



Ecological marketing framework for restaurant entrepreneurs

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Abstract

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The purpose of this bachelor's thesis was to produce a feasible sustainable marketing plan for entrepreneurially run restaurants in Helsinki, Finland. The plan is also a tool for the restaurant business for creating and evolving the business idea and the marketing plan. Secondly, the plan is vital part on proving that the business idea is viable and to obtain financial resources for marketing. It aims to combine traditional entrepreneurial marketing aspects, with restaurant and ecological marketing tactics. With the outcome being a combination of three techniques and their ideation stages.

The theoretical framework is focused on entrepreneurship, with the perspective of starting a new business or designing an accurate marketing plan for a small restaurant. I will be researching different marketing plan types and tools for entrepreneurs. With this research I aim to find out what types of marketing would work for sustainable and ecologically cautious restaurants and their developing process. The marketing aspect focuses on digital-, social media marketing and is aimed towards smaller businesses mainly in the restaurant industry. In the business plan aspect, I won't be focusing on are the financial logistics. During this writing process there are various non-fixed costs that could throw the budget completely off. I will be touching subjects on marketing budget and the most cost-efficient options since it offers most use in this product work.

The implementation uses desk research with service design tools to demonstrate, prove and theorize the subjects. I will be using materials for business planning from restaurant management, entrepreneurship, service design, and marketing books loaned from 3-UAS libraries. Research of the ecological marketing is done with articles and interviews. Pestel and SWOT tools aim on focusing the business plan risk analysis and goals of the restaurant.

By creating a survey for restaurant entrepreneurs, I focused on the need and interest for the theoretical framework. While also figuring out is most of their marketing created with their social-media marketing. Is the aspect of sustainability interesting for the entrepreneur. How could I build it into their needs depending on their main marketing streams. Is the continuous plan that has a framework as a base be sustainable for them.

Keywords

Ecological, entrepreneurship, marketing, restaurants, restaurant marketing, sustainability

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1 Introduction

Waste is a constant problem in the restaurant industry. Minimizing food waste and finding innovative ecological ways to recycle leftover foods is becoming a trend. Recycling and sustainable recourses are booming global trends that are taking over the world for past decade. This has raised awareness to climate change and environmental impacts. (K. Silvennoinen 2015, Waste Management, 140–14). Restaurants in Finland have been working efficiently to minimize the impacts of the industry towards the environment. The restaurant industry in Finland produces 75-85 million kg food waste per year. This is 20% of the overall food waste in the country. 10-15% of produced foods are recycled and wasted, this means 450 million kg of unnecessary food related waste every year. (Luonnonvarakeskus, ruokahävikki. 2021).

While the restaurants are focusing on their food production process becoming ecologically advance, they are partly neglecting the marketing aspects. Ecological marketing has been around since 1975. Companies are working towards sustainability efficiency by creating sustainability plans and doing research on recycling and sustainable marketing. (Katrandjiev 2016, 71-82). There is a rising growth of customers focusing on sustainable aspects and ecologically conscious businesses. This has affected most industries to become more aware of their recycling and waste management. "Food waste can be reduced through careful planning, good management, and documenting food waste data, which helps to identify the outlet's food waste sources and forms a basis for finding solutions. Regular weighing allows observation of the changes in food waste and identifying of the most vulnerable areas in each outlet." (K. Silvennoinen 2015, Waste Management, 140–14)

Marketing framework and tools covers the basics of creating a sustainable strategic marketing plan. This helps both start-ups and already running restaurants. Opening the concept of researching the market and competition. Whist collecting data in various ways and the usage of data. What strategies work in the service and restaurant industry well. The last step being processing the collection and processing of data and how to use it in marketing. How to use social media and digital marketing sustainably targeting the customer segment found out from the data collection. Starting with the framework basis and research collection helps the entrepreneur to ease into the basics of marketing as a guideline. Starting to analyze the subject on a level where there's a lot of flexibility and changes can be made to fit the businesses brand more.

Entrepreneurial marketing in restaurants aims on opening subjects around service and restaurant industry. How marketing can be done as an entrepreneur and the positives and

negatives on being an entrepreneur in this situation. Subjects such as ecological and green marketing their meanings and adaptation to sustainable marketing are focused in this part. The five forces theory is used as an example tool for entrepreneurs for competition analysis. After the data collection from marketing framework, it is easier to apply the data, customer segment and brand knowledge for the five forces theory (Barrow & Barrow & Brown 2021, 159-162). I aim on going deeper into subjects around value-creating process and the market changes that can be done with the flexible time schedules as entrepreneurs.

I started personally getting interested towards my thesis subject focusing on creating a sustainable framework guideline for small entrepreneurially run restaurants. Sustainability can be defined as "the consumption of goods and services that meet basic needs and quality of life without jeopardizing the needs of future generations" (OECD 2002). By starting my own company in 2021 and creating its sustainability and marketing plan. By combining them both into a framework base, it will save valuable time for the entrepreneur hence them not having to incorporate both aspects into their plans. "Sustainable marketing seeks a solution in which commercial goods can be marketed in a responsible way that does not adversely impact upon sustainability. In terms of marketing consumption, this can be boiled down to a case of wants and needs". (Peattie 2007, 193-207). During the ideation and re-research about marketing I could not find a sustainable option that could work for my restaurants marketing. There were multiple options for tools and tactics. But not a collected framework that could focus on the key points.

I aim on creating a sustainable re-usable marketing framework that caters to small entrepreneurially owned restaurants. Where the workers oversee the marketing aspects or run the ideation and creation stage behind it. I chose not to focus on financial aspects of marketing. Since the created marketing framework does not cover the budgeting plan for marketing. Although the framework will not show current prices of online advertisements. For entrepreneur to start planning their budget after completing the framework created it is crucial to have up to date costs known. I will not be going over the business plan and how to create it, since this framework is designed to be created after the business plan aspect. As a part of the marketing and sustainability plans.

2 Marketing framework and tools

In this part I will be covering a simple marketing framework with attached tools. The framework is referenced from the business plan workbook. The business projection and marketing tactics focusing on service marketing. What are the best ways to market research with swot, marketing mix and how to create a strategy for it. With the outcome being a business projection. This action plan will serve as a base for your marketing framework but will be built further in next chapter.

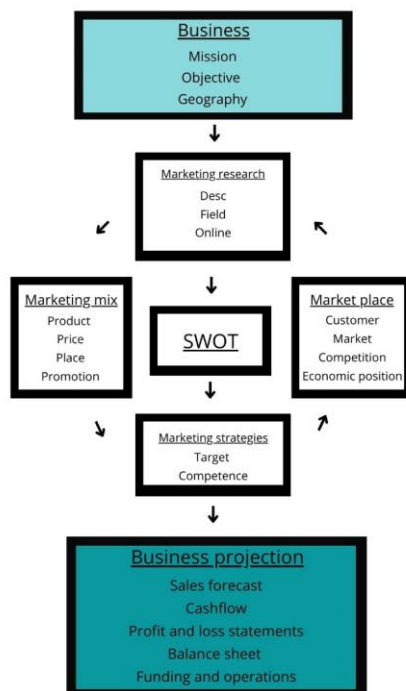


Figure 1. Marketing Framework (adaptive from Barrow & Barrow & Brown 2021, 19)

Strategic framework of marketing foundation is based on clear course of action, and views for future of company. As well as a mission and vision statement supporting the company objectives. The framework aims to satisfactorily solve the market gap for business with its strategy. Finding its competitors and customer needs to create a business projection. This can be used for investors and evolvement of company in the long run. In figure 1 shown above you can see a step-by-step plan for a working marketing framework shown in the book. Starting with a clear business plan, figuring out the mission, objective, and geographical location of the business. (Barrow, Barrow & Brown, 2021)

2.1 Marketing research

Understanding the current strategic framework as a whole process the following framework (figure 1) can be used as a guidance and action plan. Marketing re-search is gathered by entrepreneur investigating potential customers, competitors, and current business environment. For a successful entrepreneurial marketing plan its beneficial to use both internal and external resources. This aims on optimizing the value creating processes. With the start-up companies' external resources are vital for the creation of value processes. As a positive factor it has unlimited potential for flexibility and adaptation to fast changing conditions in the industry. (Barrow, Barrow & Brown, 2021)

Desk research is focused on the study of published information, its considerate an internal resource. The information can be found on the internet with blogs, articles and news. By comparing the existing data to the businesses situation and prospects you can produce a viable research base for the marketing plan. With field collecting information, it is more specific to your company. This is collected by questioners, emails with tests. The questions should be minimal and avoid ambiguity. Only factual and six-month-old answers should be taken in mind. With personal interviews with customers, it is less expensive and can be done "on the spot." It gives a 55% rate of succession, compared to telephone or email questionnaires only giving 32%. With email questionnaires the cost is higher, its more time consuming, considered spam and it could affect negatively on company image. (The Business plan workbook 2021, 79)

A wider economic environment should be briefly re-searched about. The business plan should take regards on the state of current economic changes. For example, during recession start-ups can benefit from secondhand equipment and increase of available rental properties. This saves money and location vice it gives more opportunities to appeal to customers. There's a possibility in the start-up stage the savings can be invested in marketing and product development. The political pressures such as war, climate change and epidemics make an impact on the business in multiple point of views. There should be a risk analysis done during the marketing re-search part to ensure minimal damages of setbacks caused by them. (Barrow, Barrow & Brown, 2021)

The current technological advantages of business field should be taken in mind when designing products and services. Impact of the market and consumers choice should be investigated with current trends. There is an increased need of products focused on social trends. Such as sustainability, locality, and delivery of experiences with technology are

creating larger value and higher demand for customers. With marketing current trends are relationship marketing tactics. (Singh, 2012)

If re-research is done properly, it validates the product/ service and its need. This process will likely lead to modifications of the starting product with re-innovating the start-up version. To increase customer validation of product the company needs to know its ability to compete with local and nearby businesses. (Bjerke & Hultman, 2002). With re-searching the competitor price range, promotional methods, distribution channels and location. (Singh, 2012). During the planning phase it is important to understand why market re-research is done. It aims to enhance the credibility of a workable business idea. Mainly for the entrepreneur themselves to find a realistic strategy for a start-up. When designing accurate research for business plan it is important to focus on the following areas. Such as fulfilling the need of customers, product quality, promotional methods, and distributional channels. But secondly for an outside source such as financial investors. (The Business plan workbook 2021, why prepare a business plan)

<u>Research subject</u>	<u>What you need to know</u>
<u>Customers</u>	What are the customers needs
<u>Competitors</u>	History of competitors, SWOT
<u>Product/Service</u>	How it meets customers needs
<u>Price range</u>	Value generated for customer by product
<u>Promo Material</u>	How to reach new customers
<u>Location</u>	Functionality and minimum cost

Figure 2, Marketing Framework (Janni Hakkarainen 17.9.2022)

For a starting point in businesses marketing analysis focusing on asking the right questions about market is key. In figure 2, the competitor analysis aims on focused research on pre-established local companies and their swot analysis. Product and service focuses on having their customers' needs met and could you be elevating them. This affects the price range your service can rely on their customers seeing the value generated. The promotional material used, such as social media. Testing its reach and value given to company. The location seeking functionality for customers reach while taking in mind the cost. (Barrow, Barrow & Brown, 2021)

2.2 Seven step plans for marketing research and swot analysis

Step	Task
<u>1.</u>	Clear formulated problem
<u>2.</u>	Informational needs
<u>3.</u>	Aquireing information (external/internal)
<u>4.</u>	Budget the marketing
<u>5.</u>	Research technique
<u>6.</u>	Sample customer research
<u>7.</u>	Process and analyze the data

Figure 3, step-by-step research plan (Janni Hakkarainen 17.9.2022)

The figure 3, shows a step-by-step research plan explained in the book entrepreneurial marketing. The step-by-step plan starts by formulating a problem. The business needs to find and narrow their larger perspective in their target group. Determining their informational needs such as market size, residency of area, nearby landmarks, and festivities in area. The informational resources used in research. The external and internal power that could be used on it. The most useful for entrepreneurs to find accurate data is straight from customers. (Bjerke & Hultman, 2002)

Budgeting focuses on how much the total cost of marketing will be. (Bjerke & Hultman, 2002). Marketing research will not be free even though the entrepreneur would do it by themselves. Deciding between desk and field marketing and which one works better for the company. The data collection, analysis and interviews will at least cost the businesses time. (Barrow, Barrow, & Brown. 2021)

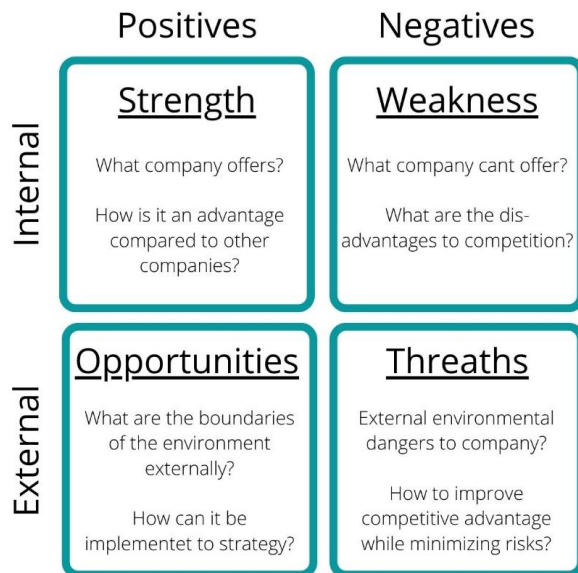


Figure 4. Swot for planning phase (Janni Hakkarainen adaptive from Curedale, 2018, 128)

Swot analysis consists of collected data of company's strength weakness, opportunities, and threats. The purpose is to meet the direct needs of a particular customer by evolving the product. This can be done after thrall research of current customer segment. With comparing the competitors' abilities and needs met for target group. When identifying competition, you should either have a concise list of nearby businesses or in case of multiple companies a detailed description of group without naming individual companies. (Barrow, Barrow, & Brown. 2021). The figure 4 showcases questions that benefit entrepreneur to find a working swot strategy. (Curedale, 2018, 128)

2.3 Marketing mix

The four P's original version can be used as a base for marketing mix elements. The four areas being price, product, promotion, and place. There are a variety of similar marketing mixes. The strategy became recognized after Neil H. Borden in 1964 wrote about it. (Singh 2012). This focuses on the less tangible elements of marketing. The four p's can be expected to help entrepreneurs to enhance their expected developments. (Bjerke & Hultman, 2002. 30).

The four P's service version is tailored towards hospitality-based industries. A service can be measured in marketing mix with people, process, presence, and physical evidence. The services running with a customer-oriented product will benefit on focusing on this version. The focus shifting into how the product is delivered by the presence and physical evidence generated by employees and the agility of the process. (Barrow, Barrow, & Brown. 2021)

2.4 Company overview marketing strategies

Traditional service marketing styles are sectioned into four parts. Conservative-transactional marketing, conservative-relationship marketing, entrepreneurial-transactional marketing, and entrepreneurial-relationship marketing. The types of marketing strategies focus in two viewpoints. Marketing aiming on relationship base and transactionally most efficient marketing without relationship bond. In long term successful transactions, the outcome should be measured with referral marketing creation. In a complex perspective to have a successful outcome the marketing mix should be part of the plan. (Bjerke & Hultman 2002,182-184)

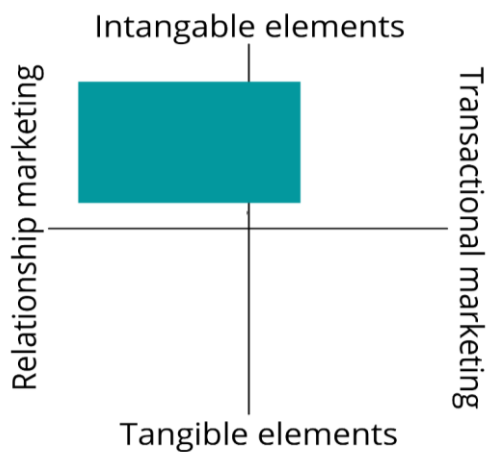


Figure 5. Restaurant marketing basis for entrepreneurial service marketing (Janni Hakkarainen 12.12.2021, adaptive from Bjerke & Hultman, 2002, 226)

The relationship marketing strategies are focused on building a bond between businesses, with mutual benefits. Creating a functional purchase to deliver value system. (Bjerke & Hultman 2002,180-182). Figure 5 shows a visualized version of the service marketing tool. That ensure both parties have beneficial partnership. Overall creating and developing

goods and services. The end developed product creates a higher demand for both parties and generates more sales. In the transactional marketing the aim is to build a value system without creating a relationship between businesses. This means consumer seeking a standard and specific service from sellers. This aims to be done with competitive prices with no interest in creating long lasting relationship or innovation in the future. (Bjerke & Hultman 2002,196)

2.5 Marketplace

The research on marketplace should be started to investigate before establishing the business. This will save costs and time for entrepreneur. (Barrow, Barrow, & Brown, 2021, Why prepare a business plan?). Social media as a marketplace is becoming a powerful way to attract, share and collaborate online. (Anderson, 2012). The marketplace has started to switch into social media from traditional media. In past it was typical to rely on surveys as a traditional method of marketing research. (Kim, Li & Brymer 2016)

“Flaws can often be discovered cheaply and in advance when preparing a business plan; they are always discovered in the marketplace, invariably at a much higher and often fatal cost.” (Barrow, Barrow, & Brown, 2021, Why prepare a business plan?)

2.6 Social media and digital marketing

Internet marketing is a cheap and fast route to customers when done right. The increase of internet marketing is focusing on aiming for a higher website traffic and business branding. (Anderson 2012, 4-12 and Murdough, 2009, 94-99). It focuses on finding the correct consumer group with algorithms and identifications. The process also generates a clear image creation for the company while having infinite growth potential. Giving a gateway for new customers to find your business easier. Serving as an investment for the company rather than cost. This can be done with google, Instagram, YouTube and Facebook ads. While digital marketing has been booming for past 10 years the traditional email marketing can still be as efficient if properly done and researched. Social media make half of the 20 most used apps around the world making it easier to reach people in wider range. (Barrow, Barrow, & Brown, 2021)

“Rather than solely relying on the traditional method of collecting consumer opinions from surveys, companies have started collecting more objective customer online engagement metrics to investigate social media’s influence on brand loyalty and firm performance” (Kim, Li & Brymer 2016)

Creating company image with social media marketing gives a face to the restaurants image. Having a clear visualization of the business for customers is a key to promote your business. Constant content creation what shows company vision and general image. By running competitive analysis with competitor businesses websites and social media you can evaluate your performance in the field. (Barrow, Barrow, & Brown, 2021)

2.7 Analyzing and processing data collected from marketing

“The purpose of gathering the market research data is to help you decide on the right marketing strategy when it comes to such factors as setting your price, deciding on service and quality levels and choosing where and how much to advertise.” (Barrow, Barrow, & Brown, 2021)

Analyzing data from social media can be done using three key metrics. The conversion rate, number of comments on posts in social media display. The rate is more accurate depending on how many posts you add to the metric. The amplification rate focuses on average retweets, shares, posts on stories and downloads on each post. This can be enhanced with competitions and raffles hosted. With enrollment being one share of post etc. Thirdly the applause rate is counted by the total of likes per post. (Li, J., Kim, W. G. & Choi, H. M. 2019)

3 Entrepreneurial marketing in restaurants

Entrepreneurial marketing focuses mostly on the advantages of privately owned businesses. The ideation and technical executions with fast changes and adaptations make a huge difference in the market. (Bjerke & Hultman 2002, 197)

" Most significant differences between ecological marketing and green marketing – the concept of ecological marketing is focused on the physical consequences of the enterprise's functioning, while the concept of green marketing highlights the systematic nature of the enterprise. In other words, business is no longer viewed as just a "chain of delivery" that transforms inputs into outputs but as a system that also generates additional outflows (of pollution and waste)." (Katrandjiev 2016)

Ecological marketing is often confused with green marketing. While having similar aspects and ideation. The actual indication in processes differs from each other. (Katrandjiev 2016). Green marketing focuses on the development and marketing of sustainable products and services. While ideating the entire process to be more sustainable for businesses future. (Peattie, K. 2007)

3.1 Entrepreneurial marketing framework

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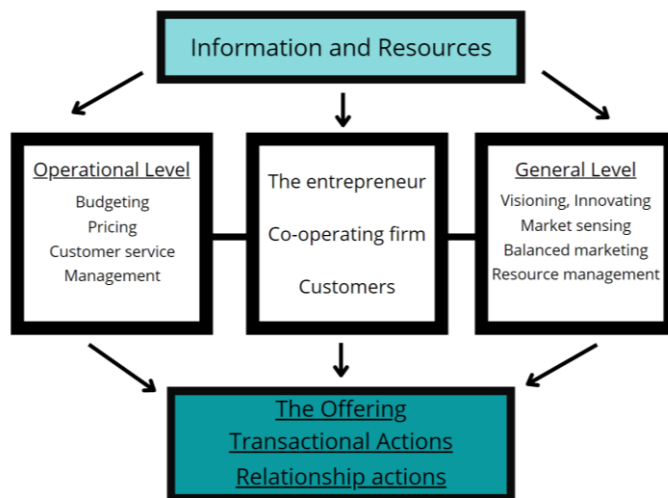


Figure 6. Entrepreneurial marketing model (Janni Hakkarainen 12.10.2022, adaptive from Bjerke & Hultman, 2002, 207)

There are two main patterns to interpret and assess the information from current environment. As can be seen in the first box of figure 6. First one is the mixture of traditional analytical and administrative patterns. Where all aspects are identified and evaluated. Afterwards the decisions are made with the gathered criteria and information from the framework. These patterns of information are assessed in a similar line as the traditional marketing mentioned earlier. (Bjerke & Hultman, 2002)

Second pattern has a more intuitive and non-traditional approach. With a closer look it relies more deeply on the entrepreneur's ability to identify their information and gather the relevant parts. Then transfer it into a vision of customer value. While being in a key position in the company, the entrepreneur could quickly implement the information. With the creative and adjustable implementation, the entrepreneur has a marketing advantage over other bigger companies and chains. The faster implementation together with identification of relevant information for the restaurant gives it a head start into marketing the correct customer value. Using innovating methods to execute marketing with full understanding of the entrepreneurial capacity create the better sustainable customer value. (Bjerke & Hultman, 2002)

Resources are needed in the creation and distributions of values. The environment offers access to resources that the entrepreneur doesn't control. Partnerships and customers are the perfect unities to acquire necessary resources. This fulfills the fundamental condition to grow. While offering a balanced virtual and focal source. (Bjerke & Hultman, 2002)

The capability when structuring the value framework includes choosing best partnerships for leading and maintaining the project. Dividing the groups for three main teams for analysis generates a higher success rate for the parties. The main group includes the entrepreneur/restaurant staff. Second group consists of co-creators such as partnerships. Final group are the participating customers. Each group has a specific role in the marketing framework. The only role that cannot be outsourced is the entrepreneur. (Bjerke & Hultman, 2002)

The actual process is on a general level in figure 6. This includes ideating and visioning marketing, marketing sensing and research etc. The operational level focusing on the day-to-day processes. Customers explaining the values created for the restaurant. The outcome of processes is offerings such as tangible and intangible elements, transactional actions and relationship actions. These create a framework to start building a sustainable marketing plan. (Bjerke & Hultman 2002, 205-206)

3.2 Entrepreneurial marketing in depth

Following the previous framework in figure 6, footsteps, it's important to investigate similar sectors of the upcoming economic situations. Since entering the new economic era focusing on technological advantages in the restaurant industry and the global pandemic. It's important to find new perspectives with areas of importance by creating, designing, and executing a functional entrepreneurial marketing plan to support the businesses agenda. Focusing on the 7 key areas of marketing for entrepreneurial organizations. This aims for a supplementary approach rather than a mutually exclusive for other marketing models.

Importance of a working value-creating process in the business. Anticipating the future is important to companies. Short lead times in markets push firms and entrepreneurs to react and take actions instantly in the changing markets. The entrepreneurs with instantaneous reactions and power to implement their visions are more likely to bloom in these types of conditions. They are more likely to learn and find solutions with their design processes. Though their goals might not be clear in advance, the process view should aim on business to focused on value creating processes in value constellations. That will help with monitoring and adjusting when needed. This system would not forecast in detail the markets with process views. Businesses can control these actions with flexibility. This can be done without restrictions of a plan when there are clear visions to navigate with. It's important to have a functioning creation to maintenance process. This is usually called the development process. There isn't a right or wrong way rather a step-by-step guideline. The design process usually starts with identifying and understanding of businesses individual value-creation processes. These should be aimed towards growth of business. (Bjerke & Hultman 2002, 225-231)

"The senior staff in a growing entrepreneurial firm must give this area special attention for two main reasons: first because resources must be available for the value creating process and second because the competitive edge is partly derived from the quality of the resources." (Bjerke & Hultman 2002, 210-211)

Finding useful relevant resources and clearly structured value constellations. Or as otherwise considered an interrelated business process creating value for customers. (Bjerke & Hultman 2002, 210-211) For a successful entrepreneurial marketing plan, it is beneficial to use both internal and external resources. This aims on optimizing the value creating processes. With start-up companies' external resources are vital for the creation of the value processes. This is a positive factor for smaller companies. Hence, it has unlimited potential for flexibility and abilities to adapt in rapidly changing conditions. A balanced transactional and relationship marketing while balancing the tangible and intangible objects in a

market. Offers into a concrete market action towards complex marketing strategy. (Bjerke & Hultman 2002, 225-31)

3.3 The five forces theory

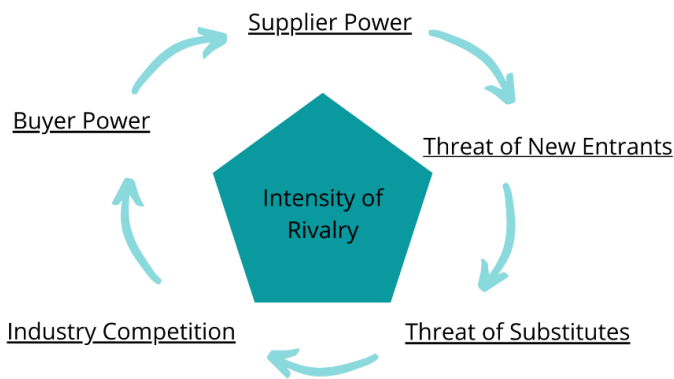


Figure 7. Five forces of theory (Janni Hakkarainen, adaptive from Barrow & Barrow & Brown 2021, 13)

In figure 7, the intensity or rivalry can be measured with five subjects. The supplier power means that there's fewer suppliers on the market. Lowering the competitor rate for suppliers. Therefore, supplier has a larger leverage on the market with power. Defining the price range and market quality of products. (Barrow & Barrow & Brown 2021, Strategy the big picture)

The threat of new entrants on the market focuses on new startups. The ability they have on becoming competitors in the same area, industry, and market segment. The market has an easy entry and new companies are easy to start. Therefore, the risk is always there, but the viability and branding of the company varies on competitors' research of market. Threat of substitution is customers' ability to choose competitors' products and services. Over the entrepreneur's business and brand. Is the product distinctive with cost-value and how does customers take in mind the brand with it. Customers brand loyalty is a huge part in this to secure the market position. (Barrow & Barrow & Brown 2021, Strategy the big picture)

With industry competition the amount of competition determines the power of business. The capability to fulfill customers' needs with quality and quantity gains customer loyalty. The attractiveness of products is what highlights the branding in the industry competition.

Easily recognizable packaging, brand colors, website and social media helps with it. The buyer aims on overpowering the industry when there are many small businesses. The larger businesses in this situation easily overtake most of the market. Relationship marketing is suggested on applying in this situation. It helps the business to create bonds with other powerful brands and create a functioning beneficial relationship for both. (Barrow & Barrow & Brown 2021, Strategy the big picture)

Strategic options

Target Scope	Advantage	
	Low cost	Product uniqueness
Broad Industry	Cost leadership Strategy	Differentiation Strategy
Narrow Market Segment	Focus Strategy (Low Cost)	Focus Strategy (Differentiation)

Figure 8, Strategic options (Janni Hakkarainen 12.11.2022, adaptive from Barrow & Barrow & Brown 2021, Strategy the big picture)

Cost advantage aims on finding the making/production, delivery cheaper than the competitors. This does not always mean a cheaper product for customers depending on how their needs can be met with figure 8. It could have a higher sales margin and gross profit. It is likely to succeed in larger markets. Aim can be achieved with high production volumes. This lowers the production costs, and you have a product for long-term selling. The business needs to take in mind the available storage space for the product volumes. (Barrow & Barrow & Brown 2021, Strategy the big picture).

Second ideology focuses on the differentiation of the product from competitors. This can be done with knowing competitors' products; customers want and needs. With a knowledge of businesses own capacity for customers pay for the brand. This is found out by comparison to competitors brand loyalty. (Barrow & Barrow & Brown 2021, Strategy the big picture).

3.4 Interview with two restaurants located in Helsinki, Finland about marketing

Gathering information about two restaurants marketing strategy with a short interview. The restaurants are privately owned with a possibility for fast development in marketing. With

the information gathered I wanted to validate the need and interest of framework created. For future also how the framework could be altered and developed further.

Questions asked from the restaurants:

Answers from restaurant A, a privately owned restaurant for two generations in Helsinki:

1. Facebook and Instagram.
2. By checking likes and shares.
3. No. We recycle our waste and focus on the sustainable aspects in kitchen.
4. Yes, if we want to be more sustainable with our hours.

Answers from restaurant B, a chain owned restaurant where their employees oversee their social media marketing:

1. We use social-media marketing as a main way. Apps such as Instagram and TikTok are our main ways to market.
2. In Instagram we monitor by having a company user, so the app has built in tracking of views and clicks. In TikTok we look at the view amount, likes and shares.
3. No. We do aim to use sustainable products in our dishes.
4. Yes. We just started rebranding and started a new marketing team so all new ideas will help us.

4 Process description

I started writing my thesis in the fall of 2021. During the spring 2021 I started to develop my own restaurant focusing on sustainability and minimizing the waste created by the process. Creating a one-year efficient plan for my writing process with full time work and courses. By researching marketing tactics that were most cost efficient and sustainable options, there weren't a lot of ready frameworks or combinations of tools. During the spring Covid-19 second wave hit and it was hard to establish a startup. For this reason, I had to slow down my plans with starting my restaurant.

By researching business plan types and tools for them I started my writing process. Researching on ecological, sustainable, and green marketing to enhance the unity to my business plan to my marketing plan. The tools I aimed on using were marketing funnel, blue and red ocean strategy, and swot. The aim was to focus on how to apply these in an efficient way into a marketing plan generated to be a larger part in a functional business plan base. After comparing various business plan types and Suomi.fi generated entrepreneurial base for business plan. The motivation towards subject started to lower.

The meetings with my advisor started in spring of 2021. The thesis timeline with step-by-step phases can be seen in figure 9. When discussing my subject, the area seemed too broad and unconnected for it to be a consistent work that could go deep enough in subjects that the thesis could work. I started narrowing it down to ecological marketing plan for restaurant X. It would only focus on ecological tactics for restaurant to create a social marketing plan.

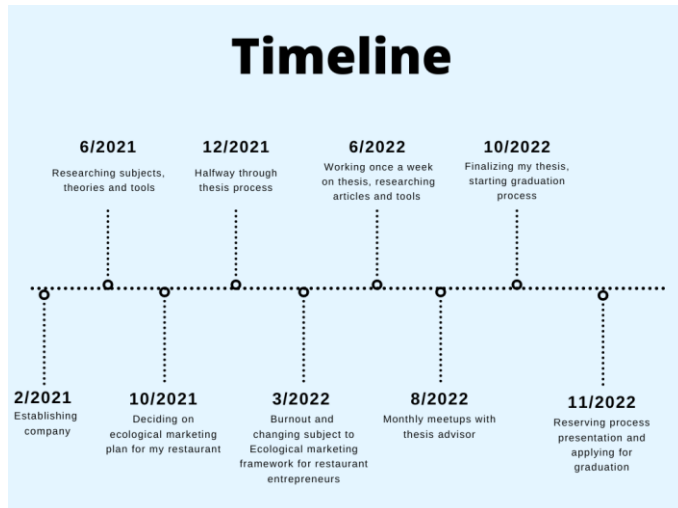


Figure 9, Thesis process outline (Janni Hakkarainen 21.11.2022)

During the process I continued doing work full-time with studying and 8 courses both on campus and online. This resulted in a burnout in spring of 2022 and 3-month sick leave. The sick leave left me unsatisfied with my subject since I wanted to generate something that I had a personal motivation towards and could help other entrepreneurs. In spring 2022 I started researching entrepreneurial marketing and how could I minimize the waste generated by it. Realized I was more interested in this new subject and how to apply it in my business.

I started by comparing entrepreneurial marketing and ecological marketing aspects and how the tools differed and worked together. In the comparisons the research of marketing segments was heavily talked about. When looking deeper into researching the market segments and how to generate customer values. The thesis outline started to get figured out. When deciding on a framework that I would add the tools and entrepreneurial aspect into, I wanted to focus on value process and its research.

When discussing at work with my coworkers about sustainability and its effects in restaurants few new aspects came up. Restaurants were focused on being environmentally cautious mainly about their food preparing process. The marketing and business plans didn't focus on their sustainability parts. The marketing that was "sustainable" in their opinion was posting about local ingredients and if they were organic. This seemed more like greenwashing the marketing aspect rather than it being a sustainable process. I reached out to my advisor about changing the subject and starting to write about it. The meeting with my advisor would be monthly for checkups and updates.

The topic was set, I would aim on writing a sustainable framework for entrepreneurs. For them to have a sustainable option to run a marketing plan as a part of their business plan. The key would be researching marketing segments, tools that ensure sustainable time management and would be easy to continue from in the next relaunch of a marketing plan. The plan was to generate a framework that's base of marketing could be elevated by the same tools each use.

Using Haaga-Helia library and articles online I started gathering information for my thesis. The hard part was narrowing down an aspect I would focus on, and which resources seemed efficient for it. By testing tools into my own marketing plan on my business I could narrow down the once with value to other entrepreneurs.

The fall of 2022 I was working while reserving 6-20h per week to work on my thesis. During this I had inflexible work schedules that made the writing process through. The constant worry about having time to write made me innovate the process. I would stay after work to ensure I had the time for the thesis to have a continuous writing process.

When reading about the topics I aimed on generating a framework that would elevate the entrepreneurs marketing skills while being easy to understand and execute. I started the process by explaining the step-by-step theory of marketing. Where the entrepreneur would understand and learn about each subject. The level of innovation and marketing streams would be determined fully by entrepreneurs' business plan, research and branding. The process would become more independent and difficult after each step. Still ensuring that when used again the basis would be same but also altered depending on the changing branding and focus points.

After the last check-up in November 2022, I submitted my thesis to my advisor. The figures and conclusions would be added in this submission finalized. The thesis would be checked and assessed if it could be submitted officially. Then I could reserve a time for my process presentation and get it graded.

I used mostly desk research such as books from the 3-UAS library, marketing articles, and research from google scholar. I started by figuring out which tools I wanted to use in my thesis and would work efficiently with entrepreneurs. With a simple questionnaire for entrepreneurs, I could find out the possible interest for a framework.

5 Conclusion

5.1 Key points learned

While writing this thesis the biggest outcome that affected my personal learning focused on the customer segmenting. How the value generating process would affect the customer segment and how to narrow it down to target groups. Internal and external marketing research was a new subject for me, and I will be using it in the future. Having resources that affect the budgeting majorly while having a sustainable outcome also will affect my marketing views in a positive way.

Sustainability in marketing can be achieved with thrall research on subjects. Having clear vision what your business aims to achieve and for who. The value of the business and how it can be offered and evaluated. By minimizing hours on marketing planning by creating a functional framework to follow gives entrepreneurs more time to focus on other aspects of business.

During the process of marketing theory, I also found out the marketing framework works as well on chain owned restaurants. If the entrepreneur can on their own or following the guidelines of chain post and manage the social media. The type of service marketing I would aim to use in the ecological restaurant is entrepreneurial-relationship marketing. This focuses on the cooperation of supplier and buyer while developing an innovative service process. Relationship can easily progress into a co-operating business partnership. This comes in handy in the long run by enabling more co-operating projects and services with companies.

Analyzing the data collected from traditional service marketing techniques shows what type of marketing strategies work for each client groups. The process should be continuous and updated monthly to ensure most efficient outcome. This ensures a rising customer interest and visibility. While in the long run being a sustainable option for entrepreneur time and budget vice.

From the information gathered from entrepreneurs, I could validate the interest in a marketing framework. The restaurants focused on recycling and sustainability in their produce and kitchen but not in marketing and planning. This leads me to enhance the knowledge of sustainability in marketing aspects.

5.2 Development ideas

As a development idea for this framework, I would focus next on developing a broader social media strategy. Also adding additional tools for usage. For example, having an app that could analyze the gathered data from entrepreneurs. For visualizing the framework, a clear poster/ step by step plan would be useful for the user. With a feedback form to development purposes.

I would like to further the idea in the future. Adding more deeper sustainable views and marketing tactics. While also dabbling into green marketing without greenwashing. Also, testing the customers viewpoints on sustainable marketing and companies using it. Going deeper into subjects to teach about sustainability would be useful.

5.3 Reflection on learning

The information I had gathered from school helped me during the writing process. Writing long reports on projects and processes gave me a clear base. Having a personal interest towards marketing and entrepreneurship helped to figure out the thesis subject. The process time was longer than expected for me. Being a full-time student while working 90-112.5H/ 3 weeks affected my scheduling majorly. In the future I will reserve more time for my thesis writing process.

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Appendices

Appendix 1. Process description slideshow made with Canva

