

Sanna-Leena Korpela

Business opportunities between Finland and Nepal

Thesis

Spring 2016

SeAMK Liiketoiminta ja kulttuuri

Pk-yrittäjyyden Tutkinto-ohjelma



SEINÄJOEN AMMATTIKORKEAKOULU
SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

SEINÄJOEN AMMATTIKORKEAKOULU

Opinnäytetyön tiivistelmä

Koulutusyksikkö: Seamk liiketoiminta ja kulttuuri

Tutkinto-ohjelma: Pk- yrittäjyyden tutkinto

Tekijä: Sanna-Leena Korpela

Työn nimi: Business opportunities between Finland and Nepal

Ohjaaja: Miia Koski

Vuosi: 2016

Sivumäärä: 54

Liitteiden lukumäärä:

Opinnäytetyössä tarkasteltiin Nepalia mahdollisena potentiaalisena liiketoimintakumppanimaana. Työssä perehdyttiin Nepaliin ottamalla selvää siitä maana sekä sen kulttuureista

Työssä käsiteltiin myös yhteistyötä Nepalin ja Suomen välillä. Tarkastelussa oli enimmäkseen yrityksiä, jotka olivat tekemässä jonkinlaista liiketoimintaa Nepalissa, kuten esimerkiksi suurin osa yrityksistä teki erilaisia konsultointi projekteja Nepalin köyhimmillä alueilla, tai teknologiapainotteisia yrityksiä joiden avulla pyrittiin saamaan lisää teknologiaa tai teknologia osaamista Nepaliin.

Työssä tehtiin kattava mittaus kuinka tehdä liiketoimintaa maiden välillä ja mitä sen onnistuminen vaatii. Teoriassa hyödynnettiin erilaisia yritystoiminnan kehittämisen ja kansainvälistymiseen liittyvää kirjallisuutta sekä verkkolähteitä.

Vertailussa olivat molempien maiden kulttuurit, joiden liiketoiminta kulttuureja verrattiin toisiinsa, jotta saatiin selville mitä täytyy ottaa huomioon yhteistyötä tehdessä.

Yhdessä teoriaosuudessa perehdyttiin myös Nepalin liiketoiminta mahdollisuuksiin SWOT- analyysin avulla. Teoriassa oli käytetty muunmuassa Nepalilaista kirjallisuutta sekä internetin tutkimuksia. SWOT:in avulla sekä omien havaintojen perusteella pystyttiin kehittämään liiketoiminta ideoita Nepaliin sekä Suomeen.

Avainsanat: Nepal, Suomi, Liiketoiminta, Mahdollisuudet, Kulttuurit

SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

Thesis abstract

Faculty: Seamk Business and culture

Degree programme: SME entrepreneurship

Author/s: Sanna-Leena Korpela

Title of thesis: Business opportunities between Finland and Nepal

Supervisor(s): Miia Koski

Year: 2016 Number of pages: 54 Number of appendices:

In the thesis Nepal was considered as possible potential business partner country. Thesis was familiarized to Nepal by finding about it as a country and about the cultures.

Thesis was dealing also with cooperation with Nepal and Finland. In the analysis had mostly the companies, which were making some kind of business in Nepal like for example most of the companies were making different kind of consulting projects in the area of poorer people in Nepal or technology companies with who there were trying get more technology or technology know-how in Nepal.

There was comprehensive measuring in the work that how to make business between the countries and what its success requires. In the theory part work was utilized with different kind of developing of business and international based literatures and Internet sources.

Both countries cultures were in the comparison whose business cultures were compared to each other's for finding out what should be considered when making cooperation with the countries.

One theory part was familiarizing also the business opportunities of Nepal by making the SWOT –analysis. In the theory was used among other things Nepalese literature and researches of the Internet. By using SWOT and by making own observations there could develop business ideas for Nepal and Finland.

Keywords: Nepal, Finland, Business, Opportunities, Cultures

TABLE OF CONTENTS

Table of Contents

Opinnäytetyön tiivistelmä	1
Thesis abstract	2
TABLE OF CONTENTS	3
Tables and Figures	5
1 Introduction	6
1.1 Basis of thesis	6
1.2 Structure of thesis.....	7
1.3 Research methodology	9
2 Nepal.....	11
2.1 Basic information.....	11
2.1.1 Finland.....	13
2.2 Current situation in Nepal	14
2.3 Cooperation between Finland and Nepal	14
2.3.1 Cultural relationship.....	15
2.3.2 Development cooperation	16
2.3.3 Finnish companies in Nepal	17
2.3.4 Nepalese companies and products in Finland	21
3 How to make business.....	22
4 Cultures.....	26
4.1 Finnish culture	26
4.2 Nepalese culture	28
5 SWOT and PEST –Analyses and business ideas.....	31
5.1 Strengths	33
5.2 Weaknesses	35
5.3 Opportunities	36
5.4 Threats	39

5.5	PEST –analysis.....	40
5.6	Business ideas.....	43
6	Conclusion.....	46
	BIBLIOGRAPHY	51

Tables and Figures

Figure 1. Structure of Thesis.	8
Figure 2 Firsts steps investing in Nepal.....	24
Figure 3 SWOT.....	32
Figure 4 Strengths in Nepal.	33
Figure 5 (Cost of Living Comparison Between Helsinki and Kathmandu).	34
Figure 6 Weaknesses in Nepal.....	35
Figure 7 Opportunities in Nepal.	36
Figure 8 Threats in Nepal.	39

1 Introduction

1.1 Basis of thesis

The topic of this thesis is to take a look at the business between Finland and Nepal. Aim in thesis was to find opportunities to make a business in Nepal as a Finnish company. Research was to find an existing Finnish company in Nepal and get information about their history and works with Nepal. It was important to solve what were the important things about the cooperation between the Finnish and Nepalese companies. What are everything needed to work together between the countries. The topic needed an ideas how and what to create and develop in other main country.

The main reason for the topic was that the researcher of this thesis has a family with the Nepalese man and they have had interests about making business between the countries for a long time. It was important to them to find a possible ways to create business ideas in Nepal or in Finland with the ideas from Nepal. The thesis is made for the people who are thinking to start a business between these countries and are not aware of the things that should be concerned on this possible business cooperation. People who are also interested about the different cultures dealing with together are the targets for this topic.

The researcher was defining topic for the specific areas and was doing the research from the basic aspects. The researcher was focusing the text for making Nepal more known as a country and as business partner. There are lot of information about Nepal and its cooperation with Finnish companies. Also the main thing was to center the process to the business habits and rules of the countries. Culture was also a big part of the process and there are founded cultural explanations about both countries and the comparing discusses about the differences about the basic culture and business culture. SWOT – analysis was one main thing in the text because that was the helper when finding the strengths, weaknesses, opportunities and threats in the business partnership with Finland and Nepal. When making SWOT – analysis that helped to discover the possible business ideas for the future cooperation with the countries.

All kind of entrepreneurship studies that the researched have been gone has helped to clarify the main subjects for the thesis. Also large studies in business economics have been utilized when making the theory of the thesis. This work has given opportunities to improve the business skills of the researcher and it has been a major success while doing the research. This kind of work gives ideas for future plans and studies when thinking to start an own business in international way.

The theory of the work is based on different kind of sources from the known and unknown writers from the business world and from the Internet pages, which are telling about the companies with business with Nepal and theories about the subject of the thesis.

This thesis is made to find out the answers for the problems of the topic. The questions are:

1. What are the possibilities to make a business between Finland and Nepal?
2. What should be considered when starting business between the countries?
3. What are the cultural differences and how to deal with them when making business?
4. What are the strengths, weaknesses, opportunities and threats of Nepal as a possible business partner country?
5. What kinds of business ideas are successful in the countries?

1.2 Structure of thesis

This thesis is divided into a few different parts. Firstly are the introduction of the whole text that includes the problem of the work, and the research methods of the work. Next one includes a few chapters of theoretical findings. First is the basic information about the Nepal and the cooperation with comparing country Finland. Second is theory of making business in both countries and how to make those works with the different systems of countries. Third is theory about the basics of

the cultures and the comparison of the cultures in the business world. Next part is about the analysis of the countries as a business partners. Analysis has made using SWOT -analysis, which will tell the reader what are the most positive and negative sides of making business in these countries. Analysis –part includes also self-made business ideas about the cooperation in Nepal or with Nepalese company. Last part is for the conclusions of the whole work and where the researcher answers for the problem from the introduction part.

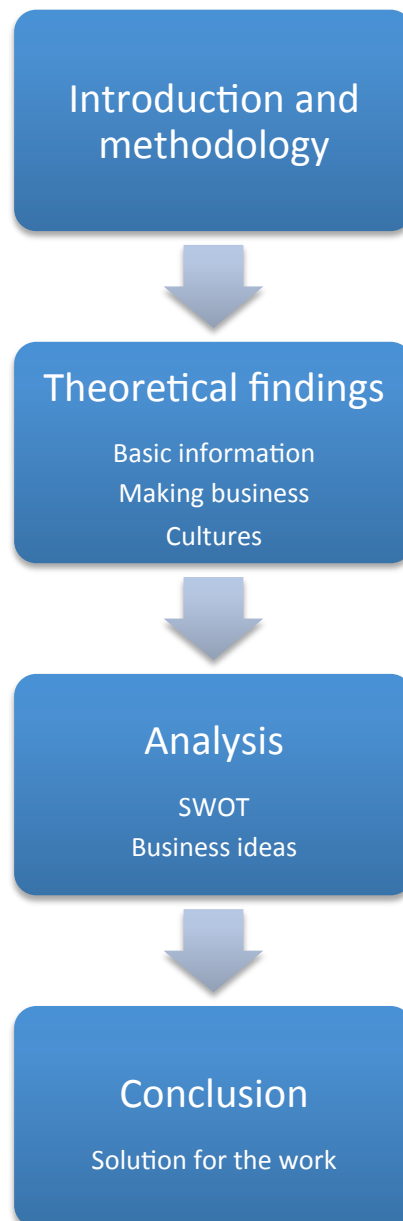


Figure 1. Structure of Thesis.

1.3 Research methodology

This thesis is based on qualitative research and follows certain kinds of rules. There are four sectors in qualitative research and the first part is a planning part where information sources and theory sections are included. Another is the data collection part where all the methods for the research, such as own observation, interviews, and all the sources from books and other written sources, are included. The third part is making the analysis for the results and the last part is for the conclusion for the whole case.

This research methodology part is showing the description about the methods that have been used while doing this thesis. All the actions that have been made in the research are going to solve the problems on the basis of the thesis questions. Methods that have been used in this topic are documentary analysis and in-depth interview and unstructured observation.

Documentary analysis is analyzing data systematically and objectively. Analyzing data includes different kinds of books, articles, conversations, and reports. Analysis is meant to discuss about the topic in a clear way. The purpose is to make a trustworthy conclusion of the business in Nepal. This thesis is based on literatures from Finnish libraries and from Nepal. All kinds of Internet sources are also the main helper when searching the information about the business between the countries. The content is made using theories but mostly making own observations from the sources.

Unstructured observation is a good method for the topic because there is not much information about the business opportunities in Nepal. There was a lot to observe while the researcher was in Nepal. The trip was the second trip to Nepal but some of the issues have been changed during 4 years of absence from Nepal. Perfunctory observation was made the first time of visiting and that was the reason why it was easier this time to take a closer look for the problems and opportunities in the country.

In-depth interview is meaningful conversation about the certain topic. Topic is interesting and those interviewees have interest and opinions about the topic of the discussion. Interview can include open questions for the interviewees and they are answering with their own special knowledge for the questions. Interviewer is trying to solve the basic questions that have impact on hers topics. In-depth interviews are digging into little bit farer when the questions can be answered with a deeper perspective. In the thesis there was a two kind of interviews. First was Internet conversation with the person from the embassy and the others were randomly chosen Nepalese friends who were willing to tell their opinions about the possibilities in Nepal.

2 Nepal

2.1 Basic information

Nepal is a small landlocked South Asian country with full of mountains and cultures. Population of Nepal is about 28 million this year and size of the country is about third of the area of Finland. Neighboring countries of Nepal are India and China. India is neighbor country, which is situated western, eastern and southern side of Nepal. China is situated in northern side of Nepal where are situated Himalayas and most of all the biggest mountains in the world. Nepal has eight of ten biggest mountains in the world; one of those is very popular mountain Mount Everest. Nepal has also Terai region where the land is very flat and full of fields and plants. The climate of this area is warmer than mountain areas like the capital Kathmandu. Terai is located in Indian side of Nepal and there are no mountains, only jungles and large open fields. Nepal has three different kinds of areas, Terai, hills and mountains. The capital city Kathmandu is situated in hilly sector of Nepal. (Härkönen, R. 2009)

Nepal is one of the poorest countries in the world, but the one of the richest when looking at cultures. Nepal visitors will find all kind of nature and parts of the past history. Even though the latest earthquake in April 2015 has destroyed many of those significant monuments and memories of the past there is still lot of things to see. There are a lot of chances to do much kind of adventurous trips around Nepal. Tourists go to hills for a trekking, climbing, or paragliding, or other dangerous adventures. Many people are also interested about Safari experiences what people can experience in various places around Nepal. Safari with elephants are popular, but there are also walking safari which are even more dangerous and exciting experiences for visitors.(Härkönen, R. 2009)

Nepal is culturally very rich and there are at least tens of languages and dialects in this small country. Official language is Nepali but English has a huge impact for Nepalese lives. English is written everywhere in the advertisements and official papers. There are also lots of ethnic groups who are speaking their own languages in their villages. Culture is based on the main religion and it affects power-

fully for peoples habits and relationships. Traditional habits such as arrange marriage is still showing its strong power in relationships. Also the caste system is still showing its head even it's officially illegal in the country. It affects people's relationship choices and working environment and other everyday habits. (Härkönen, R. 2009)

Religion of Nepal for 80 present of the population is Hinduism. Other religions are 9 % of Buddhists, and 5 % of Muslims, 5% Christians and others. Majority of population are Hindus and the impact of the religion is very significant in people's everyday lives. There are so many religious festivals in Nepal, that it makes Nepal one of the countries of most national holidays. Children of Nepal will spend plenty of seasons at home just because of the huge amount of holidays.(Härkönen, R. 2009)

Around September – October starts the main festival of Nepalese Hindus. It's Dashain, the most important national holiday in Nepal, which lasts ten interesting days. Festival includes various rituals every day. After Dashain there is a little pause without any festivals but it's only about two weeks. After the short pause, comes another festival, Tihar, which is the second most important festival for Nepalese. Tihar is called Festival of lights. For Finnish people it looks like there is a Christmas, New Year, and Easter at the streets at the same time. Every family have a massive colorful light outside of their houses and children of the houses are shooting fireworks and some groups are visiting every house while singing Tihar songs and expecting Tihar foods from the hosts of the houses. Another interesting festival is called Holi, which takes place in spring side of the year, and it's full of colours and fun. Holi is also a national holiday but it's only important festival for Hindus. Deeper meaning of this colorful festival is to celebrate one devil of the religion but the meaning nowadays has been more on the funny side. People are gathering to the streets and they are throwing color mixes and water balloons filled with colours straight to people's faces and clothes. This fun makes the whole Nepal celebrate. These three festivals have well known in Nepal but there are still tens of other unbelievably incredible festivals that are making the country even more culturally colorful.(Härkönen, R. 2009)

Nepal has been independent country for its whole history. Even there have been some Indians and British who have been controlling the policies of Nepal. Kingdom of Nepal has been leaded years and years by the high-handed kings and politicians with bad reputations for high corruption. Because of the assorted political situations Nepal was drifted to the civil war in 1996. After ten years of conflicts and protests Nepal was finally in peace negotiations in 2006. Year 2008 made a historical change when Nepal was changed into federal democratic republic when the well-hated king was separated from his royalty. (Suomen Yk-liitto. 2015)

2.1.1 Finland

When talking about Finland is very easily seen that the country has a double difference to the land of Nepal. Finland is much bigger than Nepal but its population is pitiful when comparing to Nepal. Finland has only about 5,4 million people in this big North-European country. Culture in this country is much more solid and majority of Finnish people are speaking country's own language Finnish. One minority is Swedish speakers whose language is the second language of Finland. Finland has slowly grown its cultural visibility by taking more foreigners to the country but still here are powerful original Finnish culture seen everywhere.(Pohjoismaiden neuvosto.2016)

Finland is named as a country of thousands lakes and it has a large area of forests. That's not a miracle that one of the main trade is for the forest industry. Other main trades are technology and metal industries. Country belongs to the family of European Union and its system of government is republic. Finland is celebrating its 100-year of independence in year 2017. President is leading the country and he has a 200 seats parliament supporting his works.(Pohjoismaiden neuvosto.2016)

2.2 Current situation in Nepal

In year 2015 Nepal has experienced lot of changes, because Nepal's government has finally announced the new constitution for the country. This constitution is huge improvement for the country's future. Nepal has also nominated its first female president this October, and that's also huge step for the rights of the women and equality of genders. (Gahnström, S. 4.12.2015)

There has been a huge crisis especially during fall 2015. India blocked all the imports to Nepal and that has had a major impact for Nepalese peoples lives. Nepal was affected by the lack of gas, petrol and other necessary stuffs from India. People were waiting in insanely long and slow lines for the gas and petrol. There was a huge amount of abandoned cars in the street lines for waiting to get even a small amount of petrol. The block was a huge risk for the population because India was blocked everything from the border and hospitals didn't get a medicines for their patients and they were in a dangerous situation. (Plesch, V. 24.12.2015)

The reason for the block from India was that Indian government was not satisfied the good luck of Nepal when finally starting the new constitution law for the country. India wasn't giving up the fight and that's why Nepal asked help from the northern neighbor China. After negotiations China promised to help Nepal to get back on track. China helped by transporting gas across the dangerous hilly roads from the china's borders to Kathmandu. India is the largest import country for Nepal and without imports from India this small country would not survive long time and that was seen during crisis. Nepal is still healing from the massive earthquake of last April and this block with India made a progress even slower.(Plesch, V. 24.12.2015)

2.3 Cooperation between Finland and Nepal

The diplomatic relations between the countries was created in 1974. The relationship between the countries has been bright and confidential for the all years the countries have been working together. Finland has been helping Nepal for its development from year 1983. Finland has kept its trust for Nepal during the hard con-

flicts and that has been guarantee for Nepal to trust the helper.(Suomen suurlähetystö Katmandu. 2014)

After the conflicts in Nepal many Finnish development co-operators has been visiting Nepal and they have met the most important co-operators of the current project of the countries. Lot of Finnish members of parliament visited Nepal and they are in co-operations there when needed. Also the minister of finance from Nepal has once visited Finland. One of the integrative facts between the countries is the active action in United Nations and active business in peacekeeping operations.(Suomen suurlähetystö Katmandu. 2014)

Finland has its embassy in the capital of Nepal that was started in 1992. There is no embassy of Nepal in Finland and the nearest helpful embassy of Nepal is in Copenhagen, Denmark.(Suomen suurlähetystö Katmandu. 2014)

2.3.1 Cultural relationship

There has been long journey between the countries relations. Finland has made major changes during Nepal's development. For example Finnish company Yle started co-operation with Nepalese company Nepal television in 90th century. Finnish workers went to Nepal to teach Nepalese co-operators to make their television more developed than before. They have trained many people for the different media jobs and that has made good impact for their media channels. Yle has found even the Moomins for them. In the early 2000 Yle and Nepal television made co-operation to translate the Moomins for the Nepalese viewers. That has been huge hit because Nepalese has found the Finnish pride of the kid's series. Also in Finland there has been a few documentaries about Nepal and that has shown the real traditional cultures of Nepal to Finnish people.(Suomen suurlähetystö katmandu.2014)

Finnish embassy in Kathmandu has been trying to show their roots for Nepalese people and that's why they have build even own sauna in the embassy. They have wanted to express to local people what is the most important thing in Finnish culture. They are providing information about the sauna culture and the Finnish cul-

ture itself and the guests are welcome to experience part of Finnish culture in Nepal. Both countries have their own friendship-societies who are providing the knowledge of the countries cultures and societies. Friendship-societies are cooperating for making more positive image of the Finland-Nepal companionship.(Suomen suurlähetystö Katmandu.2014)

There is already a huge Nepalese society in Finland and it's growing every year when more students and workers are coming from Nepal. Students have spread out to around university areas of Finland. Students of Nepal have heard about that miracle country of free education and high technology and they have applied here for the new life. Nepalese have started to move to Finland already 30 years ago but the bigger migration has started around the middle of 20th century. Most of the latest Nepalese who have come are here for the studies. Another section of the Nepalese is the restaurant workers. Nepalese restaurants have come to melt the heart of the Finnish customers. Nowadays Nepalese restaurants have become one of the most popular restaurant choices in Finland.(NRNA Finland)

2.3.2 Development cooperation

Year 1983 was the significant year for the cooperation with the countries, because that year the countries started working together for better future of Nepal. Annual amount of support for Nepal has been a little less than 20 millions euros. Finland is supporting the country with many developmental organizations like UN women, Unicef, and many organizations of the churches.(Suomen ulkoministeriö.18.12.2015)

Latest supporting sensation was the boys who drove by van from Finland to Nepal just with the supports of others. Their mission was to help especially the casteless people and get attention for their rights. They wanted to make their life more equitable with other population of Nepal. They also succeed into their projects to make few schools for the children. The whole campaign has been a huge success worldwide and it has collect thousands of euros from their mission.(autollanepaliin.2014)

One of the important goals for Finland is to decrease the poverty of Nepal and work for the better democracy and government in Nepal. Countries are also making cooperation for better water systems, sanitary and forestry. Education is also one of the main things where Finland is training in Nepal.(Suomen ulkoministeriö.18.12.2015)

Country has still lot of issues to deal with; even the country has developed a lot from the past. For example development of the equality of men and women has stopped and that should be a big issue for today's development. Also the cultural issues are issues to deal with a cooperation companies because there are still lot of discrimination between the minority people like casteless societies and ethnical groups. Even the school systems have been developed; there are still exactly lot of minority groups and low-income people who hasn't been developing their education success. Last earthquake of April 2015 was the worst to happen in Nepal and even the help was very comprehensive there are still few parts of Nepal that are still recovering and in need of help. Finland is one of the countries that are provided to help those villages in Nepal.(Suomen ulkoministeriö.18.12.2015)

2.3.3 Finnish companies in Nepal

There are tens of different Finnish companies doing business in Nepal but it's impossible to get all the information about how many are actually there. One of the reasons for the lack of information is that some small companies are covered by business secrecy. At least there are around 20 companies working in Nepal. However there are a few well-known companies, which are working with Nepalese customers. (Seppälä, P. 2015)

One of the most Well-known companies in Nepal is Ncell, which is originally Finnish-Swedish telecommunication company TeliaSonera. TeliaSonera has big market including 460 million inhabitants in northern side of Europe and some parts of Asia. Nepalese Ncell has been part of TeliaSonera since October 2008. TeliaSonera has provided high quality Internet and telecommunication services for all

Nepalese people for making their social connecting lives easier and modern and environmentally better. Company's strategy is to provide international services for the different countries but to adapt for the country's own culture and needs. Ncell is the biggest telecommunication company in Nepal and it has increased its competitiveness and it's growing its supply for wider areas in the country.(Ncell.2016)

However there has been a huge change in TeliaSonera business in Nepal when it announced the divestment of Ncell to Malaysian Company, Axiata. Year 2016 TeliaSonera is no longer serving their services with Ncell Company. (TeliaSonera.2016)

Another European company is Niras, which is also Scandinavian Origin Company. For example one of the Head leader's of the company is Finnish and one of the main offices are in Helsinki. It has spread out from the Scandinavia to Europe, and some parts of Asia and Africa. Niras is very multi-faced consultancy based company. They are working in a different kind of area of works, including projects for the developing countries. They are making projects for climate change, natural resources, energy fields, much kind of constructions, and other developing countries problems. They are helping all kinds of companies in different sides around the world and managing their problems with their voluminous working experiences. Company has tens of years of experience of helping the poorer countries for their development. They are making every year hundreds of development assignments for the countries. Thousands of workers in the company around the world are working for international development and investing for newer projects. (Niras.2016)

Niras is working in a several different development programs in Nepal and they are developing even more in future. Development program called "watershed management program" is important project and they are all the time developing on that field in Nepal. Program is based on resources like water, soil, energy, biomass and other necessary human resources that should have in use for every person in this world. They are making projects for the villages where is problems for some of those important resources. Projects are developing permanent water

solutions for mostly the rocky areas of Nepal. Another project handles the agriculture of Nepal and therefore the livelihood of peoples. They are developing more sustainable livelihood option for the Nepalese who are living in the potential agriculture areas.(Niras.2016)

Pöyry is Finnish origin company from the late 50s century. It has grown to a big international company from the small town in central Finland. It has already expanded its business for at least 50 countries worldwide. It has same international impact than Niras has. It is making international projects besides the national projects. It's making consulting and planning for the different areas, energy sectors, industries and infrastructures. Energy sector is providing much kind of areas like hydropower, nuclear and renewable energies. Industry sector provides consulting for different papers, chemicals, metals and forest investments. Pöyry is also planning water and transportation infrastructure projects in local areas. The services of the company are making the whole project from the start to the end. Company is managing the whole project and providing all the equipment from the local areas to the successful final result.(Pöyry.2016)

Pöyry has been successful in business in Nepal and they have even awarded for their good success. They have made a successful water supply project by planning water diversion tunnel for the Nepalese who are living in the areas of bad water shortages. The effect of the project impacts for one and half million people in the capital (Pöyry.2008)

Finnish consulting group as the two other companies above is also working for better services for the developing countries. National services inside Finland are more focused on basic needs of services like planning for the houses, well-being, and energy and climate areas. Finnish consulting group is making services mostly for the water supply and sanitation industries in Nepal. Fcg has made development cooperation with Nepal since 1990. That time Nepal had a full of problems in their development of many areas. FCG wanted to help to build a better live for the poorer. Nepal was still very closed country for the foreign people and that was

seen in everywhere in Nepal. Poorer areas didn't have any kind of sanitary solutions and clean water was tough to find. FCG made their first project for the Nepalese sanitary and water solutions.(Finnish consulting group oy. 2016)

This Finnish company has reached to the point where they have increased the systems of the low-income people so much that it has been seen a very good progress. Finnish workers have saved millions of people in Nepal dirty from water problems, miserable sanitary solutions. They have grown the status of the women and girls for the better and tried to compete with an impossible corruption situation of Nepal. The company has also supported the reconstruction of the last earthquake's damage. They have made projects for the badly damaged areas of Nepal. (Finnish consulting group oy. 2016)

Finnpartnership is the company that is helping companies to make their business in a certain areas of the world. They are supporting the actions most in the developing countries in Asia, Africa and the Southern America. Companies can have financial support from the Finnpartnership or planning for their company's future. Companies will need a business partner from the new international area what they are looking for the business and there is where the Finnpartnership comes to help to find a suitable business partner. Finnpartnership –program is supporting for start up steps in many ways. They are helping to achieve long-term actions like importing, contracts and trainings, and supports from people of the business country.(Finnpartnership)

There are around a dozen companies working with the Finnpartnership funding's in Nepal (Seppälä, P. 2015). One of them is Finnish company who is making cooperation with Nepalese company. Finnish company has imported Nepalese handmade papers for years for the Finnish markets. Nepalese company has made cooperation with Finnish company by making urns from the Nepalese handmade paper. Nepalese company is employing at least 300 people in Nepal.(Kultanen, M-L.2009)

IToxygen is new Finnish company, which has trained their business from the start up business. The company is IT- Company who is making business in developing

countries such as Nepal. They are trying to raise their customers IT skills for helping them by training them on their site. The company has its own experts in the main helping country and they are served to help the customer in their information technology problems. Their goal is to make the customers educated software developers.(IToxygen)

Targets in industry of Nepal appear to be highly focused on industries that are in need of help. Problems like climate change, natural disasters, water and sanitary problems, and weak constructions are the areas in business field that makes the foreign companies so interested about investing in Nepal. Technology is also growing but it still need a little bit push from the western developed countries.

2.3.4 Nepalese companies and products in Finland

Nepalese have started business in restaurant sector in Finland. And that is almost the only sector where the Nepalese have ever made a business in Finland. Some Nepalese have also started doing business with Nepal. Business has been concerning about the bad situation in Nepal or other developmental issues there.

It has seen that Nepalese have captured the restaurant industry for themselves but some Finnish companies have started selling Nepalese products in Finland. Basically most of the products are the handicrafts and papers and tea products.

3 How to make business

When starting a new business people must know some basic information about how to get succeed in the business field. When business idea is developed and new businessman wants to get started to his excellent idea he must check the possibilities for the exact industry where he is up to concentrate on his company. Market of the business idea must be growing that company's idea can actually even work. The owner of the new company must know the business field very well. Profession for that industry will make the idea even more profitable when the workers know exactly what they are doing. (Yrityshelsinki. 2015)

In the beginning of the business there are risks that the businessmen must be conscious. How the company is handling their business issues in the beginning will affect their imago for the customers and other companies. It's important to invest for the imago already in early sector of business. Make a new contract for making the company more known for the customers and always try best when dealing the issue is about the customers needs. Customers must be the number one focus on every business company. Besides the customer care is essential to improve the actions of the company. Small but efficient improvement in everyday routines can reduce extra costs of the company and make more visibility for the business. Also taking care of the workers of the company can make a huge impact for the work wellbeing. (Yrityshelsinki. 2015)

There is very strict legislation in Finland and there are a many steps to follow when importing products from abroad. Finland has its own legislation system but Finnish people also need to follow the EU based legislation system. There are strict rules for the import products. Product must have product safety standards that are required in EU. Country of product's origin must have proper control for the process of the product. Product must have safety standard that it will not harm people's health or include some dangerous ingredients. Product maker is in charge if the product is not working well and it's making a huge damage for the users. Most important is to make as many tests as possible to confirm the acceptable result.(Finnpartnership)

The package of the product must be suitable for transporting from far away to Finland. There can be a different kind of transporting ways for the products and the channels of the transports can be a very winding and slow and that must be considered when packaging the product. EU is regulating the labels on the product and it must be covered with a necessary product details that are acknowledged in EU's customs. If the package is containing groceries it has an even more big attention in the EU legislation. Packaging and all the ingredients inside of the package must be acceptable in legislation. Person who is importing goods must follow the rules of the legislation and show the possible insurances and certificates for the products if necessary.(Finnpartnership)

There are some important differences between the countries business. A law can be a very different between the countries and that must be an issue when starting business. Even the business starts are also easy in Nepal it's nothing comparing to one of the easiest country Finland. When starting business in Nepal there are a few basic steps to follow.

Starting steps for the new investors in Nepal.

Subsequent procedures are given below:



Figure 2 Firsts steps investing in Nepal

The picture above is taken from the Nepalese business opportunity webpage and the picture is telling for the companies and investors how to start business in Nepal. By following the steps of the picture company is able to make their investments in Nepal.(Embassy of Denmark.2013)

Process of the steps will last different times depending on the office times and the rush seasons in the business field. But following the investment steps it will be easier to start business. One other important thing when doing business in Nepal is that the foreign have to have a business visa if they are making business in Ne-

pal but if the company is working with Nepalese company from abroad, then the situation doesn't need any visa acts in Nepal. (Embassy of Denmark.2013).

Even there are these strict steps that businessmen can follow it's not always the easiest and fastest road to go when starting the business. Nepalese culture is known, as their slowly moving behaviors and that should be on focus when going to different offices for making the deals with them. People in the offices are tending to be so busy always and it's useful to have some information about how to get attention to them properly. Unfortunately money is one of the reasons when the officers will take a closer look at the business idea. If foreign businessman have little bit extra to give to the officer they will surely help more in the process, that's not always the reality but sometimes it happens in the offices. It's good to have one local Nepalese to help going through the business processes also because of the loyal action for the officers and other who are involved into process actions. It's not necessary to have a local person but it makes the process easier and trustful.(The longest way home. 2005-2016)

4 Cultures

Business between cultures can be difficult when partners don't know each other's cultures thoroughly. Most important thing is to learn everything about the rules of the partner's culture.

4.1 Finnish culture

Finnish culture is alongside with other Scandinavian countries. Similarities between the countries are visibly seen in their cultural behaviors.

Finland is known as a one different silent culture in Europe. Finnish negotiators can be very untalkative and very quiet. Normally Finnish people don't like to be in a central position in a meeting and are more likely to listening and thinking questions for the topic. Other nationalities will be a little confused about the silence but when they used to know the personality of behind the silence they will respect the person more.(Tomalin, B. & Nicks, M. 2010)

Finland is more deal focused business culture and that is seen in their behaviors in business field. Finnish are more open to talk with total strange business partner than getting to know each other. They prefer direct meetings with exact issues to deal with and not just talking needless small talks. People are very time-conscious and they also prefer to make deals with phone or email conversations. Finland belongs to the family of monochromic cultures, which means that negotiators are very punctual and all the schedules are very important to them. Meetings are organized with the critical schedule and deadlines for the decision are made to keep.(Gesteland, R. 1999)

Formality of the culture is seen in a moderately way. Finnish negotiators are showing respect for their foreign partner but usually are not so title or status oriented when talking with the partner. Finnish people think it's normal to greet the partner with their own name than using their title. Nevertheless Finnish have clear thought about the protocol in business behavior but are not too strict for them. (Gesteland, R. 1999)

Something is very similar with Nepalese and Finnish business partners and that is the reserved behavior in the meetings. Both members of the cultures are avoiding too close distance between the negotiators. They prefer to stand a little bit farther from each other's than greeting with a huge handshake or hugs. Even Nepalese are known more about their louder voices and more quick-tempered conversations they are still quite similarly reserved in meetings than their Finnish partners. They are not overreacting and making a huge behavior signals for others. Both partners can avoid the long eye contacts in negotiations and that's how their cultures are made to negotiate. Even there are some different subtleties between the countries they have both quite reserved business behaving model. However Finnish business partner is known as losing their reserved attitude during their meetings. They are easily changing their behavior when they get to know to their business partner. (Gesteland, R. 1999)

When Finnish negotiator is meeting with the business partner they are shaking hands first and then going straight to the topic of the day. In Finland is very important to shake hands with your business partner no matter is the partner man or woman. In Nepal people are shaking hands but not every time with the woman but always business partners are at least making "Namaste" greetings for each other's. Especially Hindus are making Namaste greeting when meeting the partners. _/_ They place their palms together and bow their head little bit and say Namaste. It is very respectful and common greeting in Hindu countries such as Nepal and India. (Gesteland, R. 1999)

Finnish food culture has few manners to keep an eye on. Remember not to start eating before the host has begun to eat, that would be a very rude step in the table. Don't eat food with your hands even it would be only cold fruits, because it's sign for bad habit. This rule would be weird for such a hand-eating masters of Nepal. Finishing your whole plate means that the food has been very good and the host will appreciate that. If the dinner is in the restaurant and there is a host sitting in table he should pay the check for the meals, but in normal situation with one business partner or friend is more than normal that both are paying their own checks. In Finnish culture is not common to leave a tip for a restaurant server and that is good to follow. (Gesteland, R. 1999)

4.2 Nepalese culture

Nepalese culture belongs to category of South Asian culture which all are very similar to each other's. Indian and Nepalese cultures have very similar habits in family and business habits. However Nepalese culture has more rich culture than Indians because of the very multicultural people of the country.

There are few ways how to get succeed in business culture in Nepal. First and the most important thing are to get to know your business partner. Nepalese are used to get to know their working partners before they get to the point in business. It's a big fail if the partner from the different business culture doesn't care about the relationship with Nepalese partners. So make sure to keep to get to know the business partner even in personal life. It's very acceptable to ask about how their family are doing and also describe your own family backgrounds.(Tomalin, B. & Nicks, M. 2010)

Nepalese people have very different style of living if comparing to Finnish living and that's where you should have basic knowledge when making business with them. Religion and old traditional habits are still controlling their every day life and also business acting. Business partners have to know their life values and attitudes when making business with them. There can be a few things what you may have to concentrate on. Socialized happenings are important in this business relationship but many things are shadowing the meetings.(Tomalin, B. & Nicks, M. 2010)

Nepalese are very formal in business, and they know how to use hierarchy values. They have big respect for elder person and people who are in higher social positions. All the younger must show their respect for older and always address them formally. People with higher education or position must be treat with calling them with their status name. Some of Nepalese are also still using the caste system as sign of respect and there might be situations where the person from the higher

castes wouldn't like it eat with person from the lower caste. Luckily the system is fading away little by little. (Gesteland, R. 1999)

Everywhere in South Asia is just normal to be a little late. If the meeting were said to be starting at 6, the real time would be around 8. Finnish people should always ask what is the last arrival time that they don't have to wait for an hours to meet their business partner. When negotiating with Nepalese is important to learn to respect their relaxed timing to make business even more successful.(Tomalin, B. & Nicks, M. 2010) Patience is most important in this business market, and that is mentioned in every area of dealing with in Nepal. It's normal to not even get an apology for them being late. Office workers are not hurrying for their works and it's normal to spend the hours by waiting turn to meetings. In the middle of meeting there could be a tens of disturbs when the officer's phones are ringing or other important visitors are interrupting your meeting. That kind of behavior there is never sign of rudeness, it's only the part of their business behavior that foreign partner must be deal with.(Gesteland, R. 1999)

Food is important in meetings and the main thing to know is that over 80 percent of the population of Nepal are Hindus and they are not allowed to eat beef and some of them are even vegetarians, so make sure to ask their food habits before making or ordering any meals for them. When visiting their house is common to give gifts when arriving. However there are advises what to give them that they would understand your gesture. Chocolates, fruits and flowers are very common gifts in Nepal. Also the little gifts from Finland would be precious to get. But make sure that the colours of the gift is suitable for example red, green and yellow are the lucky colours while black and white are the unlucky ones. Avoid also giving them any products that could insult their religion background like leather products made from cow.(Tomalin, B. & Nicks, M. 2010)

Food cultures all over the South Asia are very different from the western world. People are eating at the same time with the family like westerns do, but the habits of dining tables are making a huge difference. In Nepal and other South Asian countries is even normal if you even have a proper dining table. Many families are used to gathering together on the carpet of the living room where they are sitting in circular way. Older of the family are meant to sit a little bit higher place than the

others for showing respect for him/her. In Nepal it's not common to use knife and fork. Especially knife is very rare in dining sessions; it's meaning is more in cutting the items in the kitchen. Basically the restaurants are the only ones who are providing the knife and fork. (Tomalin, B. & Nicks, M. 2010)

People are used to eat with their hands. But if the foreign guest is invited to eat with own hands, there are some issues to deal with before starting to eat. Most important thing is to use only your right hand while eating with hands. Left hand is known as a dirty hand, and it should be only used in the toilet. Always remember to tell to the owner of the house that you are left-handed so they will respect you even you mistakenly use your left hand, but try your best not to use your left hand. In some traditional families they don't even want to touch the food bowl or bans anymore if you have taken the food with your left hand. (Tomalin, B. & Nicks, M. 2010)

Sometimes people are using also forks and spoons, but mostly they are used only in particular foods. Spoons are used when eating soups and forks are made of eating snack food or other fast foods. However there are many locals who like to eat their home meals with forks or spoons, and that's normal too. (Tomalin, B. & Nicks, M. 2010)

5 SWOT and PEST –Analyses and business ideas

Analyses and business ideas are based on the own observations about Nepal while the researcher was visiting the country or from the familiar Nepalese or Finnish people and other is from the different literature and Internet sources.

SWOT analysis is making business analysis more simple and efficient for the business companies. It will tell the strengths and weaknesses and opportunities and threats of the company or business idea. SWOT can be used when analyzing the part of the company's action or the company itself. After making the analysis the company will develop their strengths and remove the bad making weaknesses of the company. Opportunities for the company will come clearer and it is easier to catch the new style for the business. Analysis clarifies the possible threats and right away is the time to reduce them from coming to destroy the business. (YritysHelsinki. 2015)

Most important for this SWOT analysis is to observe how possible is to make business between Finland and Nepal. SWOT should tell the tricks how to succeed in this business field. These two countries are very different from their business cultures and that's why the analysis is very urgent.

Nepal is one of the least developed countries whereas Finland is one of the most developed countries in the world, and this combination makes the cooperation harder than the normal. Finland also has big opportunities to transport the goods because of the good connection to the world by sea whereas Nepal is land-locked country without good road systems or sea channels. One critically important thing is also that Nepal was virtually closed country till the year 1951. After the year 1951 foreign people started to come to the country for the business movements. (Chartered accountancy professional. 2009)

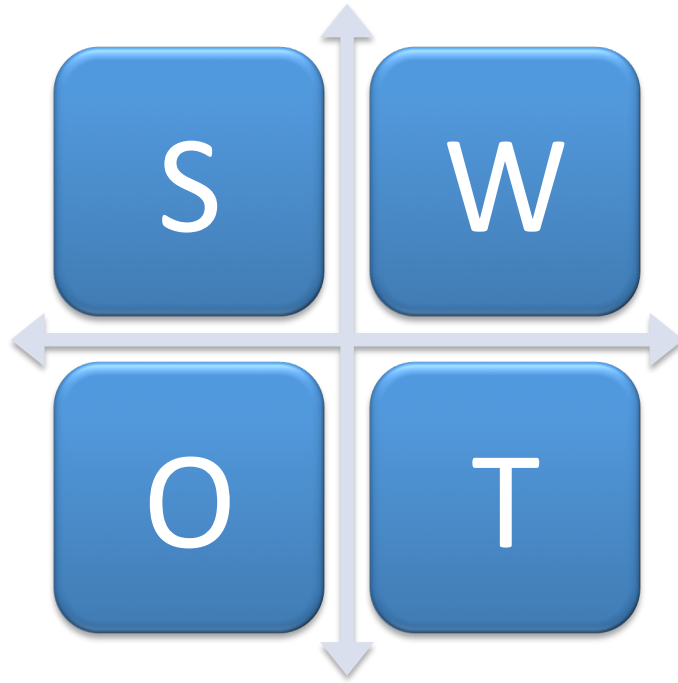


Figure 3 SWOT.

5.1 Strengths

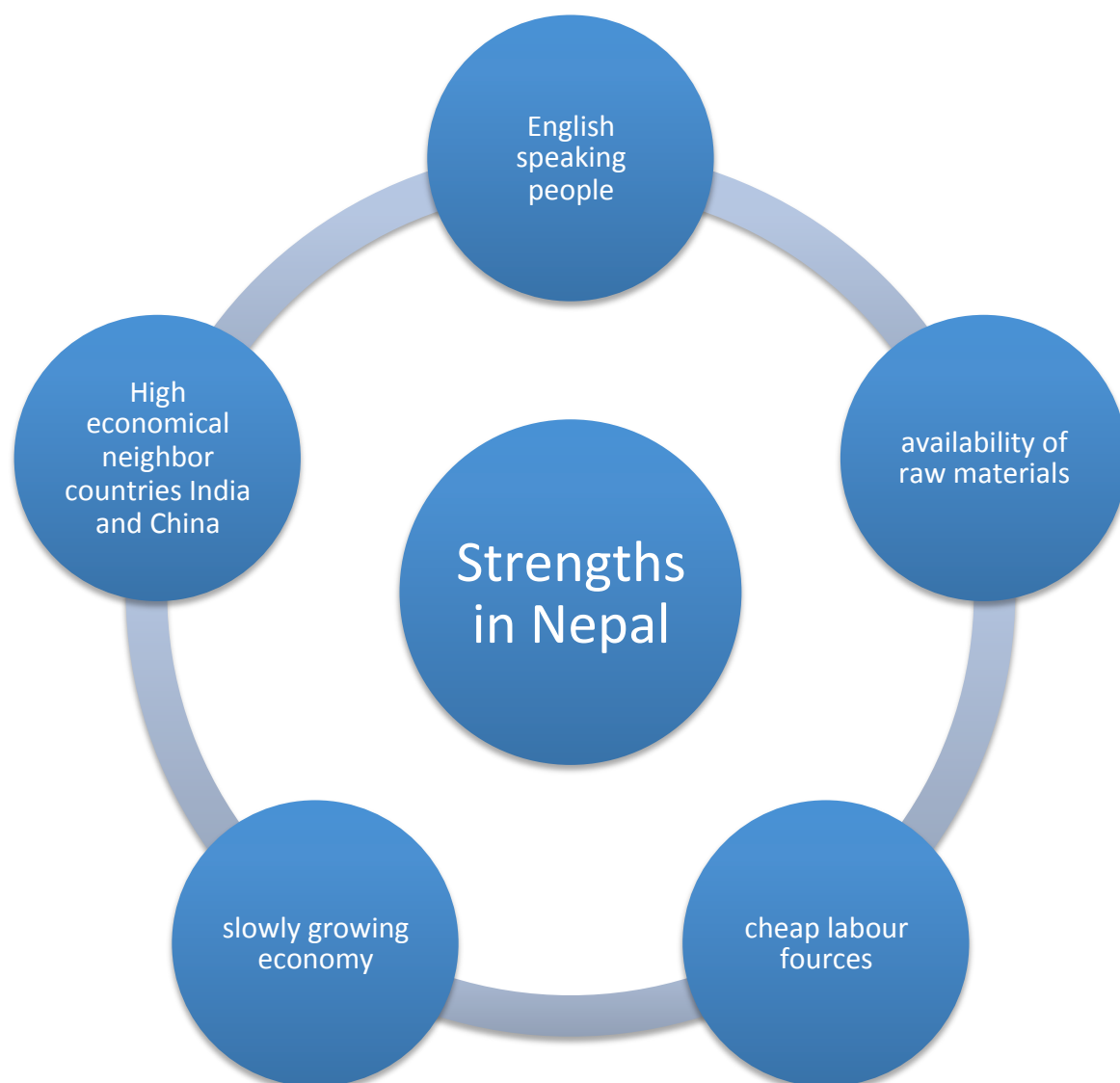


Figure 4 Strengths in Nepal.

Nepal is a developing country but it is said that it has a slowly growing economy. Nepal has one of the most powerful and high economical neighboring countries, India and China, which are also impacting the economy of Nepal. Some of the imports are coming through the highways from India and China and that's why the impact of these countries is huge.

English is widely spoken in the most of the areas in Nepal, and mostly among the youths. English is also seen in every corner of the streets in advertisements. English is also the second language in the offices. All the information is giving also in English. It is even more growing nowadays when tourists and foreigners are heading to Nepal. Nepal is the land of hope when thinking about raw materials from the nature. Mountains and jungles are providing different kind of natural elements for the investments. Exporting raw materials founded in Nepal such as metal, gold, other diamonds are going to make economy of Nepal more profitable. There are also other products from the nature like tea products and natural herbs, and wood products like papers.

If foreign company wants to invest in Nepal they should think of getting local labor for their business. Labor forces in Nepal are very cheap where the normal income of the person is in the level of developing country.

Average Monthly Salary (After Tax)	Helsinki 2,410.88 € (291,035.83 NRs)	Kathmandu 146.62 € (17,700.00 NRs)	-93.92 % Difference
------------------------------------	---	---------------------------------------	------------------------

Figure 5 (Cost of Living Comparison Between Helsinki and Kathmandu).

This index above show the real difference between the capitals of Finland and Nepal. For Finnish businessperson trying to do business in Nepal is more than cost-effective to hire some local people to work in their company in Nepal. Average monthly salary cap between the countries are seen very enormous and that is just a benefit for the Finnish people.

5.2 Weaknesses



Figure 6 Weaknesses in Nepal.

Nepal is one of the least developed countries and it has extremely bad poverty. And the guilty number one would be the bad government. Nepal's politically bad situation makes it's very instable and that's the one reason for its low economy level. Political instability makes the services for the new businesses more cautious. Nepal and India has same currency system. Countries have the different currency but the currency rates between them are not changing. That means that all the situations in India are affecting the currency in Nepal also. So if the Finnish company is making business in Nepal, they are also going to watch the situation in India.

Nepal is very unstable when thinking about its location. There is option to import products from the air, but from importing by highways there are always risks when the roads to Nepal and especially to Kathmandu is not a very suitable for the bigger charges. Natural disasters can cause major effects for the roads especially in the monsoon season. There happens accidents daily on the main roads and that's hard to avoid when roads are narrow and in such a bad conditions.

5.3 Opportunities



Figure 7 Opportunities in Nepal.

Nowadays opportunities in Nepal are growing fast. There are lots of changes to catch if starting to do business in Nepal. Nepalese youths are educating themselves much more than before and that's a huge opportunity for the foreign companies. Companies can hire them for the works that suits in their studies. Also the large number of unemployed people is change to get potential workers with untapped educations. Another side of educated people is that they are moving abroad more often when they get to change to work in a good company abroad. Leaving the country they leave more opportunities to make a new companies when there is no more potential competitors. People who are living abroad are also good invests for Nepal because they are sending money for their relatives in Nepal and those people are then the victims of the new companies.

There are some migrations going on in Nepal and it can be seen in moving to bigger cities. Capital Kathmandu is getting bigger when people from far are moving there for hoping for better life. But there is change in those smaller cities for investing new companies. Smaller areas with less population are making the spaces for investments. Nepal needs also totally new investment plans that could be imported to the country from abroad. Western countries still have opportunities to make their own special business ideas in Nepal. For example many of those international companies that have spread almost all over the world hasn't been able to connect their business in Nepal. Another change is to develop similar brand in Nepal than those big internationalized companies already have.

Nepal is gradually going to direction to the more consumption country. People are getting more westernized values when consuming for shopping "necessary" things is growing fast. Households are consuming more than before and it's visible in the garbage side of the issue. Nepal has one of the poorest recycling systems in the world and it can ben seen everywhere in the country. There is no good recycling systems than westernized countries have. All the garbage is throwing into streets or rivers and that makes the country dirtier every day. Some of the population is also burning the garbage in their yards, but that's not a healthy wait to recycle the garbage. Good recycling system would be a huge issue for the future of cleaner Nepal.

Nepal is suffering huge corruption scandals and people are getting tired of hearing the news from the all companies that are working there. If foreign people are starting their business in Nepal, it is very reasonable to tell the potential customers how their business is working as corruption free company. Nepalese customers will appreciate the companies more when they know about their clean business tactic.

Nepal is having crises in the many fields and business ideas for heading to those issues can be a very helpful. Electricity has been a big problem in Nepal for long time. Everywhere in Nepal there is at least one power cut every day. There is a huge profit for investing Nepalese electricity business. Water is another problem and there are lots of cooperating organizations doing business in the poorer areas but there are always more to do when talking about water problems. People need to use and drink water for rest of their life. Water businesses are never too much in the country. Fuel is also the problem when people are consuming more their vehicles and there are crisis like between Nepal and India, which are affecting for the amount of fuel. Investing for new fuel business is making profit for sure and it has important benefit for the partners.

5.4 Threats



Figure 8 Threats in Nepal.

One of the most harmful threats is the problem in the nature of Nepal. Natural disasters cannot be avoided and they are striking Nepal somehow every year. Past earthquake had been very earthmoving and its impact will be seen after long time. Climate change is also moving the country's nature to better or worst. Impact of the climate change is affecting all over the world and thinking the future changes also should think the long-term business plans.

Nepalese people are moving abroad more than before and that's threat for the companies when less people are also moving back from abroad. Companies should hire the local people for avoiding the migration abroad. As mentioned

above the corruption is serious problem in the country. There are many companies who are secretly using the power of corruption for making more money mostly for the certain people of the company. Companies cooperation with the new business company is not worth trusting when they doing business with corruption. Trusting the government is also a problem when starting business in Nepal. Even they have signed the new constitution there are no worth that it's working with government.

5.5 PEST –analysis

PEST is analysis that will help to understand the business activities when trying to start new business ideas. PEST is categorized into four different sectors and all of those are analyzing their area of the society.

Political forces

Political stability was provided when the government and the Maoist party made a peace contract. This provided opportunities for the country. However there are some political pressures groups which are getting powerful and those are putting even more pressure on business sector by saving consumer interests and protecting environment and respecting human rights. This makes those groups as threat. Government is making better work with requirement with WTO organization and that can be an opportunity but also a threat for the country.(Chartered accountancy professional. 2009)

Nepal is a democratic republic which hasn't been it so long time and that it is one threat for the country because of the people haven't truly accepted the new system. Also the new constitution that came into force last September can cause some threats or conversely more opportunities.

Economical forces

Nepal has suffered a long time from low economic growth, and that has affected to the potential business markets and that's definitely threat for the economic growth.

Also the roles in services of the economy field have made a dominant turn and that provides new opportunities for the business field. Business in private sectors are growing faster and investments for the different business industries are making more profit. Technological industries like hydropower and airlines, IT- and telecom companies are increasing remarkably. Finance business and tourism are making profits more nowadays. And even manufacturing the new products will increase the economy growth. Many of the new manufacturing businesses have been privatized and that's why the government has lost the meaning for the companies and government's role is all the time decreasing in the economy field.(Chartered accountancy professional. 2009)

Economy is changing also in a liberal way. Liberalizing is making the new opportunities for the economy of the country. Direct investments for the foreign markets is growing year by year. There are fast-growing multinational company flow coming to Nepal all the time. Companies are making more competition for the industries all around Nepal. Companies are creating joint ventures and that's the remarkable opportunity to Nepalese economy to globalize their businesses to the world.(Chartered accountancy professional. 2009)

Nepal is also member of two important cooperation's SAARC, The South Asian Association for Regional Cooperation and BIMSTEC, The Bay of Bengal Initiative for Multi-Sectorial Technical and Economic Cooperation and these cooperation's are very important to help maintaining and growing the economy of Nepal. SAARC is cooperation with eight South Asian countries, which are providing a free trade area inside the area. Together with all the partner countries they are growing their economy and cultures for the better. BIMSTEC owns the same idea for the better growth for the countries situation in economic growth. Free trade area for these Asian areas gives lot of opportunities to export and import trades in different countries without difficult law progresses.(Chartered accountancy professional. 2009)

Foreign imports are making Nepalese markets more colorful and it will grow even faster when new companies are heading to the markets of Nepal. Neighboring country China has made a huge capture in markets of Nepal and it has been competing with India for a long time. Nepalese customers have become more trustful

for Chinese products and this has been a major threat for the local products.(Chartered accountancy professional. 2009.)

Socio-cultural forces

Nepalese population is growing smoothly, but not rapidly. It has been similarly growing already few years. That is a good sign for the population of Nepal if comparing for example other south Asian countries whose population can easily grow faster each year. Population is not growing too fast but the migration rate is high especially migration from hill areas to Terai. People are going for new places for better opportunities to survive. Also the migrations from the other countries are increasing fast when new companies are making business in Nepal.(Chartered accountancy professional. 2009)

Lifestyles of Nepalese people are making huge changes nowadays. Traditional joint family systems are slowly breaking from the early ages and western world is impacting their families to be more nuclear families. After some times there will be no bigger house of relatives living in the same room because of the people who have been changing their habits to live differently. Nepal is full of different cultures and it's increasing all the time when migration is growing. Influences of the cultures are making the society even more multicultural. Traditional Nepalese cultures and their values are changing the way while multicultural are changing. Women's rights have been changing and equality of women will be in balance with men. Women are working more than before and less women are working at home.(Chartered accountancy professional. 2009)

Also the food industry is changing when people's habit are changing. People are modernizing their life by going out for a restaurant more than before. Even the fast food habits are growing when people know more about western cultures. That makes international companies journey to Nepal even more easy and valuable for making locals a new food experiences.(Chartered accountancy professional. 2009)

Technological forces

Nepal is coming more and more technological country when know-how is developing among the specific people like students and technology industry workers. Nepal's old indigenous technology is changing way to a modern technology. Information technology is increasing fast in whole area of South Asia. And it's a huge impact and opportunities for the business sector in the area. Multinational companies are heading to the country and they are making more facilities for the technology industry in Nepal. Companies are making donor-funded projects in Nepal for making the modern industries for poor Nepal.(Chartered accountancy professional. 2009)

Nepal is under its way to a modernly developed country and this will not take a hundred year anymore. People will see the difference when multicultural companies are making their way to create a new developed Nepal.(Chartered accountancy professional. 2009)

5.6 Business ideas

This is the capture where the writer itself is writing more of own observations about the possible business ideas for making Nepal more close to the modern industrialized world.

Nepal is one of the easiest countries to create a new business because there are not so many strict rules for the business ideas. It's still good to know if the idea is suitable and profitable in the customers of Nepal. Culture is still impacting their lives so much that the business ideas should have respect for the main culture.

Nepal is one of the poorest countries in the earth. One of the major problems is the water. Water is very dirty in some areas and people are used to drink bottled water. Also the rivers of Nepal are extremely polluted for the reason that people are throwing their wastes in to the river.

Recycling and sorting the trashes would make a major difference for the rivers and the streets of Nepal. There are companies working for better and environmentally Nepal but that's the problem that should be more concentrated in the future. That's why pollution and dirtiness would be one big case for making new business in Nepal.

Power cuts, is the most irritating problem in the whole Nepal. Every people in this country are used to live his or her lives with daily power cuts. Electricity problems are surely the biggest issue for today's people. Nepal is very rich country in water resources and this power could be an important helper for the electricity problems. Also the wind power could make a difference in the energy industry. There are many windy places in Nepal where to invest in wind turbines. That would be a big financial investment but very profitable in long-term investment.

Transportation in Nepal is depending on the cars, buses and the planes. There are no other transportations and new systems would be profitable business ideas. Earlier there was tram buses but would be an interesting to find out how could a real tram success in Nepal. That could ease the chaotic situation on the roads of Kathmandu. People have been talking long time about train from the capital to southern Nepal and from there to India, but that is easier said than done. It's a huge project to build a tunnel inside the mountains and the economy like Nepal could not handle that kind of investment.

Food is everyday business for everyone but making different kinds of foods would make the country more close to the modern world. People are already started to use more restaurants and new modern-style of fast food is taking place from the daily home meals.

Finnish are importing much kind of tea and paper stuffs from Nepal but there should be something more to take to Finland too. Food business from Nepal is booming in Finland but little bit special dishes and sweets are not so common yet in Finland. Medicine business from the Southern Asia is not booming yet in Finland and that's why the Ayurveda medicines and treatments would be a good investment for the better health for the people. That is a very old traditional south Asian culture based health industry that gives more natural care for the patients.

Finnish people have started to focus on their health more and more natural ways and that's why the natural care would be a good investment for them.

There can be a many kind of other business ideas to create between the countries but all of the ideas that are developing in our minds are not always good to share in this text. There is always a risk to lose own business idea for others if sharing it to publicly.

6 Conclusion

Conclusion part is telling the summary of the whole work and answering to the questions mentioned in the introduction part. Those main questions are:

1. What are the possibilities to make a business between Finland and Nepal?

Nepal and Finland has been business partners for a long time and there is lot of possibilities to make more business between the countries. In Nepal there are many Finnish origin companies making different kind of business in the industries that help to grow Nepal even more developing country. Finnish companies have landed to Nepal for tens of years ago and that's why the possibility to make new companies there is more confidential. Nepalese trust the companies from Finland because they have helped much of their recovery from the crisis. It is also possible to import stuffs from Nepal to Finland if company has some kind of good idea to make success in Finland.

2. What should be considered when starting business between the countries?

One main difference between the countries is that Nepal is one of the poorest country and it's developing slowly because of its economical crisis. This issue has two different sides because the poverty of Nepalese is also making more potential actions for the new business.

The laws between the countries are quite different and it's important to follow the rules of the both countries when starting the business investments. Both countries have strict rules to follow when starting the process but especially in Nepal it's important to watch out where to invest and with whom. Having at least one local friend would help to invest in the right places and avoid the extra costs of the offices. There are more risk factors when the government and the offices are not as reliable than in Finland. Even the local are very friendly people should always be careful in the business field.

3. What are the cultural differences and how to deal with them when making business?

Cultures in the countries are extremely different and that should consider well when starting the business. After researching for the cultures it can be said that the cultures have almost nothing in common. Most important rules are to learn partner's cultural habits and adapt to them.

Nepalese culture is much richer culture than Finnish culture. One reason for the richness is that huge amount of different ethnic groups in Nepal. People's living style is very different when comparing to Finnish people. They are more used to country's old traditional habits and religious aspects than Finnish people. Finnish business partner should understand and respect their life values when starting to make business for example to avoid the conflicts between the negotiators.

Finnish people are known as their silent nature. Negotiators can be very quiet and more listening persons. Normally Finnish people don't like to be in a central position in the meetings and that should be known the person who has business partnership with them. While making the business meetings there are seen many kind of behaviors and Finnish people are making the business as it is and trying to make direct business meetings without any other disturbs when the business partner from Nepal is more likely to be interested about the other side of the business partner too. They want to build a more close relationship with the business partner and also discuss about personal family issues. If Finnish people want to make a successful business in Nepal they have to care about their business partner's family culture also.

Time has matter when dealing with Finnish business partner. Finnish are very time-conscious when Nepalese business partners are definitely not. Nepalese are not so strict about the schedules and deadlines when Finnish partner can't handle the issues for being late. That's the big issue that should be discussed in the group when starting the business. It's important to make goals that both sides can be signed on.

Nepalese business partners are very formal when talking about hierarchy values. They respect the elder people and always address them formally when the similar

behavior has almost gone in Finnish culture. Nepal is still using the old caste system and impact of that is seen in behaviors between different castes. That should keep in my mind when dealing with Nepalese from the different castes because they might respect each other's with different values.

Even it seems that the business cultures doesn't have anything in common they sure have something and that's the little bit-reserved behavior in the meetings. Both of the culture's members are avoiding too close distance when negotiating with the partner. They can avoid long eye contacts while speaking to others and they are not known for the huge behavior changes. Huge over acting is not common on these cultures behaviors.

4. What are the strengths, weaknesses, opportunities and threats of Nepal as a possible business partner country?

Strengths:

Nepal is developing country that is slowly but surely growing for the better. It has such a powerful high economical neighboring countries that will make it more powerful. People have excellent skills of speaking English and that has been a huge impact for the investors in Nepal. Nepal has good availability of many kind of raw materials and that is seen as good opportunity for the businessmen. Cheap labor forces is good strength when thinking about the foreign investor, because they are able to get a local labors for their business much more cheaper than their own countrymen. Monthly salary in Nepal is many times smaller than normal Finnish monthly salary.

Weaknesses:

Nepal is one of the poorest countries, which makes it weak in the business field. One reason for that is the poor political instability in the country. India and Nepal has same currency system and that is also one weak point when foreign is investing in Nepal. Every time when Indian currency is going down that has impact on Nepalese currency too. Nepal is very mountainous country without seaside and that makes the transportation problems bigger.

Opportunities:

Nepalese youths are educating themselves better than before and foreign investors can hire them for the businesses. Nepal has large number of unemployed who are potential workers for the new companies. Another side of educated people is that they are moving abroad and for moving away they are no longer competitors. Families who have moved abroad are also sending money to Nepal and those families are potential targets for the new investors. When Nepalese are moving to bigger cities they are giving opportunities for companies to make investments in those smaller areas of Nepal. Nepal does not own many of international companies who have spread all over the world and bringing them to Nepal would be also good investment. Recycling is in bad condition in the country and investing for that is more than good idea. Nowadays crisis has become worse in the country and electricity, fuel and water investments are very profitable for the companies. Also making the company, which has clean thoughts like “corruption free company”, is very appreciable in the markets.

Threats:

Most problematic threat is the natural problems. Natural disasters and climate changes are making harm for the country's economy and business investments. Nepalese people are moving abroad more and more each year and that's the threat for the companies who are willing to get local people into their business. Corruption is one bad problem in the country and companies should be aware of those who are using corruption in their actions. Also the government is the threat for the business owners when there is no guarantee that they are doing correct actions.

5. What kinds of business ideas are successful in the countries?

Nepal has many possibilities to make business and one reason is the poor condition of the country. Water is problem in the many area, even there are one of the biggest water resources in the hilly side of Nepal, but when the country is having one of the worst transportation possibilities there are no possibilities to get the clean water for everyone in the country. That situation makes the business idea even more important to carry out. Nepal is suffering bad pollution and dirtiness problem and that is seen in the rivers and the streets. Recycling and sorting trash-es is not a common thing in Nepal and that's why the idea of making some kind of better recycling system in Nepal would be a very helpful for the country's situation.

Power cuts are extremely bad problem in the country. Nepalese are suffering from it every day in every city. There should be an idea to make more energy in the electricity industry. Water resources and wind power could start new business in Nepal. Those would be a good long-term investment. Transportation is the one terrible system In Nepal. Some kind of new investment for the local transportation would make a remarkable change for the chaotic traffics. Local tram for the capital of the country and the international train from the hilly Kathmandu to busy India would make a big change someday.

Food is the business everywhere but Nepal needs different kind of foods to make the country more westernized. People have been westernized their habits for a long time already and they are using restaurant and even fast food services more often.

Finnish people are importing some different kind of stuffs from Nepal but for example the food industry would enjoy the new Nepalese special tastes that are not yet landed in Finland. There are many Nepalese restaurants in this country but making it little bit special kind of would be a good idea for the business. Also the more natural Ayurveda products and treatments would be a better future for the health care industry in Finland.

BIBLIOGRAPHY

- Autolla Nepaliin. 2014. Unelma oikeudenmukaisesta maailmasta.[Web page]. Autolla Nepaliin. [Ref.20.02.2016]. Available at: www.autollanepaliin.fi
- Chartered accountancy professional. 2009. Management & Organizational relations. Kathmandu: The institute of chartered accountants of Nepal.
- Cost of Living Comparison Between Helsinki and Kathmandu.2016.[Web page]. Numbeo.com.[Ref.23.02.2016]. Available at: http://www.numbeo.com/cost-of-living/compare_cities.jsp?country1=Finland&country2=Nepal&city1=Helsinki&city2=Kathmandu
- Embassy of Denmark. 2013. Business opportunity profile. [Web page].Kathmandu, Nepal: Embassy of Denmark. [Ref 22.02.2016]. Available at: <http://nepal.um.dk/en/~media/Nepal/Documents/BUSINESS%20OPPORTUNITY%20PROFILE.pdf>
- Finnish consulting group oy. 2016. FCG – Working for well-being. [Web page]. Helsinki: FGC Oy. [Ref 20.01.2016]. Available at: <http://www.fcg.fi/eng/welcome/>
- Finnpartnership. Lainsäädännön vaatimukset. [Webpage]. Helsinki: Finnpartnership.[Ref 22.02.2016]. Available at: http://www.finnpartnership.fi/www/fi/exporting_to_finland/Tuonnin_saantely/Lainsaadannon_vaatimukset/index.php
- Finnpartnership. Tukea kannattavaan ja kestävään kumppanuuteen.[Online article].Helsinki: Finnpartnership. [Ref 20.02.2016]. Available at: http://www.finnpartnership.com/www/tiedostot/Esitteet_ja_julkaisut/Finnpartnership_ohjelma_FI2013.pdf
- Gahnström, S. 4.12.2015. Nepaliläiset naisjohtajat joutuivat poliittisen myllerryksen keskelle.[Online article]. Helsinki: Ulkoasiainministeriö. [Ref. 30.12.2015]. Available at: <http://formin.finland.fi/public/default.aspx?contentid=338433&contentlan=1&culture=fi-FI>
- Gesteland, R. 1999. Cross cultural business behavior: Marketing, negotiating and managing across cultures. Copenhagen: Copenhagen Business School Press.
- Härkönen, R. 2009. Tiikerin jalanjälki: matkakertomuksia Nepalista. Helsinki: Books on Demand GmbH.

IToxygen. Our company. [Web page]. Helsinki: IToxygen. [Ref 19.02.2016].

Available at: <http://itoxygen.io/company/>

Kultanen, M-L.2009. Himalajan ekologiset tuhkauurnat löytäneet Suomeen.

[Online article]. Geneve: Suomen pysyvä edustusto. [Ref 20.02.2016]. Available at:

<http://www.finlandmission.ch/public/default.aspx?contentid=159005&nodeid=35468&contentlan=1&culture=fi-FI>

Ncell. 2016. About Ncell. [Web page]. Nepal: Ncell. [Ref.13.01.2016]. Available at:

<http://www.ncell.com.np/About-us>

Niras.2016. [Web page]. Development consulting. [Ref.13.01.2016]. Available at:

<http://www.niras.com/business-areas/development-consulting.aspx>

NRNA Finland. Nepali diaspora in Finland.[Online article]. Helsinki: Non-resident

Nepali association. [Ref. 15.01.2016]. Available at: <http://nrna.fi/nepali-diaspora-in-finland/>

Plesch, V. 24.12.2015. Crisis on Nepal-India border as blockade continues.[Online article]. Nepal: Al Jazeera. [Ref. 22.01.2016]. Available at:

<http://www.aljazeera.com/indepth/inpictures/2015/12/crisis-nepal-india-border-blockade-continues-151223082533785.html>

Pohjoismaiden neuvosto.2016. Tietoa Suomesta.[Web page].Helsinki: Norden.

[Ref. 20.02.2016]. Available at: <http://www.norden.org/fi/tietoa-pohjoismaista/pohjoismaat-sekae-ahvenanmaa-faersaaret-ja-groenlanti/tietoa-suomesta>

Pöyry.2008. Company announcement. [Online article]. Helsinki: Pöyry PLC.

[Ref.13.01.2016]. Available at: <http://www.poyry.com/news/poyry-awarded-eur-7-million-assignment-for-melamchi-water-supply-project-in-nepal>

Pöyry.2016. Our expertise.[Web page] [Ref.13.01.2016]. Available at:

<http://www.poyry.com/>

Seppälä, P. 2015. Erityisasiantuntija. Suomen suurlähetystö. Kathmandu. Conversation on 3rd November 2015.

Suomen suurlähetystö Katmandu. 2014. Maatiedosto Nepal: Kahdenväliset suhteet.[Web page]. Ulkoasiainministeriö. [Ref.12.01.2015]. Available at:

<http://formin.finland.fi/Public/default.aspx?nodeid=18049&contentlan=1&culture=fi-FI>

Suomen ulkoministeriö. 18.12.2015. Suomen kehitysyhteistyö Nepalissa. [Web page]. Helsinki: Suomen ulkoministeriö. [Ref. 30.12.2015]. Available at: <http://formin.finland.fi/public/default.aspx?contentid=67592&nodeid=15372&contentlan=1&culture=fi-FI>

Suomen Yk-liitto. 2015. Nepal. [Web page]. Helsinki: UNA Finland / Suomen YK-liitto. [Ref. 18.02.2016]. Available at: <http://www.globalis.fi/Maat/Nepal>

TeliaSonera. 2016. [Online article]. TeliaSonera Year-end Report January–December 2015. [Ref 10.02.2016]. Available at: <http://www.teliasonera.com/en/newsroom/press-releases/2016/1/teliasonera-year-end-report-januarydecember-2015/>

The longest way home. 2005-2016. The first steps on doing business in Nepal. [Online Blog]. [Ref 10.02.2016]. Available at: <http://www.thelongestwayhome.com/blog/nepal/first-steps-on-doing-business-in-nepal/>

Tomalin, B. & Nicks, M. 2010. The world's business cultures: and how to unlock them. 2nd edition. London: Thorogood publishing.

YritysHelsinki. 2015. Opas yrittäjyyteen 2015. Helsinki: YritysHelsinki.