

# EI SUOMEA PUHUVA YRITTÄJÄ

Teemu Vidgren – Katja Raitio – Emma Lameley – Estelle Pollaert – Daniele Vendrame – Aino Laukka

## RESTAURANT A

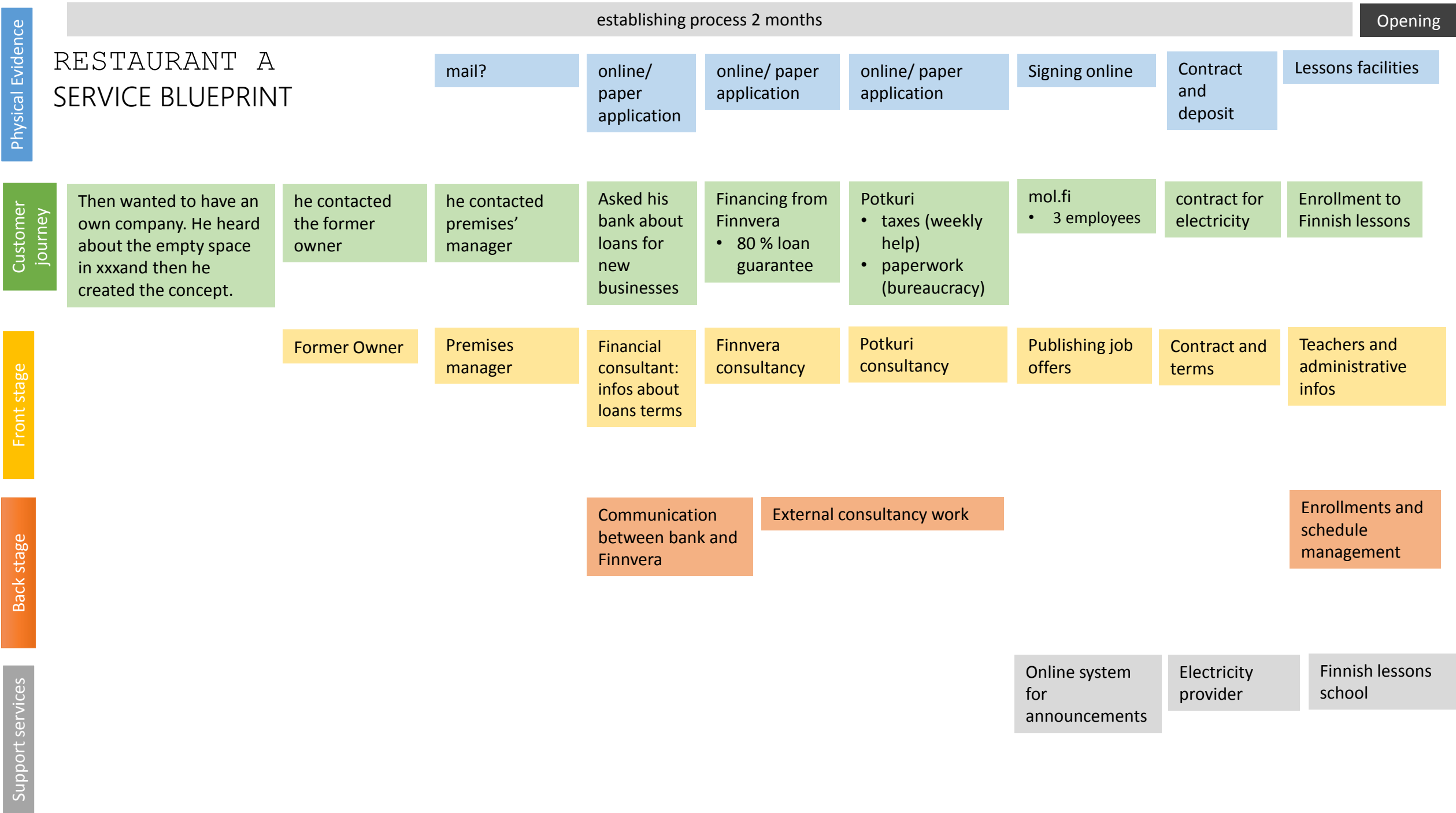
Pasta specialized small restaurant, 2015. The entrepreneur worked for about 15 years in Italy and moved to Finland in 2010, working as head chef at restaurant. He also started a small business in catering service.

Since he's in Finland he wants to start an own restaurant but the rental prices made him give up many times. The restaurant concept is adapted to the place where is located. Infact it can be considered a middle course between fast-food and a high quality restaurant.

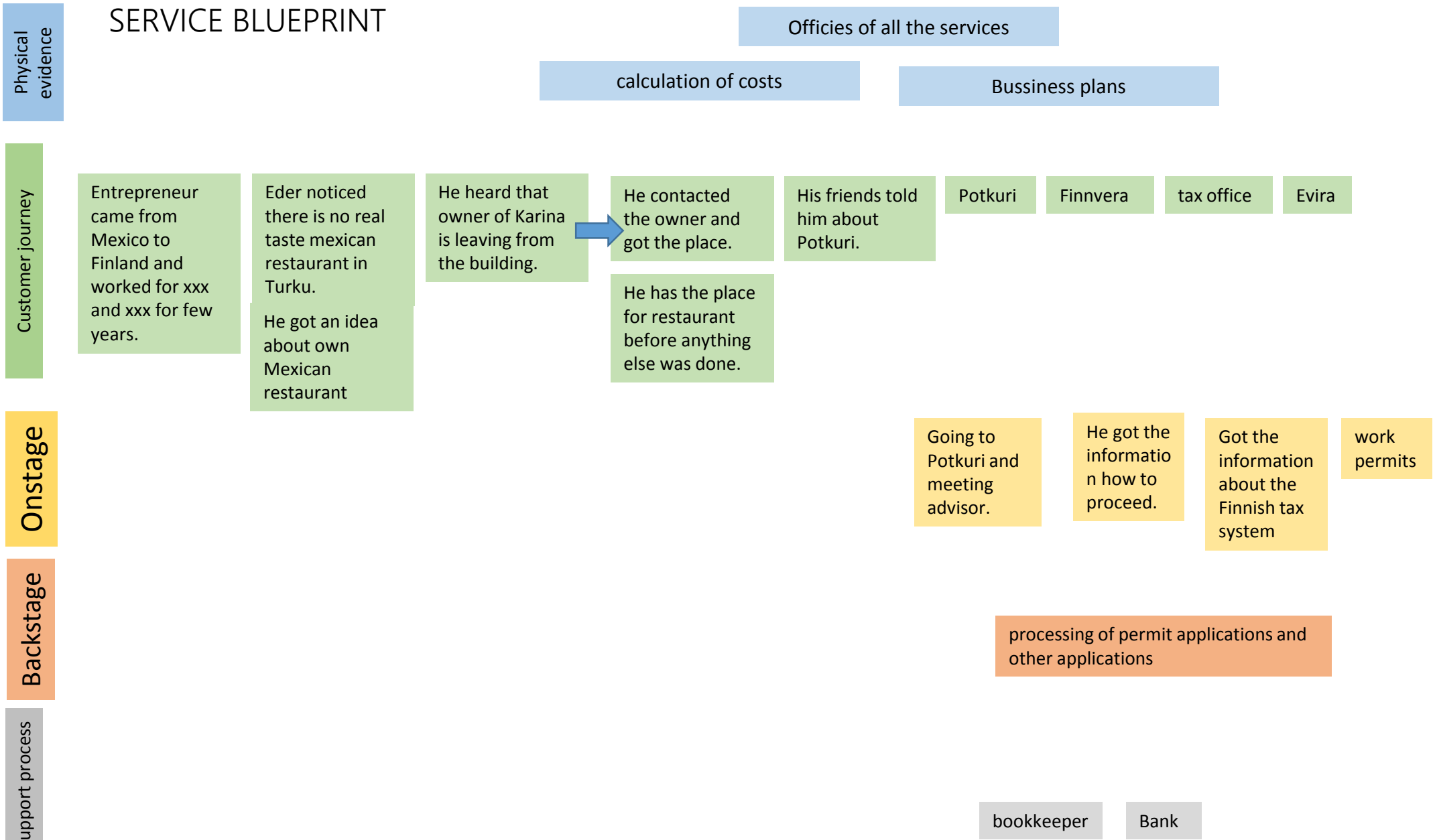
He already knew about Potkuri's service because of his previous experience as catering company. Potkuri provides taxes consultation weekly. He thinks that it's helpful because it's very difficult to look after all the financial aspects and the paper works, but he still has to do it by his own.

He started the business doing everything by his own. Later he hired 3 employees using announcements on mol.fi and through some of his contacts he gained in the past years.

The main difficulties for small business, in his opinion, are the bureaucracy paper works and the financial aspects that should be simplified at least in the restaurants sector. Bank should also provide more help to individual entrepreneurs and small businesses.



# RESTAURANT B SERVICE BLUEPRINT



## Pre-service (development idea)

The main idea of this pre-service is to gather people who are interested in to start a business in Finland. They would find new contacts, employees and partners to work with. It's open for everyone but main focus is in non-Finnish speaking people. It could be organized by Potkuri.

### How to find the service?

Mol.fi-profile,  
when visiting site  
you would see  
advertisement  
about the service  
and get  
invitations to the  
meetings.

Information is  
given in refugee  
centers and  
immigration  
office.

Information is  
given in  
employment  
office (TE-  
toimisto).

## What happens in the meetings?

Meetings are held once in a month. There would be some specialist who tells how to establish a company in Finland and about the business services.

If someone already has a business idea they would guide him to contact e.g. Potkuri.

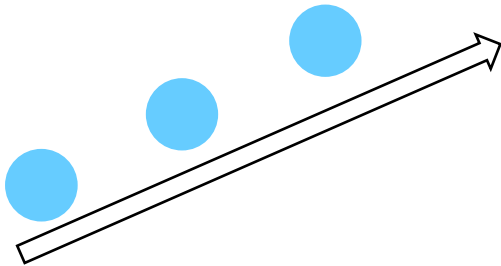
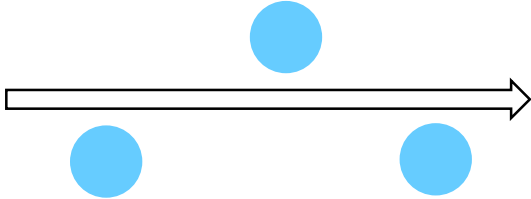
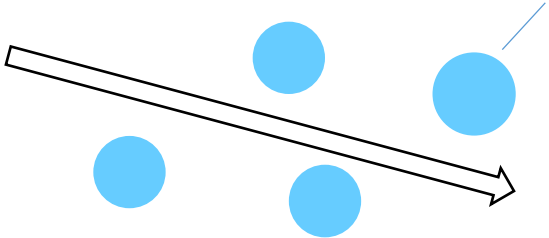
Also some

After the informations the participants chat with each other, develop their ideas and get new contacts.

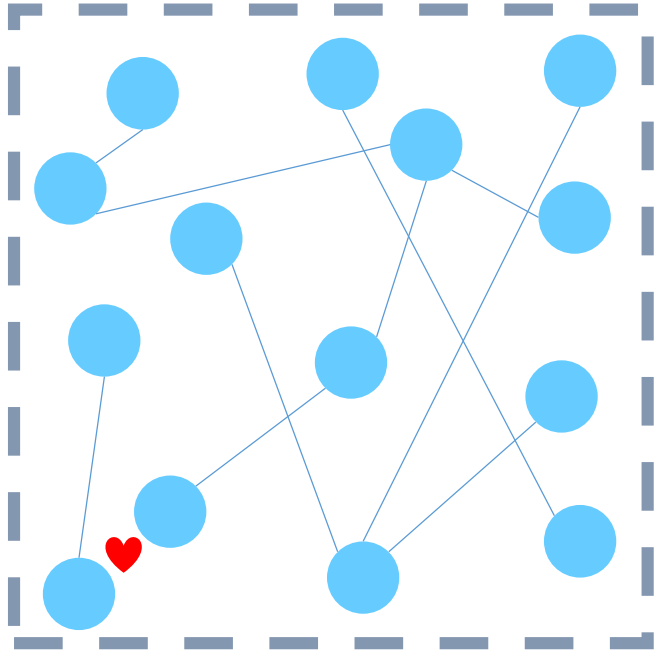
Information about the service



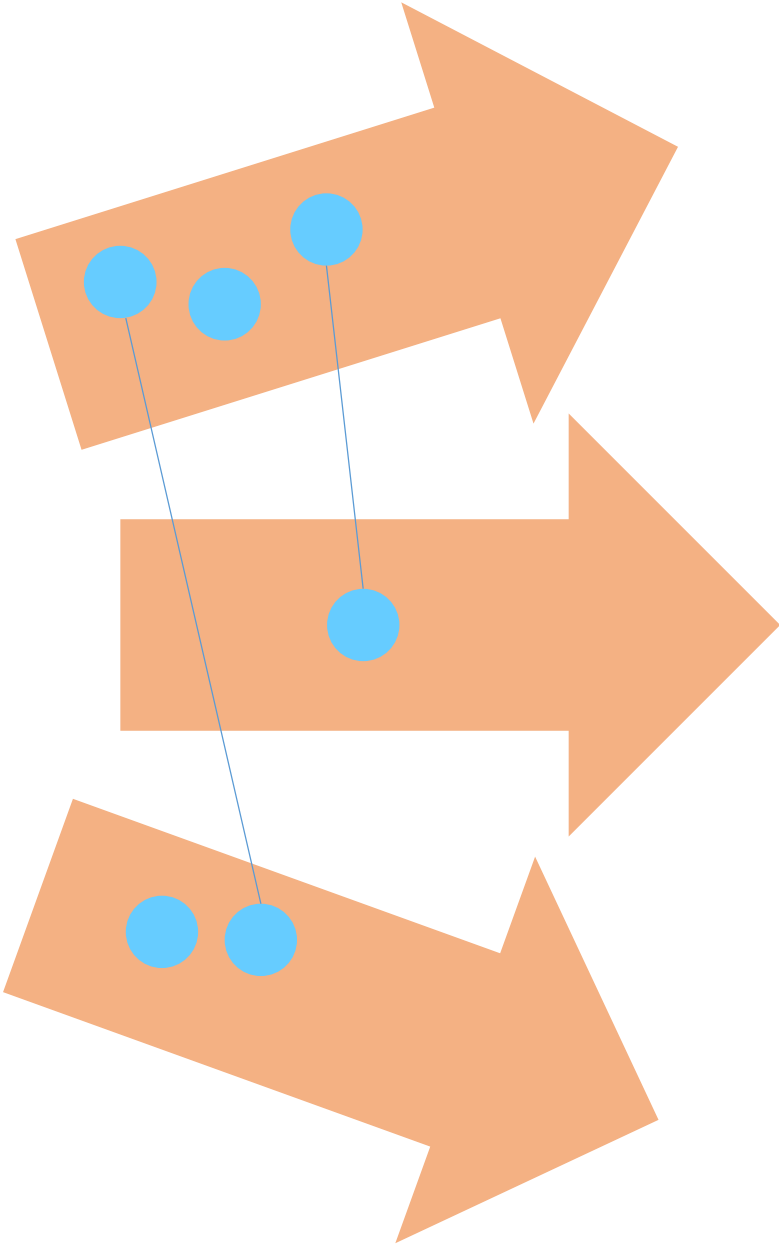
persons



The meeting



Starting an establishment process



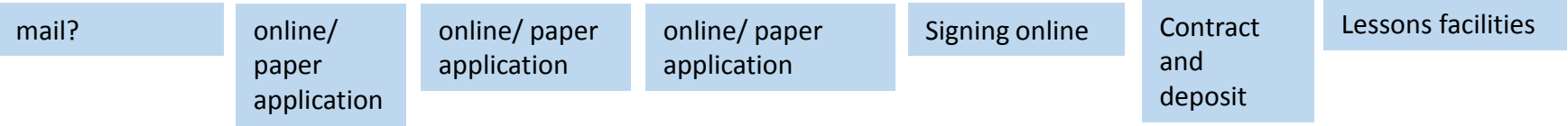
Development idea

establishing process 2 months

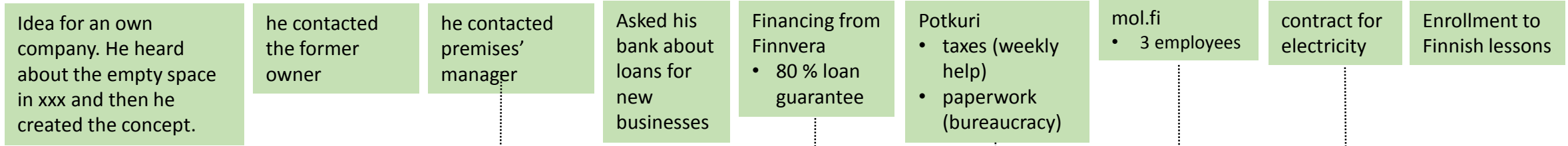
Opening

# RESTAURANT A SERVICE BLUEPRINT

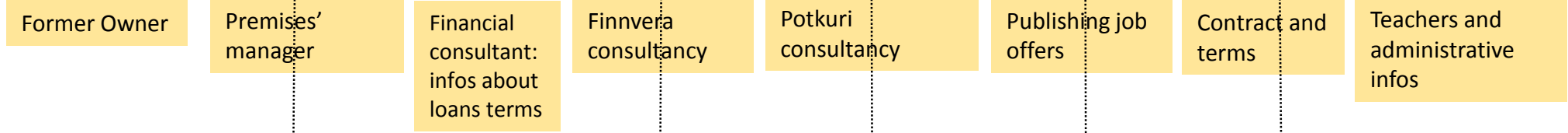
Physical Evidence



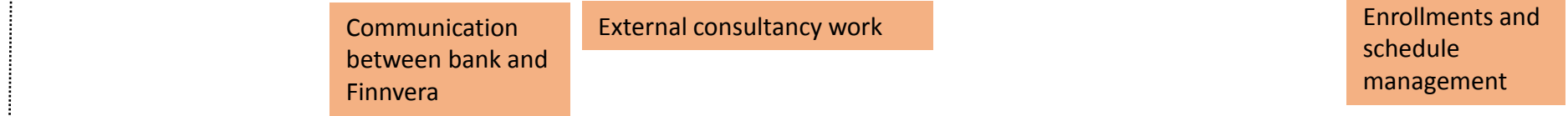
Customer journey



Front stage



Back stage



Support services



Less steps and immediate contact with service providers



Development idea

RESTAURANT B  
SERVICE BLUEPRINT

Physical evidence

Customer journey

Onstage

Backstage

Support process

Eder came from Mexico to Finland and worked for XXX and XXX for few years.

Finding out the pre-service from immigration office and heard about it when he was trying to find a job

Start up money for restaurants

Entrepreneur noticed there is no real taste mexican restaurant in Turku.  
He got an idea about own Mexican restaurant

He heard that owner of xxx is leaving from the building.



He contacted the owner and got the place for restaurant before anything else was done.

His friends told him about Potkuri.

Offices of all the services

calculation of costs

Bussiness plans

Potkuri

Finnvera

tax office

Evira

Going to Potkuri and meeting advisor.

He got the information how to proceed.

Got the information about the Finnish tax system

work permits

processing of permit applications and other applications

bookkeeper

Bank