between partner should be made that clarifies everyone rights and

responsibilities. The partnership agreement should include details such as contribution as a cash and other made by each partner, share of income and loss, responsibilities, condition for termination of partnership and condition for settlement after termination. (Collins 2008.)

It depends on time and situation of business you are doing and the products you bring from other countries. In the beginning of the business they had spent 30000 €. Gradually, the amount of investment has increased now up to 130,000 €. Establishing a business in a new place with new products takes time and money. To increase the market, entrepreneur need to increase investment. However, E-bazaar has maintained its business by satisfying customer needs with its best service. Success of E-bazaar shows that there is no minimum requirement on investment capital to be entrepreneur, one can establish within its limited budget and later enlarge the investment if needed. (Hawlader 2017.)

At the beginning of the business, E-bazaar had three partners. After the growth in business it became harder to handle customers and business account. So, considering the size of business, co-partners of E-bazaar decided to include two new partners in Pietarsaari. Now, in total there are five active partners in the business. An entrepreneur needs a help to run a business so, depending upon different circumstances making a partner in the business would be the best decision to share responsibilities and workload. New partners are welcomed as new helping hands for business, besides that E-bazaar also hires people who wants to complete their work placement for their school. Now, there are two students working part time to complete their work placement, whom are not paid by E-bazaar. The two students are working as a trainee staff and they will get credits from their school. This is the great opportunities for both to get involved in business and dealing with business issue eventually, this will enlarge their business capability and can create business opportunities for them. (Hawlader 2017.)

## **7 RESEARCH METHODOLOGY**

Here the author has discussed research method and researches that have been done. This chapter will discuss information about thesis method, data collection method and finding of thesis research. For data collection, the author has conducted an interview with the customers. The different interviews will be compared and will be calculated in the findings and result.

### **7.1 Qualitative research method**

Qualitative research is important and it is remarkably activity because it involves things that are necessary and important. With qualitative research method, researcher can search a vast range of attribute of social science world, ways that social sciences procedures, establishment, relationship work, meaning of everyday life which includes the experience and guess of the research participants. Qualitative research method is important and exciting and highly rewarding. Thus, qualitative research requires huge deal of commitment, highly active engagement and big amount of effort from its practitioners. Qualitative research method has a big potential. (Mason 2002.)

Interviews, observation of participant, focus groups, case studies, Delphi techniques, ethnography, action research and documentary methods are the different ways of doing qualitative research method. The main reason behind choosing the qualitative research method is to focus on small group and to understand experiences and ideas of research respondents. For this thesis, data were collected from six different semi structured interviews. (Jennings 2001.)

“Reliability is the extent to which research findings would be the same if the research were to be repeated later or with the different sample subjects.” (Veal 2006, 41). Reliability of the data is very important to research. It should be collected from reliable sources. Reliable source and data provides the same result even research is being made multiple times. Even though data and source are reliable sometime result of research can be slightly differed between different studies because of human error. “Validity is the extent to which the information collected by the researcher truly reflects the phenomenon being studied.” (Veal 2006, 41). Validity represents the concept of correctness and accuracy. The aim of this thesis is to carry out valid information and data.

The author has done qualitative research in this thesis. The case study of this thesis is E-bazaar. The author has used altogether twenty questions for the interview and interviewed six people. In the analytic coding three coincidental sections have been introduced: General information, About E-bazaar and about Asian shop in general. Except for section one, section two and three have been created with different theme in the expectation of getting in-depth to the answer.

## 7.2 Challenges and Ethical issues

Qualitative research method is very challenging. The main challenge of qualitative research is to understand how to proceed with maintaining its reputation towards sensitive issues. Other challenge of this research method is that it should be able to produce explanation and arguments rather than claim of more description. Qualitative research should be done comprehensively and thoroughly. Qualitative research should make decisions based on not only strategy of research but also changing contexts and situations. In qualitative research process, researcher cannot be objective, biased and detached that's why during the research process, researcher should take record of their actions and role in the research process on regular basis. (Mason 2002, 7.)

### QUALITATIVE RESEARCH ETHICAL PRINCIPLES & ISSUES

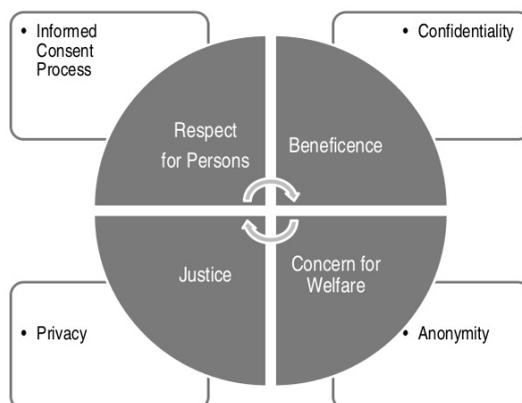


FIGURE 7. Principles and issues of qualitative research. (Adapted from Slideshare 2013.)

Figure 7 above shows the ethical principle and issues of qualitative research. The all sections of interview have followed ethical principles; respect for person, honesty and justice that means every interview question has been constructed or coded in a way that respects respondent's privacy and anonymity based on each respondent. Secretes and anonymity of respondents considered as the integral issues social science research. Therefore, researcher have considered the ethics and informed interviewee about the different sector of the questions in detail to make it more comfortable and visible. As considering on interviewees request the author has collected the data with keeping secrets on identification of interviewees to maintain data confidentiality assuring them the data cannot traced back and the identity will remain classified (Crow & Wiles 2008.) Hence, the author has provided random name called A, B, C, D, E and F. Readers of this research can see the interview questions in Appendix 1 that is attached in last part of this thesis.

### **7.3 Methods and process of data collection**

For interview, questions are made, keeping in consideration through customers' point of view. This thesis is related to operating a small business and has case study of Asian grocery market it will be fruitful to include six customers of E-bazaar to ask about different perceptions, different issues related to establishing business in Finland. The author has tried to include respondents from different countries. All the interviews are carried by author in different time and periods with different international faces.

Table 2 below shows the customer name, occupation, date and duration of interview. All the original name of customers has been kept classified and referred as A, B, C, D, E and F. All interviews are taken in Pietarsaari, Finland. Five interviewees are regular customers except interviewee 'D'. Interviewee 'D' used to visit E-bazaar until she started her own business from 2016. However, interviewee 'D' often visits E-bazaar.

TABLE 2. Interviewees

<b>Name</b>	<b>Occupation</b>	<b>Date</b>	<b>Duration of the interview</b>
<b>A</b>	Student and part time employee	13/ 06/2017	00.15.34 face to face interview
<b>B</b>	Full time employee	19/07/2017	00.04.53 face to face interview
<b>C</b>	Full time employee	24/07/2017	00.07.31 Face to face interview
<b>D</b>	Housewife and an entrepreneur	25/07/2017	00.11.15 Through telephone
<b>E</b>	Student and part time employee	09/08/2017	00.19.24 Through telephone
<b>F</b>	Student and part time employee	15/08/2017	00.14.36 Through telephone

### 7.3.1 Section one: Customer background information

Section one includes general questions about introducing interviewees. This section has three questions about collecting basic information about respondents. In this section of interview, respondents give their name, where from and where he/she is currently living. Here author has interviewed six different customers visiting personally in different time and periods including E-bazaar, Pietarsaari.

Interviewee ‘A’ is Female. She is from Nepal and currently she is living in Pietarsaari, Finland. She is living here since 2014 September as a student.

Interviewee ‘B’ is Female and she is from Bangladesh and currently she is living in Pietarsaari, Finland. Interviewee ‘B’ is here since 2011 as a student.

Interviewee ‘C’ is from Nepal. He came in Finland on 2012 August as student and currently, he is living in Pietarsaari, Finland.

Interviewee 'D' is from Bangladesh. She is living in Finland since 2009. She came to Finland through her family. Now, she living in Pietarsaari. She use to be regular customer of E-bazaar but now she operates her own similar kind of grocery store. However, she visits e-bazaar every now and then.

Interviewed 'E' and he is from Bamenda, Cameroon. He came to a Finland in 2014 as a student of Business and currently he is living in Pietarsaari, Finland.

Interviewee 'F' is from Vietnam and she arrived Finland in 2009 but it has been six years she is living here in Pietarsaari, Finland.

### **7.3.2 Section two: About E-bazaar**

Section two encompasses the different issues related to E-bazaar. Section two is developed to understand the demand of E-bazaar in Pietarsaari, as well as to present with its impacts that have been imposed in local society. This section represents the importance and necessity of e-bazaar in the perception of customers point of view. In this sector, author has twelve questions. The twelve questions are divided into three theme that will make easy to compare between different respondent's thoughts and experience.

This theme asks respondents; why they visit E-bazaar and what do they think about price of the products. During the theme one questions, all respondents has mentioned the similar answers that they can buy Asian food in E-bazaar, that's why they visit E-bazar. For second question, Interviewee A, B, D has mentioned that it is expensive to visit E-bazar, on the other hand interviewee C, E and F has moderate kind of feeling on price rate. About the prices of the products in E-bazaar, all respondents said that it is expensive to buy products, but they are willing to pay for it, because they do not have any other option and they acknowledge that fact that everything has its price. Interviewee A is not satisfied with price and interviewee B is neither satisfied nor dissatisfied with price, but interviewees C, D, E and F are ok with price satisfaction.

Theme two questions are related to hospitality service, recommending E-bazaar and about satisfaction with the facilities related to refunding, exchange service, ordering service, transportation services. During the interviews interviewee A, B, C, D, E and F everyone said that they would like to recommend E-bazaar to their friends. On staff hospitality service except interviewee F, interviewee A, B, C, D and E are satisfied with staff hospitality service of E-bazaar. They mentioned that the staff hospitality is good

and they are quite friendly with their customers. Interviewee F feels unsatisfied because she feels she has not been informed about the return and exchange policies, she gives 3.5 out of 5 on hospitality service and satisfaction.

Theme three questions are related to the quality and quantity of products. This theme addresses the customer needs and wants. This theme also asks which product they mostly buy and if they are getting all the products they want to buy. About quality and quantity of the products different interviewees has different point of view. Interviewee C is satisfied with quality and quantity. But interviewee A and B has mentioned that even though they are satisfied with the quantity of product line, sometimes they have found date expired products. They feel that E-bazaar should control such incident. Interviewee E mentioned that the size of products availability is increasing and now they are adding many new products now. As for interviewee D and F has no idea of quality and quantity of the products in E-bazaar. Interviewee E has faced a problem one time with quality of oil which he purchased from E-bazaar.

Interviewees A, C, D, and F prefers to buy Basmati rice and different spices from E-bazaar. Interviewee E buys only spices from E-bazaar, on the other hand interviewee B does not have any preferences. As interviewees A, B, C had got all products that they wanted to buy from E-bazar but interviewee D, E and F has not got the products as they want to buy from E-bazar. They also mentioned that there is no regularity in product availability.

The last theme of section 2 questioners is related to offers and discounts, feedback for E-bazaar and where interviewees use to buy before E-bazaar came into business. Interviewee A, E and F has mentioned that they often got offers but Interviewee B, C and D has no idea about offers and discount, they have not got it yet. Before E-bazaar came into business, interviewee B and F use to go Vietnamese shop near to Permo, Pietarsaari. Similarly, interviewee A use to go Pakistani shop which is closed now and interviewee C, D, E used to go Helsinki, Vaasa, and Kokkola to buy Asian products. All Interviewees are happy that E-bazaar has started business in Pietarsaari, now they can buy the products here and they do not have to travel outside of Pietarsaari. For feedback section interviewees B, C, D has similar answer that E-bazaar is doing good business and wishes best for coming future. Interviewee A mentioned about the limited staffs and wishes to increase in working staff. Interviewee E mentioned that E-bazaar should increase the opening time during weekend. As E-bazaar open late and close early in weekend that he is not satisfied with it. And lastly Interviewee F suggests that E-bazaar should import more variety of products.

### 7.3.3 Section three: About Asian shop in general

Section three is about an Asian shop in general. In this section, the questions are focused on Asian food market and its importance in a market comparing to other market in Finland. All interviewee has different views, thoughts, and explanations based on their personal attitudes and experience towards analyzing Asian food market in context of Finland and its role in local society. This section has total five questions divided into two separate themes.

Theme one has three questions that includes questions related to how often interviewee use to visit Asian shop, how much they use to spend monthly in Asian products and how long they have been visiting Asian shop. During the interviews interviewee A, B, C, D and E said they visit twice in a week or once in a week. Similarly, interviewee F used to visit Asian shop frequently but now she visits Asian shop once or twice in a month. As for spending, interviewee B, C and D said on an average they spend 100 € to 250 € in a month on Asian products. Similarly, interviewee A, E and F spend 50€ to 75€ monthly. All six-interviewee said that there is no exact pattern how much they spend in a month. However, spending amount depends upon time and availability of the product. About visiting Asian shop all six interviewees mentioned that they started visiting Asian grocery shop since they started to live in Finland.

The last theme of section three includes two questions related to necessity of quality advertising and quality price of the products. Can these two factor change the perception about visiting Asian shop? And are they willing to buy Asian products even though it is expensive. Interviewee A, B, C, E and F mentioned that quality pricing is more concerned to them comparing to the quality advertising. They said that most of the product they bought are already familiar and they do not need advertising for that, however a quality pricing of a product can determine their purchasing limit and perception towards visiting an Asian shop. On another side Interviewee D has the opinion that both quality advertising and quality price can change the perception on visiting Asian shop. About willingness to pay more on Asian products all interviewees answered in the same way that they are willing to spend more on Asian shop because it is hard to get Asian products in common grocery market of Finland.

## 7.4 Findings

The canvass of this thesis study is to analyze the importance of Asian Grocery market in Finland. The interview made with customers of E-bazaar has made the research part fruitful by introducing the

possibilities of establishing a grocery market in Finland. The different section of interview have carried different findings through consumer's point of view on market situation of E-bazaar and Asian grocery shop in general.

The first section of interview made clear about basis information of interviewees. It shows that interviewees are from different part of world and four of them came here for education and two of them came as a relative of resident of Finland. Interviewee A and C are from Nepal, B and D are from Bangladesh, E is from Cameroon, and interviewee F is from Vietnam.

The second section of interview revealed that an entrepreneur has possibilities of getting into Asian food business in Finland. This section of interview is based upon a grocery store named as E-bazaar situated in Pietarsaari. This part of interview section has done successful SWOT analysis of E-bazaar. This part of interview find out that, most of the time the interviewee had similar reason or answer for the question. All interviewee said that they visit E-bazaar or Asian grocery store in a search of their taste and flavor. This interview also find out that the price rate of products in this store is comparatively high than other grocery market. However, they continually visit E-bazaar to buy, because there are no other options for such a product; they said they either must visit other store from other cities or pay relatively expensive price here. The interviewees were also more concerned on price rather than the quality advertising. But, they will appreciate the reasonable pricing. Before E-bazaar most of the interviewee used to go Vaasa or Helsinki to buy Asian products, but now they do not have go anymore. They think E-bazaar has saved time and money by providing service in Pietarsaari.

In feedback section, it seems that interviewees are happy with the service of E-bazaar. All interviewees were happy that E-bazaar has started their service in Pietarsaari that means they are providing good service to the customers and creating a market for future. However, this interview showed that the quality control of E-bazaar should be tighter. There were two incidents with the interviewee of this thesis that they found some product E-bazaar was selling were date expired. It also came to the feedback part that E-bazaar should expand their product lines and they should increase their staff numbers. One interviewee was not happy with the opening and closing time of E-bazaar and suggested that it should be increased especially during weekend.

The third section is the last part of the interview and it shows the potential market and increasing demand of Asian products in a Finland. This part also shows the importance of Asian market for immigrant people in Finland. The interview shows the advantages of opening a business in Finland. Six out of six

interviewee has been visiting Asian market since they arrived in Finland and mentioned that they often visit Asian shop twice or thrice a month. The limit of their spending would depend on what they want to buy from shop. Three interviewee said that on an average they spend 50 to 70 euro in a single visit. And three out of six interviewees said that they spend maximum 100 to 200 euro monthly to buy Asian products. This shows that the Asian products are highly demanded among people from Asia and even from Africa. Even though all respondents gave a positive response and were happy with E-bazaar they wished that it should increase its offerings and provide wider range of products. This part of interview shows that Asian food market has high possibilities of enlarging different business opportunities in Finland.

### **7.5 Market analysis with SWOT**

SWOT analysis is a business tool that helps to implement and evaluate the effects of business environment both in internal and external ways. It is important to understand every aspect of this analysis because it identifies the strength, weakness, opportunities, and threats of a business. That helps to reduce the risk of business failure and increases chance of getting success. To understand the market and the potential of business an entrepreneur should go through SWOT analysis. SWOT analysis is done with the purpose of listing down the favorable factors and unfavorable factors of Business opportunities. This is the step of finding the best track for success which is extremely helpful for any business to come up. (Pestle Analysis 2017.)

SWOT analysis identifies the key regions for marketing. There are different challenges for doing business internationally. Such as; limited customers, long distance distribution channel, taxes on export and import of products, language problem, risk of damage and wastes, and high wages etc. The long distance of import and export cause risk of damage of products and even it takes longer time to import products from international market. It's a big challenge for an entrepreneur to think for establishing a business in international market like Finland. Finland has a relatively small market. The language barrier could be another big problem for doing business in Finland because the official language of Finland is Finnish and Swedish. Both languages are used in all government offices. That makes both languages necessary for communication and registration process. Before starting business in Finland, it is better to learn Finnish language, however there are also some part of Finland where Swedish is used as primary language.

TABLE 3. SWOT analysis for Asian food business plan

<b>Strengths</b>	<b>Opportunities</b>
<ul style="list-style-type: none"> <li>• Customer weakness</li> <li>• Reasonable price</li> <li>• Quality of products</li> <li>• Uniqueness</li> <li>• Importance of brand</li> <li>• Customers demand</li> <li>• International customer</li> <li>• Best place to get Asian food</li> </ul>	<ul style="list-style-type: none"> <li>• Less competitor</li> <li>• Government support</li> <li>• Financial support from bank</li> <li>• Varieties of products</li> <li>• Increasing customer</li> <li>• New products</li> </ul>
<b>Weakness</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Limited products,</li> <li>• Insufficient personal fund</li> <li>• High transportation cost</li> <li>• Lacking in customer service</li> <li>• Different in working environment</li> <li>• Language issues</li> </ul>	<ul style="list-style-type: none"> <li>• Increasing competitor</li> <li>• Traditional way of shopping</li> <li>• Fluctuation in price</li> </ul>

Table 3 above shows the SWOT analysis of Asian food business. This SWOT analysis is based upon research of this thesis and observation of Asian food market. During the research, the author has experienced and collected different point of views from interviewees about the importance of Asian food. The author believes that all these different elements of SWOT analysis will be helpful for an entrepreneur, who wants to establish a similar type of business. The main strength for this business is high demand of Asian products from the customer and lack of stores that provides Asian food products. For example, In Pietarsaari before E-bazaar people use to go Vaasa and Helsinki to buy such products. Now, after establishment of E-bazaar people are happy to buy here and even willing to pay higher price. Being unique in brand and product is also another strength for this business because people always try new food and taste. It is always important for any entrepreneur to understand their strength and utilize it towards meeting customer need and satisfaction.

For any new entrepreneur understanding the weakness of business can be the most challenging part, because weakness is critical subject for business. For instance, language issues can be a barrier for any new international entrepreneur, who is operating a store that serves international product in Finland. Even though many people can speak English, people prefer to communicate either in Finnish or Swedish language. It is better to have some knowledge of language rather than have nothing. Suppose, if a person only speaks either Swedish or Finnish, who wants to purchase products and wants to have information about it. But the owner does not speak both languages, in such a case store will lose one customer, which is not beneficial for business. Beside language barrier, insufficient investment fund, limited product choices, poor marketing can affect the business. Limited product availability, long distance transportation, and import taxes are also weakness for business.

This kind of business plan has many opportunities in Finland. Opportunities comes as an external factor for any business. It is good for an entrepreneur to have a collected information related to investment. Being an Asian food store in Finland means having high demand of products and increasing market. Finland has a very open policy for all kind of international entrepreneur to trade, interested entrepreneur can start a business without any issue. On other opportunities, Asian food market is always based on its varieties of international brand, and product lines that could be an attraction factor for a new customer.

Increasing competition is one of the major threats for this kind of business. Even though size of market is growing, more people are starting their own business. For instance, only in Pietarsaari there are four similar kind of Asian grocery stores are in operation. It is better to understand competitor as earlier as possible, because business competitor is always looking for best business possibilities. Another threat could be the longer route of transportation; it increases the cost of product and risk for damage. Another threat is people's traditional way of shopping. That means most of the local people are used to shopping in big branded market, and they hardly visit such small stores.

The best thing to do as an entrepreneur is to analyze business with SWOT before establishing a business. And all the points came through SWOT should be kept into consideration and this will help a business plan to achieve success. Recognizing the threats and error earlier is far better than calculating the mistakes later. New entrepreneur should try to observe existing business, take ideas from them and learn from their mistakes. But remember that to survive in a business is bit struggling. However, if an entrepreneur has target market and enthusiastic to explore the business opportunities with hard work than it should work.

## 8 CONCLUSION

During this thesis writing the author has collected knowledge related to opening her own business in Finland. The author has got opportunity to understand different perceptive and thoughts on Asian food market by different consumers. During the research the author got opportunity to meet six people from four different countries and discussed about E-bazaar Pietarsaari and market of Asian food in general. The case study of this thesis was Asian grocery store located in Pietarsaari Finland. The main reason behind choosing this store was it was owned by foreigner, who came here as a student and started as an online shop and later transform into physical store which was very motivating for author. The whole thesis writing process has been very rewarding and educating. This thesis writing process has motivated the author to establish a new small business in Finland on future. The author hopes that all the data and result came from this thesis will be helpful for the reader and new entrepreneur, who wants to start their own business in Finland.

The main objective behind writing this thesis is to show potentiality of doing business in Finland. Market for Asian food in Finland is growing with increasing number of immigrants. Due to growing market and lack of availability of Asian food products in Finnish supermarkets; Finland has become very interesting options for entrepreneur who wants to start Asian food store. Finland is also open minded about new entrepreneur and international entrepreneur. There is no restriction and very easy legal process for trade registration. All Finnish laws regarding trade are available publically.

This research aimed to study the market of Asian food product in Finland. The theoretical part of this thesis discussed about general information of Finland, market of Asian food product, business registration process in Finland, entrepreneurship, and 4ps of marketing and its importance for success of a business. The empirical part of the thesis included semi structured interview that included the customer's point of view and opinion regarding E-bazaar and Asian grocery store in context of Finland, SWOT analysis and current state of E-bazaar.

Research process of this thesis provide an opportunity for the author to meet different individuals from different background and gave opportunity to learn about people and taught how to take professional interviews. The result of this research process has been very positive and valuable for author. All six research respondents were positive about Asian grocery store and they were happy that E-bazaar was providing its service in Pietarsaari, which is a very motivational thing for any person who is thinking of

starting own business. The research of this thesis explored that even though Finland is relatively small in market size; it has positive aspects about starting Asian grocery store. The population of immigrants is growing every year in Finland and even local people are exploring new tastes in food and spices. The positive result of research shows that there is a space for any new incoming entrepreneur, who understands customer needs and demands.

The thesis writing has been very educating and challenging. The result of this thesis and a success story of E-bazaar has made the author curious and motivated towards being an entrepreneur. The author hopes this thesis will provide helpful information for the people who want to become a small entrepreneur in Finland.

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## **APPENDIX**

These Interview theme are made to customers from different international faces. The interview questions are made in three different sectors. It includes section one that is about general question about collecting basic information of interviewees, Section two encompasses the different issues related to E-bazaar and section three is about the Asian shop in general.

### **Section 1: Background Information**

1 Gender

2 Where are you from?

3 How long have you been living in Pietarsaari region/ Finland?

### **Section 2 About E-bazaar**

#### **Theme 1**

1 What makes you to buy from E-bazaar?

2 What do you think is it expensive to visit E-bazaar?

3 Finally, how satisfied you are with the prices of products in E-bazaar?

#### **Theme 2**

1 Are you satisfied with the staff's hospitality service in E-bazaar?

2 Would you recommended E-bazaar to your friends?

3 Are satisfied you are with the facilities provided by E-bazaar like refunding on damage, exchange service, transportation service, ordering services etc.

#### **Theme 3**

1 What do you think of quality and quantity of products in E-bazaar?

2 Name the product that you buy mostly from E-bazaar?

3 Are you getting all the products from E-bazaar that you want to buy?

#### **Theme 4**

- 1 Do you get any offers or discounts for being loyal customer from this shop?
- 2 Where did you used to go to buy Asian products before E-bazaar came into a business?
- 3 what kind of feedback do you want to give E-bazaar?

#### **Section 3: About Asian shop in General**

##### **Theme 1**

- 1 How often you visit Asian Shop?
- 2 How much you spend on Asian products monthly?
- 3 Since how long you have been visiting Asian shop?

##### **Theme 2**

- 1 Do quality advertising or price of the products changes your perception about visiting Asian shop?
- 2 Are you willing to pay more for Asian products though it cost more than any other Grocery market of Finland?