Business Plan On Ruokapäivä in Helsinki

Ruokapäivä - Let's Eat

2016 Kerava

Laurea University of Applied Sciences
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Degree Programme in Tourism
Bachelor's Thesis
November, 2016

Laurea University of Applied Sciences   **Abstract**
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Title of the thesis   **Business Plan On Ruokapäivä –Let's Eat in Helsinki**

Year   2016   Pages   39

With the development of the Internet, an online food market in Finland is now in full bloom with a lot of sites that offer review and evaluate the best places to eat at. With the desire to professionalize the type of online service this cuisine, Ruokapäivä has studied and understand the online sites similar to form a purely Finnish website. Exploitation model creates a shared community between those who love eating foods similar in many countries such as USA, Europe, China or Japan. The formation of online culinary sites is inspired for researching on this topic. Besides the web version, Ruokapäivä also will develop an mobile application so that members can update and share the culinary destinations quickly in the near future. With a friendly user interface and usability, the application of Ruokapäivä mobile search results will present location information in detail and clearly understandable to users for easy reference. Alternative to regular search on the food forums with data messy, hard to find and a lack of information on price and quality. This is also the future development direction of Ruokapäivä to create prerequisites for building a shared community dining venues restaurants with the best quality and most prestigious in Finland; especially communities using smartphones.

Keywords   Business Plan, Marketing Tools, Searching Food Tools, Application, Foods and Beverages Recommendation.

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1   Introduction

Website review places have appeared in the world for a long time, despite being as-sessed great value, most of these sites are faced with the issue of business and profit. Overall, the evaluation web site location using location-based services like Yelp, Foursquare, TripAdvisor, Agoda model and business operations are very similar. It is the construction of information system data and concrete diversity of lo-cations (on different areas: dining, travel, restaurant recommendation), then build a user community website, and there is often increased strong growth over time. Web site achieves higher awareness, and use (identification via parameters: unique visitors, traffic, user - interactions) may be transitioned to commercial exploitation.

The form of the main business of this website is to exploit advertising from busi-nesses; brand advertising; sale deal (like Groupon forms); user charges; or get a dis-count from businesses using the service. Then can proceed to expand the business model in a variety of ways, including two common ways it is the most com-mon and issuing shares IPO (Initial public offering) and call for investment from individuals, or-ganizations and funds finance.

Born in 2004, Yelp.com known as one of the pioneers in the field of website evalua-tion dining venues using review and recommendation to the user to create con-tent for your website. Yelp initially only exploit local markets (San Francisco, USA), in the restaurant industry, food. So far, after ten years of operation Yelp has covered throughout the US and developed into the Canadian market (2010), along with the expansion of so many different categories (there are more than 20 categories). Cur-rently, there are about 66 million Yelp users worldwide (including up to 86.4% are from the US), with the rate of monthly unique visitors to 18 million people, more than 5.7 million mobile application usage this of Yelp. This site also gathered a total of 25 million votes since its inception in 2004.

Yelp strengths in that this website is that initially there was a focus on exploiting a single field, and the website has broad market coverage. Yelp provides information sites are good reviews and high-volume users. Encourage users to write a review, and provide information on the outstanding events, remind users about the event, as well as information on new promotions to users. At Yelp, users can make friends on Face-book and Myspace is like so, and thereby be able to track your friends and see their

reviews about the places they came from the update in-formation from those Yelp other users in the community. (Figure 1).

Figure 1: Yelp.com.

Yelp become an important information channel and has a strong influence on the business of local businesses. Therefore, when shifting to business, exploiting Yelp started selling ads to local businesses (local advertising), advertising brand (brand advertising) and the sale Yelp Deal (launched in 2010). 2013 revenues of approximately $ 232 million Yelp. In advertising for businesses that account for 80% of total revenue.

2   Purpose of Bachelor's Thesis

We are living in an ocean of information, but still trying to find the information can be trusted. Before you decide to do something, we keep looking for someone to know, guide and share the experiences they have. It is an activity deeply rooted in the instinctive subconscious. Assessment model introduction dining venues also stem from that.

It can assure you no less than once wondering where to eat anything this after-noon. Or before a date or meeting at a location unfamiliar diet, you will re-apply tactics "google search" familiar or can ask trusted friends. In this case, the product review places became useful companion's indispensable in your lifetime. Does anyone not eat for a long time but could never live well? And one of the temptations of life is a provocative delicious culinary offer; you have the heart to refuse?

Ruokapäivä - Let's eat will be a product startups, and launched on the grounds that more simple, not too complicated as It is ramble for a while now: a website, a phone application synthesis, place reviews gastronomy, restaurants, bars, cafes, karaoke, and bar. Ruokapäivä will be applied to the market, although the same activity patterns similar to those elder brothers but choose for themselves how many new, "attract" people used my way. Ruokapäivä can become trusted community for people to search, evaluate, comment dining places: restaurants, bars, cafe, bar, karaoke, bakeries in Finland - from the website or mobile applications. All members from North to South, Ruokapäivä diners will connect to the large and small eating places along the country.

Next time, Ruokapäivä will update hundreds of dining venues, restaurants and hundreds of thousands of comments, pictures in Finland, in most provinces. Ruokapäivä is the easiest way for you to find and choose the best location for you and your friends. Smart search engine by typing the place name, or address, or street name, or the name of the dish, or purpose, or the name of the region. Search system using hints and a quick view of information, helping you find the quickest place. Ruokapäivä would classify places very detailed: the purpose, type, cuisine, price, type of cuisine. This filter helps community places its purpose very quickly. Ruokapäivä will allow members to insert the image into the commentary, reviews sites with five criteria: Food, Location, Space, Prices and Services, which helps communities with

an overview of the objectives will consist of each location. Due to the characteristics of each different location, for example, Coffee shop, the community would be interested in space, for the community Restaurant interested in quality food. This is the point of difference versus Ruokapäivä how other services.

YEAR	Users	Population	% Pop.	GDP p.c.	Usage Source
2000	1,927,000	5,194,631	37.1 %	$23,561	ITU
2004	2,786,000	5,219,732	53.4 %	$36,124	ITU
2006	3,286,000	5,275,491	62.3 %	$39,415	ITU
2010	4,480,900	5,255,695	85.3 %	$44,651	ITU
2015	5,117,660	5,471,753	93.5 %	$47,380	ITU

Table 1: Internet Usage and Population Statistics. (internetworldstats.com, 2015).

Currently a lot of other sites already exploiting the business, however, bring results not encouraging. This revenue was not enough to offset the large investment funds as well as original content continues to grow, improving the system of the website. Content is not well-developed elements that users refuse to use the product, leading to difficult consequences in the mining business. When modeling website forum format with the long post, is not updated daily, users are no longer appealing to regular review. Or contents remain sketchy and do not interact with the user. Even Ruokapäivä should continue to improve when users complain about the search system or other functions of Ruokapäivä incomplete, ineffective arrangement category, no app store locations to use offline or no recommended according to user preferences. And equally important, such sites must calculate Food business model is appropriate to try not to "offend" their users.

However, the current Finnish market is still potential with over 5 million internet users account for 94% of the population (as of December 11/2015, Finland has 5 million 417 thousand people) and next year as planned in 2016, this figure will increase to 5 million 500 thousand people. (Table 1). In particular, the number of smartphone use accounted for 3.1 million of the total population with 97% used for research, find information, and 95% for learning products. (Table 2).
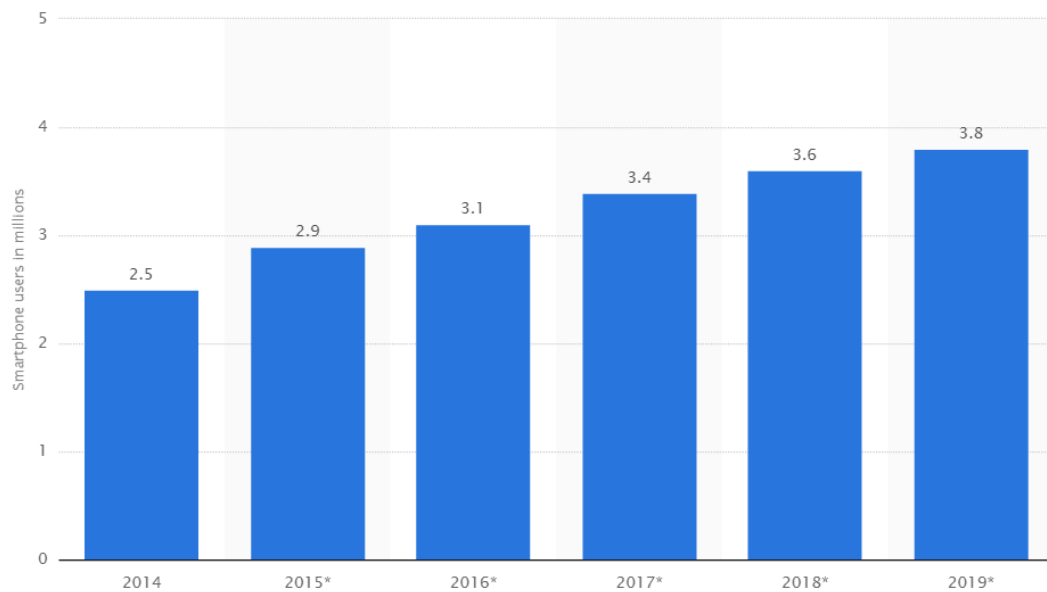
Table 2: the number of smartphone users in Finland from 2014 to 2019. (statista.com, 2016).

3   Business Plan

The first vital step to start a business is a business plan. That is why nowadays most of the reason for new entrepreneurship had fallen because of they have not an adequate business plan. "A goal without a plan is just a wish" – (Antoine de Staint Exupery). Every year, the number of amount of new restaurant is keeping increasing and some of them can stand with successful but some of them are a failure. Helsinki is the best location for starting a business. The capital itself is having a good potential for foods and beverages purpose. Foods and beverages are one of the best business fields on this day. In fact, if it comes about, this idea is not a new idea. In abroad as America, Asia, European countries and they have done a lot.

But in Finland, on the other hands. The review was carried out under the culinary forum model or models styled PR is much introduction. Ruokapäivä based on the social networking platform, anonymous review more locations. This is the best time if Ruokapäivä is born, both Facebook and smartphones are very developed. So, with the support of the community and social networking media, the adoption and application of new website will be more efficient.

Furthermore, the restaurant is opening more and rocketing nowadays because of the demand for foods and beverages is rising. People want to taste and enjoy different cuisine from around the world. So, that why in Finland we have the Restaurant Days "RavintolaPäivä." On this day, people are not only selling their food, but they also bring the new cuisine, different kind of taste into Finnish and they are doing the best to advertising for their restaurant.

In nearly future, we would like to start our entrepreneurship with a focus in Western, Asian, European style. Therefore, we took the chance into this topic for our thesis. Within our theory and practice we have, we are planning and preparing our thesis carefully and useful in our future professional life. Moreover, our thesis could also be an example or a pilot for a new entrepreneurship in Hospitality, Tourism and Leisure Industries.

3.1   Marketing Planning

Whether you are an owner of a company with hundreds of employees or just own a small shop, business to succeed you need to have an effective marketing strategy and apply it in a flexible manner. However, this does not require you to spend too much money and you do not necessarily have to be a creative genius. The key issue in building marketing strategy is to create a solid foundation for your promotional efforts. Massive deployment activities such as advertising promotion, send the coupon discounts or even direct sales without a specific marketing strategy is like you are in a house and you want to buy your home decoration more prominent than the neighbor's house next door. Build marketing strategies so you want your product your customers are concerned, attention, willing to spend money to buy it. You must first attract, attractive and approach to the customers.

Marketing is obviously the nerve center of the entrepreneurial process. Clearly, you have to: first, identify your product and services; what the customers like or not? Is that what your customers want to buy it? Second, defining your target market. Anyone could be potential customers for you. But, it is wasting time and money to reach all the audiences. So, what we do is research customers target on ages, geographic area of customers, up to date new favorite product. Third, understand the competitors: Even when there are no direct competitors to compete with your service, there's always a rivalry in a certain format. There will be something besides your

product is competing for your potential customers. You need to find out what it is and why the potential customers to be "go for broke" for it? Where is the competitive advantage or confirmed unique selling your products? Fourth, find the appropriate location, even if you are just a small business, you will stand out in your market participants. Next, enhance customer recognition for your product: It is very difficult for a potential customer can buy your products or services even when they do not know or do not remember that there are types of products, such services existed. A potential customer needs to be exposed to your product 5 to 15 times before they thought of your use every time the need arises. These needs often arise quite random, so you almost have to have the front frequently your customers as they remember your product when needed.

3.2   Marketing 4P – Marketing Mix

Basically, the marketing plan is around four deploy elements, commonly known as 4Ps: product, price, promotion and place. How come those steps cannot freeze during the process of developing your plan. The strategies need to be tailored to suit customer needs in each period and opponents around. Marketing 4P model (also known as marketing mix) by marketers as a tool to implement marketing strategies.
 Product: What do customers want from the product, service of us? What is required to meet it? What sizes, colors? The name of the product? How to differentiate them from products of competitors? How products will sell and know well in the market: In view of the first transitory factors and the quality is good. But for now, you have a good product is not necessarily sell well because your opponents are also good as your product. Hence the need to define the characteristics of the products or services that meet the needs of enterprise customers.

Place: location, easy access for the customer and good visibility should be considered when it comes to the marketing plan. For the past Marketing plan to expand distribution channels in which interested users, but now with the Internet channel strong growth, it seems it is an open source, open to all users. But you note whether publicly advertise their products to where should also deliver the products to the right place, right time and right amount. Represent places where a product can be purchased. It can include any physical stores and virtual stores on the Internet. The supply of the product to the place and at a time when customer requirements are one of the most important aspects of any marketing plan. For example, your family going to

have a lovely dinner and you found out two restaurants with highly recommended nearby. The first one has a 5-star review with excellent food and romantic dining table, however, it takes more time to come and it does not have a parking place. The next one lesser 1 star, also it is very good and comfortable place with a wide parking lot and easy to access. So, what will you consider?

Figure 2: Marketing 4Ps Sample. (marketpeima.com, 2015).

Price: Price is the cost incurred to customers in exchange for the product or service provider. The price that customers are willing to pay for the product or services. It is determined by a number of factors including market share, competition, the cost of raw materials, product identification and the value perceived by the customer with your product.

During the promotional campaign or product discounts, the business should have specific pricing strategies to best benefit for you, as well as in the strategic long-term price competition with competitors. The pricing in a competitive environment is not only important but also extremely challenging. If set too low, suppliers will have to increase the number of products sold per unit cost to be profitable. If the pricing is increasing, customers will gradually switch to competitors. Pricing decisions including price points, list price, discount and payment period.

Promotion: This is the important part of the marketing campaign, which is the per-fect plan, product prices reasonable but not good communication, no one knows your brand, customers will not know until the product and service. These marketing activities include advertising, catalogs, public relations and retailing, namely advertising on television, radio, newspapers, billboards, put products into movies, resources support for TV and radio channels are wider public monitoring, funding for the program for loyal customers, telephone sales, sales through direct mail, product introduction home, send catalogs to customers, public relations and special businesses now regularly use paid advertising services on Google and Facebook. This helps form the brand and reputation as well as product, service further spread more widely known.

3.3   SWOT analysis

SWOT Analysis is a step strategy formation of a manufacturing business enterprise. SWOT Analysis is a very popular model in business analytics and enterprise-oriented marketing. SWOT is the names of strength, weakness, opportunity, threat. When it comes to making a business plan, you should do analysis four essential. Furthermore, SWOT is the theoretical framework of which we can approve the strategy, position-ing, and direction of an organization, a company, analyze the business proposition, or any ideas related to the interests of business. It provides a tool for strategic analy-sis, review and evaluates the position and orientation of a company or a business plan. SWOT matching and analysis work in groups, used in the preparation of business plans, develop strategies, evaluate competitors, marketing, product development, and services.

Strengths: these are valuable elements or strengths of organizations and individuals. These factors are the attributes inside (internal) and helpful of the subjects under consideration. When you are making the analyzing the plan, you have to know: what is your company good at. Your product is better than your competitors. What are your strengths for the market? The main strengths are the advantages of your own business, project, your product. This is the significant features and unique that you are holding when compared to competitors. Ask yourself the question: what can you do something good and best? These internal resources you have? Do you own the ad-vantage of people, knowledge, reputation, skills, relationships, technology like?

Weakness: it is easy to understand that, the things you did not do well or best is the weakness you are. So, if you feel confused, then how to find the simplest weakness is detected the areas It has suggested on the other as resources, assets, people, if the provision "absence" of strengths, the weak will exist. You only need to remember one thing: the weakness of the problems that exist within people or organizations that hinder you on the path to achieving their goals. When looking straight at the facts, recognize your limitations, you will answer the question are the weaknesses? So, that finding a solution to overcome.

Opportunities: Opportunities are external things cannot control, we can be the potential leverage gives you more chance of success. A useful approach to consider the opportunities is to look back to our strengths and find out the advantages that open any opportunities. We can also look into defects in order to find opportunities to overcome such shortcomings. Way to find the most useful is the review of their superiority and self-questioning whether these advantages can open new opportunities which are not. Can also do the opposite, in reviewing his weakness and ask ourselves whether there is any chance to appear if removing them.

Threat: External factors are making it difficult for you on the road to success is a risk. List the following problems can help you figure out the risk that you or your organization will face in the future. After finding out the risk, you need to do is set out the settlement and this alternative is often enhanced management skills to the risk of being completely submerged. You already have to cope with the potential risks of this yet? If not, let's quickly outline and implement feasible ways to reduce the severity, or avoiding (if possible) these risks. Are these obstacles? The competitors doing? The specific demands of the work, product or service has changed anything? Technological change risk anything with the company or not? There are problems of delinquency or cash flow? Is there any weakness threatens the company? These analyses often help to find out what to do and turn weaknesses into prospects.

SWOT analysis model appropriate for assessing the current state of the company through the analysis of the internal environment (Strengths and weaknesses) and external (Opportunities and Threats) companies. SWOT perform filtering information in order to understand and easy to handle.

SWOT analysis model is that developed by Albert Humphrey in the years 1960- 1970. This is the result of a research project by the University of Stanford, US. This project uses data from 500 companies with the largest US revenue (Fortune 500) in order to find the cause of failure in the planning of these enterprises. Albert and his colleagues have produced initial analysis model called SOFT: Satisfactory - The good things now, Opportunities - a good thing in the future, Fault - bad things in the present; Threat - Bad things in the future. However, until 1964, after the model was introduced for VAD Urick Orr in Zurich Switzerland, they changed F (Fault) to W (Weakness) and SWOT born from there. The first version was tested and introduced to the public in 1966 based on research at Erie Technological Corporation. In 1973, the SWOT was used at J W French Ltd and grow from here. In early 2004, SWOT has been completed and shows the ability to be effective in making and unify the organization's objectives without dependence on consultants or other costly resources.

SWOT analysis helps to bring insight to an organization, project, or a situation so this method is especially useful in decision making, strategic planning, and the establishment plan. What makes SWOT a special tool so powerful, you can image that, it can help you to explore the opportunities for investment in the right spot and eliminate the threat that you do not expect them to. Moreover, using the SWOT framework can help you look at yourself and the competitors, began to draw up strategies to help you different from the competition to have a competitive advantage in the market.

4   Ruokapäivä – Let's Eat

Ruokapäivä - Let's eat can be deployed in the near future in Helsinki, Finland. Ruokapäivä - Let's eat the community of trust for people to search, evaluate, comment and eating places: restaurants, bars, cafe, bar, karaoke, bakeries, parks, and entertainment in Finland, from the website or mobile app. All members from North to South, Ruokapäivä - Let's eat diners connect to the large and small eating places the country. To the present time, thousands of venues, commentary, photos, in most provinces were sharing, quality assessment on sites supporting food lovers. Ruokapäivä - Let's eat can focus the restaurants, bars, entertainment together in one place and it is the easiest way for you to find and choose the best location for you and your friends.

Ruokapäivä - Let's Eat also a smart search engine by typing: restaurant name, or address. View menus and special dishes named the restaurant or the review of the customer. You can select the location, self-position and search for restaurants near where you are standing, if you almost do not have enough money for a luxury restaurant one evening to eat hearty, you can manually choose price money to suit your purse are. Search system using hints and a quick view of information, helping you find the quickest place.

Ruokapäivä - Let's Eat allow members to embed images comments, reviews sites with five criteria: Food, Location, Space, Prices and Services, which helps communities with an overview of the criteria of each location. Due to the characteristics of each different location, for example, Cafe, the community would be interested in space, for the community Restaurant concerned about the quality of food, service, location. This is the difference of Ruokapäivä - Let's Eat compared to other sites.

4.1   Business Plan for Ruokapäivä – Let's Eat

With the need for a tool that specializes in cuisine today, Ruokapäivä - Let's eat will be launched to meet the needs shared passions cuisine, search for information, commentary, food, photos and the price of eating places such as the needs of each person. Not only that, Ruokapäivä - Let's eat acts as a bridge to help the diners and culinary destinations mutual understanding and contribute to help the venue can improve the quality of the restaurants, bars or an entertainment venue in the best way. Let's eat not a new idea; we just have new ways. Ru-okapäivä refresh is on the way product evaluation model dining venues.

What people are saying that, they can use TripAdvisor, but it is Ruokapäivä - Let's eat and TripAdvisor towards two completely different audiences. TripAdvisor objects for travel, and mostly foreign visitors, also will focus Ruokapäivä local guests. First, we want to test in Helsinki, because most of the restaurants and bars that are concentrated in commercial centers. For planning the Ruokapäivä - Let's Eat, we will use technology to support food lover, looking for useful features and the most accurate information for the users:

Search engines: You can search for exactly the eating places we need to go through the initial interface of the website. With detailed search by categories such as cuisine (Europe, Asia, America, Australia), price and location. You can easily find the correct position according to your needs.

Community: Ruokapäivä - Let's Eat one tool toward the connection between the members, the members can share with each other through features make friends, track. It will become the social network miniature cuisine. Members can easily register with Facebook, Google or Yahoo to use social networking features.

Phone applications: Current Ruokapäivä - Let's Eat remains a project and if we apply in practice, we will study the set of applications running on the phone for iPh-one, Android, and Windows phones, you can easily find and share food experiences through app stores on will help you quickly locate your desired location.

Actually, Ruokapäivä - Let's Eat will change and lead to a new trend of the culinary website, has subtle, simple and user-friendly. Through Ruokapäivä - Let's Eat people can come closer together through eating, creating a new social community for people and also help to honor, preserve and promote Finnish food culture. With the knowledge to know the local restaurant, which will be an advantage for Let's Eat.

4.2   OnLine Customer Service

The future is that; we will make something more unique. Ruokapäivä – Let's eat will not only focus on reviewing and checking the quality of restaurants, but we also will make the booking tables, giving free couples if your review become helpful for a restaurant, even if customers make the order via our application or website, it will be free delivery to your address. Moreover, let's Eat will assist customers in ordering many restaurants near each other on the same order. Ruokapäivä will arrange the restaurant are relatively in the system if they are close together, users will have a richer order, correct more interest, more effective instead of creating more order takes time. Ruokapäivä – Let's Eat will be an exchange channel from users acquirement, this is also a channel for the restaurant receive feedback from the customer. So, Ruokapäivä – Let's Eat is a two-way interaction, and it is not a simply one dimensional.

	Used the Internet in the past 3 months	Usually uses the Internet usually several times a day	Used the Internet with a tablet outside home or workplace in the past 3 months	Used the Internet with a mobile phone outside home or workplace in the past 3 months	Bought over the Internet in the past 3 months	Followed a social network service in the past 3 months	Used a voting aid application before the Parliamentary elections 2015
	Percentage share of population						
Aged 16-24	100	89	34	96	96	93	61 [1]
Aged 25-34	100	92	37	89	89	87	69
Aged 35-44	99	90	43	87	87	70	63
Aged 45-54	97	76	37	70	70	51	49
Aged 55-64	90	61	27	50	50	35	35
Aged 65-74	69	36	12	23	23	19	22
Aged 75-89	31	13	4	4	4	5	6

Table 3: Prevalence of Internet usage and certain purposes of use in 2015 (Statistics Finland, 2015)

Interestingly, more than 60 percent of Finland population are accessing the internet. The most occupied are ages group 16 to 44, also that age has an interest in technology and enjoy catch new trends. This is a potential parameter for us. Along with today's busy life, surely there will be many who do not have time to learn and prepare for yourself and your family a delicious meal, full of nutrients. To meet the demand is real and growing, many online sites cuisine was born as well as TripAdvisor, Booking.com. Then, Ruokapäivä – Let's Eat want fresh the way of food reviewing and make a new trend into Finnish lifestyle.

5   Finance Analysis

After the business plan, the second vital step is financing analysis. The phase will estimate how much money you will spend, what you will use for, where the money

comes from. So, let calculate the capital and how much money to make Ruokapäivä become real. The expected amount of capital:

Friends and Family:	10000 Euro
Equity capital:	7000 Euro
Loan:	10000 Euro
Investors:	8000 Euro
Total:	35000 Euro

Table 4: The forecast amount of capital.

5.1 The Cost of the Domain Name

The domain name is the first thing must have before you design a website, without the domain name for the website users cannot use it. If you purchase an international domain name .com, .net, .Fi, .org depends on where you register the domain name of the home agent in the management of the domain name will have different prices fluctuate from 10 to 20 euros for one year. Domain name not only affirmed the position of the company, but also help customers to find your website easier, and it will be marketing and protect the business brand name on the Internet. Hence, it the Ruokapäivä.fi domain it will be cost 19 euros for a start a new address.

Figure 3: Sample Ruokapäivä Domain. (suomenwebhotelli.com, 2016)

5.2 The cost of Hosting

This is where to store your website on the internet environment, the price of host-ing depending on storage capacity and bandwidth (bandwidth). Normally the pack-age will be sold for six months - 1 year - 2 years. But it's best to choose to purchase one year. For a personal website or business website hosting packages, the purchase of 2 euros for a month range is enough for a starter, but if your site is doing in terms of entertainment, news, online sales with a lot of people visit it to buy packages host capacity and greater bandwidth, thus price increases. Such terms initially fixed cost hosting one year is 24 euro for the starter package and it will plus the cost level do-main. If the economy is tight try selecting a hosting package for six months. In the case of Ruokapäivä, we will choice the Basic package so; the fee will be 49 euros.

	Starter	Basic *Recommended*	Business	Business Pro
	24,00 € Yearly	**49,00 €** Yearly	**99,00 €** Yearly	**199,00 €** Yearly
Disk Storage	1 GB	5 GB	10 GB	25 GB
Monthly bandwidth	10GB /month	50GB /month	100GB /month	200GB /month
cPanel Account Control Panel	✔	✔	✔	✔
FTP accounts	1	10	Unlimited	Unlimited
Email accounts	5	10	Unlimited	Unlimited
Mailing Lists	5	10	Unlimited	Unlimited
MySQL Databases	1	5	10	Unlimited
Add-on Domains	1	5	10	Unlimited
Parked Domains	1	5	10	Unlimited
Subdomains	Unlimited	Unlimited	Unlimited	Unlimited

Figure 4: Sample Ruokapäivä Hosting (suomenwebhotelli.com, 2016)

5.3   The Cost of Web Design

This will be an important part of overall settlement costs and attractive website us-ers. However, if a site design too simple or are no special details which users pay at-tention to your site then will be difficult to develop and attract the users. If you only do personal website then consider installing and using open source as WordPress, Joomla, Drupal. But for now, do electronic commerce, the need to design a profes-sional website. As mentioned at the beginning, the price will be determined by Sim-ple Website only function will be to introduce the company's lower prices online sales site or e-commerce website with high-end features comes as product management,

Web-based accounting, real automatic programs on the web. Site performance in the role of marketing and online branding: Many web design companies to give you an attractive price, but you must understand that to become a tool website branding the mark its results must be integrated techniques and methods to help website owners to easily develop the web. The first is in terms of SEO (Search Engine Optimization), web-friendly to search engines, followed by the ability to identify and promote the brand. Ruokapäivä is the food recommendation website, and we need a perfect searching tool for our users. The cost to make the website reach between 10000 euros to 15000 euros if the website design in Finland. However, we are planning to use foreigner resources, so it will approximately 5000 euros.

Milestone Payment for start

Domain name:	19 euro
Hosting:	49 Euro
Webdesign:	~5000 Euro
Marketing:	~5000 Euro
Total:	~10068 Euro

Table 5: Money Spending.

Full-time Employees Salary per Month

Position	Number	Salary
IT	1	2200 EURO
MARKETING AND SALE	1	2400 EURO
FINANCING	1	2300 EURO

Table 6: Fulltime Employees Salary per Month.

Part-time Employees and Internship Salary per Month

Position	Number	Salary
IT	2	1200 EURO
MARKETING AND SALE	3	1200 EURO

Table 7: Part-time Employees and Internship Salary per Month.

In the future, Ruokapäivä will work without a fee. All costs are coming from the co-founder, borrowed and called on investors. We have a concept, something not needed the money; they must utilize the most effective. Naturally, fixed costs re-

main in all our possibilities. We have faith in the difference of Ruokapäivä will bring to users, thereby continuing to pursue and strive daily.

5.4   Marketing

One new trend is attracting venture capital inflow is food service business online. According to industry experts, the business is currently focused on three main are-as: community building online, order food online and search restaurants and bars. Just open the Google search engine and type in the phrase "Best Restaurant in Helsinki," you will not be surprised to receive more than 2 million results lead to sites containing information relating to this type of service. Results above certainly has a lot of overlap, but it also shows us the food service business online has become a new trend and is growing fast in the world.

Food blog phenomenon has exploded the past few years. And we, the young people will not be able to miss the opportunity to build community Food blogger, who besides the skill, they set both personal egos for each dish. Thanks to the diverse culinary style, personality picture dish, the Food blogger get the access number in the millions. Their joy was to share and get feedback from visitors - as well as one of the values that Ruokapäivä towards the establishment!

In fact, Facebook is a social network popular today; we focus on less common tools but very fit services: Instagram, Twitter, Myspace. Why we chose social network-ing is the main marketing tool? Quite simply, for users of social networks, they can instantly take pictures dishes, effects processing, and post to websites or pages of Ruokapäivä Instagram, just created by the spread in the community, just play contribute data on Ruokapäivä dishes. High-level interaction is also one of the ad-vantages of marketing through social networks. Ruokapäivä can quickly access the feedback from customers, discuss, share problems with them, made the poll or answer questions of their troubles. Since then control the maximum negative issues that may arise.
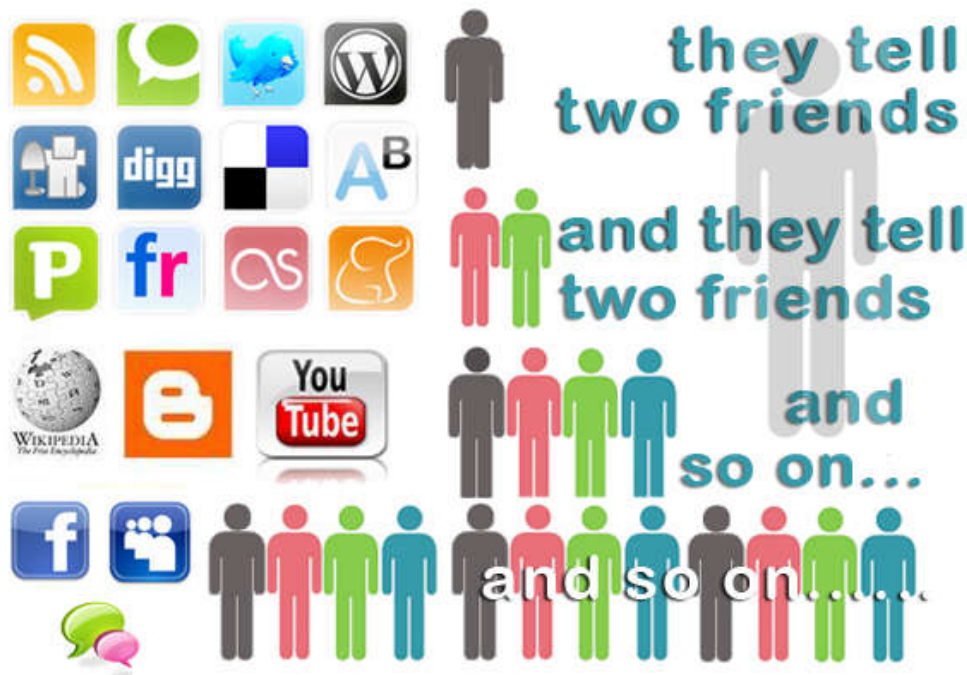
Figure 5: Social Marketing Sample (zappledesign.com, 2015)

With the money, small fee or even no cost for brand promotion or job creation on so-cial networks, enterprises can fully record positive results. The trend of social mar-keting is widely used around the world. In addition to the features, benefits that bring social networking to the Ruokapäivä, but do not stop there:

1. Establish relationships with large numbers of target customers.
2. The ability to spread information quickly.
3. The online activity will inspire conversations in the "real world."
4. Personal information about users is quite true.
5. The opportunity to tell stories about the business and your products and increase brand awareness.
6. An increase of the user experience.

5.5   SWOT Analysis

Thanks to the review site food and drink, bars, restaurants have the opportunity to reach a larger customer base. This is also a means for culinary entrepreneurs can use to promote their image. Also, a very important factor because of this online infor-mation channels, restaurants, cafes partly overcome the geographical location. But

cannot deny that it is becoming a major competitor of the restaurants, cafes not interested in online business, and this is pressure.

However, the most important thing remains the quality of the food, drinks, and service. Imagine, someday in the food, beverage or services to your restaurant's reproach were brought on a certain food web, surely that would be very bad. However, there are many websites that users know to review, with the good and bad reviews when users use. So why users should care about and use Ruokapäivä. The SWOT analysis below will let you know the strengths, weaknesses, opportunities, and threats of Ruokapäivä.

Strengths: Compared to TripAdvisor, most of their customers who travel or who have good incomes in society, who often look to the premium a little place to eat. However, Ruokapäivä will focus on younger customers and those with incomes more affordable. Combination pictures and comments are important for Ruokapäivä but the picture is the decisive factor for the user to see clearly the quality and service of restaurants and cafes. Moreover, Ruokapäivä use a simple and easy searching tools, the users will have more option for searching restaurants. It is also focusing on a local restaurant with more specific details for the user.

Ruokapäivä - Let's Eat one tool toward the connection between the members, the members can share with each other through features make friends, track. Each user on Ruokapäivä will have an account or their personal page. On their personal page that, it is the collection of food that they liked. Through it, your food personality will be evident. As well as on Facebook, when you want to track what they are doing, you will "follow" them. Similarly, for Ruokapäivä, if you find ways taste buds with someone, then "follow" them.

Weaknesses: Search system is not stable: Search results are returned from the search command for quite some time. Now there are hints functions while typing but sometimes used, sometimes not. The search system according to the present has not found a food information, assessment, and membership. the lack of social factors: To create a solid foundation for a product directed to the community factors, the social function should improve even more: make friends, find your friend has ever eaten and like any restaurant, not just limited to Ruokapäivä, offering the ability to combine with other social networks like Facebook, Google +, Twitter.

Unclassified clear assessment: Currently the review pages often suspected that assessments are correct or not, or is due to cases of the self-dancing venue itself. The gone period just finished writing a comment is awaiting moderation, the evaluation system as the current location to be smarter because end users are quick to grasp what is good comments.

STRENGTHS:
- Simpler and easier searching tool.
- Focusing on the local restaurant.
- More specific details for users.
- the social network miniature cuisine

Weaknesses:
- Lack of capital and human recourse.
- Less database.
- Searching tools unstable.
- Lack of actual value.

Opportunities:
- Potential market.
- New investors.
- Another website is not satisfactory user.
- More reliability.

Threats:
- A new reviewing website.
- Too much competitors.
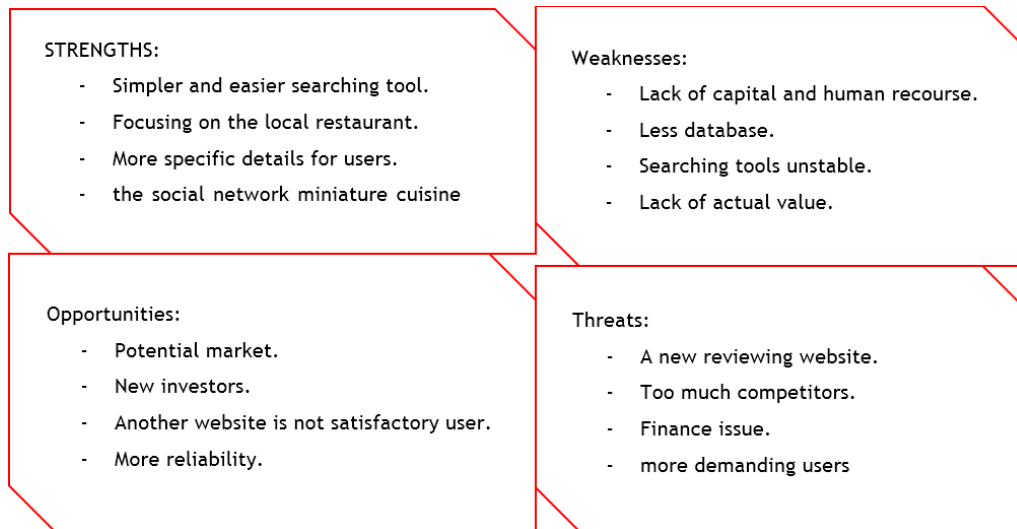- Finance issue.
- more demanding users

Figure 6: Ruokapäivä SWOT Analysis.

Opportunity: more than 60 percent of Finland population are accessing the internet. The most occupied are ages group 16 to 44, also that age has an interest in technology and enjoy catch new trends. This is a potential parameter for us. Ruokapäivä is a new trend of reviewing foods and drink so that the investors may be interesting about our potential. Furthermore, there is some reviewing website with using an old style of review as well as blogging, or the searching tools is complex and fussily or the reviewing is not reliable. It can say that information about who wrote the review and evaluation by scores will have more reliability other sites.

Threats: Although built with a completely different idea, but in general, there are many review sites about food on the market today, and Ruokapäivä is a latecomer. So, there is a lot of threats that Ruokapäivä will encounter. Ruokapäivä is a newcomer, and people get used to TripAdvisor or Tableonline.fi. So, people may afraid to use a new one. What is more, in the market reviewing foods and beverages, there are a lot of sites which founded years ago. With the huge database of

restaurant, they could knock it out of the market easily. The finance also a big trouble of Ruokapäivä, we could not get any investment or out of capital for maintaining the company.

6   Research Methodology

The research method is the process parameters and surveys have clear goals: discovery or creation of knowledge, build doctrine, inspection, verification, evaluation or disprove a theory or knowledge and investigate a problem to come to a conclusion. Such research is an investigation process and the process of systematically collecting data, analyzing specific purpose. In this thesis, we are not using qualitative and quantitative research. Ruokapäivä will apply the benchmark method for researching the processes and database basic on the fact via the internet.

Interestingly, Benchmarking is a management technology to improve business operations. This technique is used to compare the operations of different organizations but work in the same field or between parts of the same organization. Benchmarking is a method that brings continuity to evaluate, improve products, services, and practices to achieve a leading position in the industry. This method is also defined as a method of "finding ways to best practices to help businesses perform better in the industry."

Unlike competitive analysis before focusing on a particular sector, and identify the "benchmark" of the sector, benchmarking with comparable methods similar business without having to see whether the product different output or output or difficult to calculate.

The reviewing page is not only suggesting a restaurant, bars, or food outlets, it also enables customer reviews the quality and details of the restaurant when they interested. Furthermore, the reviewing is a connect between customer to the restaurants. A decade ago, when people was using the Internet for searching restaurants or places for dinner, the reviewing pages was not founded, and diners just check the advertising foods or food blogger. The quality and details in those blogs were not reliable and genuineness. Nowadays, reviewing page is more essential and necessary for food lovers. The percent of using reviewing systems is more than 60% in the world. Before people get in a restaurant, they always check the review of that restaurant.
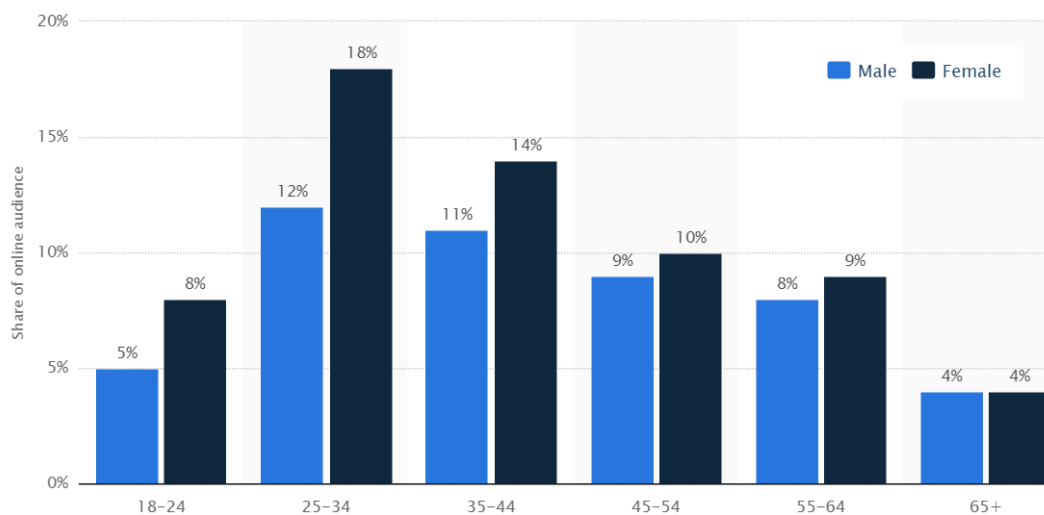
Table 8: Distribution of the online audience of opentable.co.uk in Great Britain (GB) in 2016, by age group and gender (Statista.com, 2016)

The graphic above showing that, the percent of people using and reviewing by opentable.co.uk in Great Britain. The highest percent occupied from ages group 25 to 44. It means that the young generation considers the quality and information of the restaurant before they make the decision. Take TripAdvisor as an example, travelers, diners use TripAdvisor for searching the restaurants or review the hotels. People use the mobile application for maps is occupying almost the entire percentage, looking a restaurant, hotels are holding the second position and read the review is more than a half of the pieces.

How Mobile is Used on Vacation	Connected Travelers	All Travelers
Finding my way around/maps	81%	67%
Looking for restaurants	72%	56%
Looking for things to do	67%	51%
Reading reviews	64%	47%
Looking for hotels	50%	36%
Making restaurant reservations	46%	36%

Figure 7: The percent of purpose of people using on TripAdvisor. (tripadvisor.com,2015)
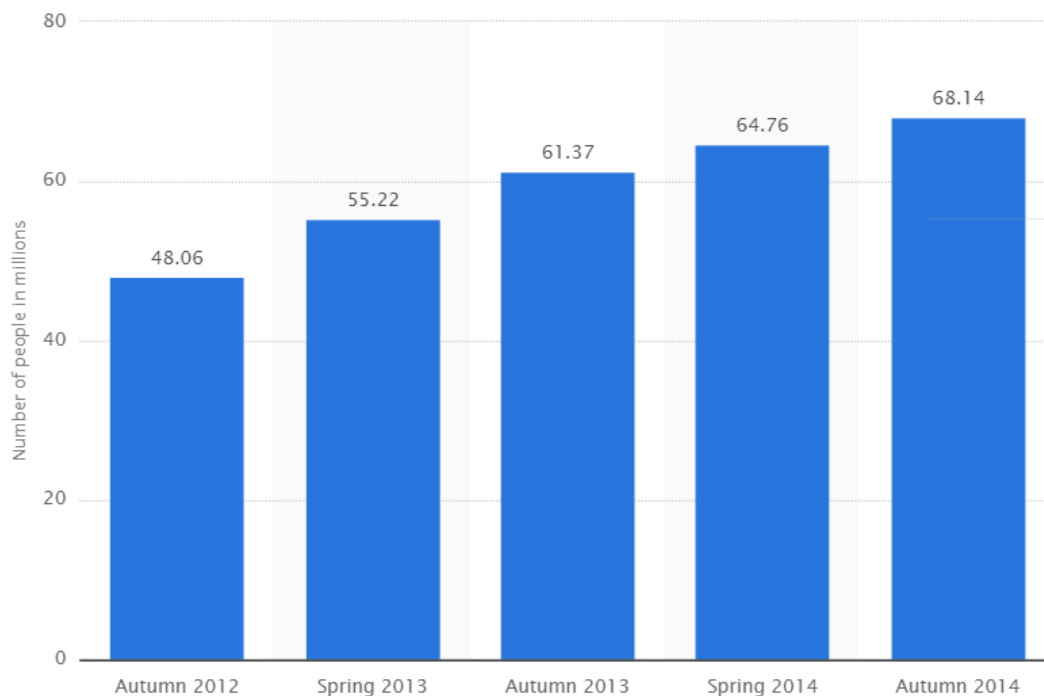
Table 9: Number of internet users who checked restaurant information from Autumn 2012 to Autumn 2014 in the US. (Statista.com, 2015)

The number of people before decide for going a restaurant was ascending in 2012 - 2014 showing in the charts. In Autumn 2012, the percent was 48% and after a year it jumped up to 61% of people check the information of the restaurant. In 2014, it was slightly increasing up to 68% at the end of Autumn. Reviewing is important for e-commerce sites today. It also has a big impact on the sale and the development of restaurants, hotels or travel agencies. In the next research, it is the influence of the review from the pages of the restaurant in the US. The following analysis is showing the effect of review by the customer after they visit a restaurant. The review is not only advertising a restaurant or showing the details of the restaurant but from the graphic, it also shows that the impact of review, the effect of review on a new cus-tomer, an online review is reliability and accuracy rather than newspaper or maga-zine.
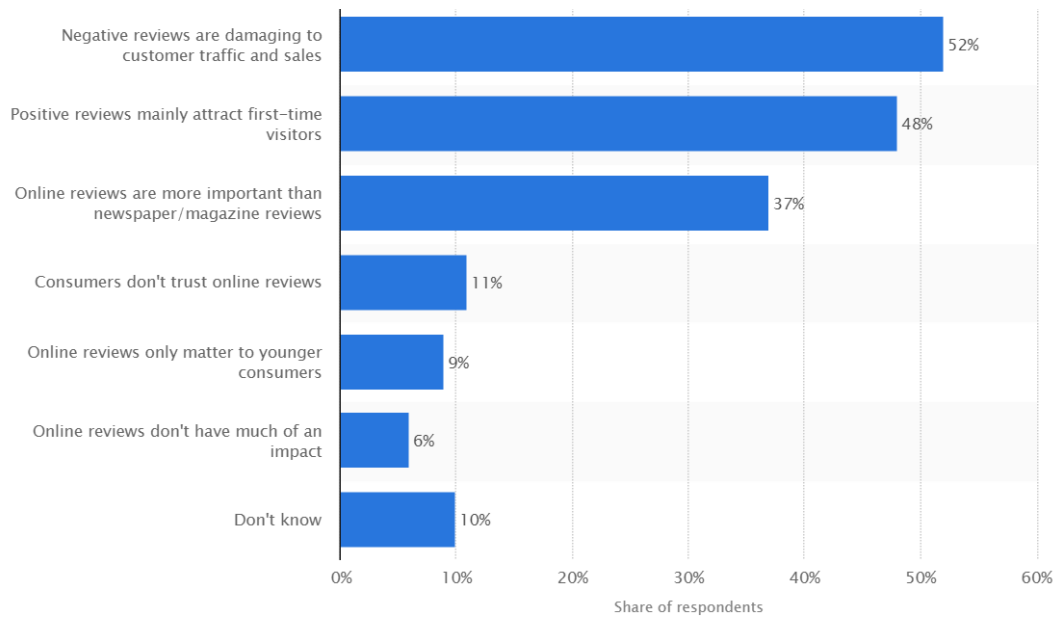
Table 10: the effects of consumers writing reviews on sites Yelp and Tripadvisor (Statista.com,2016)

7   Competitor Analysis

60% of Internet users in Finland daily and there are many sites online review and booking online make this market becomes more attractive. One new trend is attracting venture capital inflow is food service business online. According to industry experts, the business is currently focused on three main areas: community building online, order food online and search bars. The initial idea to establish food review site is derived from the desire to create a forum for culinary enthusiasts have the opportunity to share the location of each other good restaurants and the comments, assessments dishes based on actual experiences. But then the business began to collect money from the advertising and marketing of food brands to the business community, tourists at home and abroad. It makes the market become more dynamic and potential.

Establish a food review sites do not need too much money, do not need much more human resources, market accessible to so many people involved. We can say that TripAdvisor and Booking.com are most worrying currently in the market of. Unlucky, the number of users TripAdvisor and Booking.com are huge, and it will be the main obstacle for the Let's Eat or other small businesses with the same model when jumping into the food service sector. In fact, the restaurant owners still spend quite a large advertising budget for the two major contractors on this sectors.
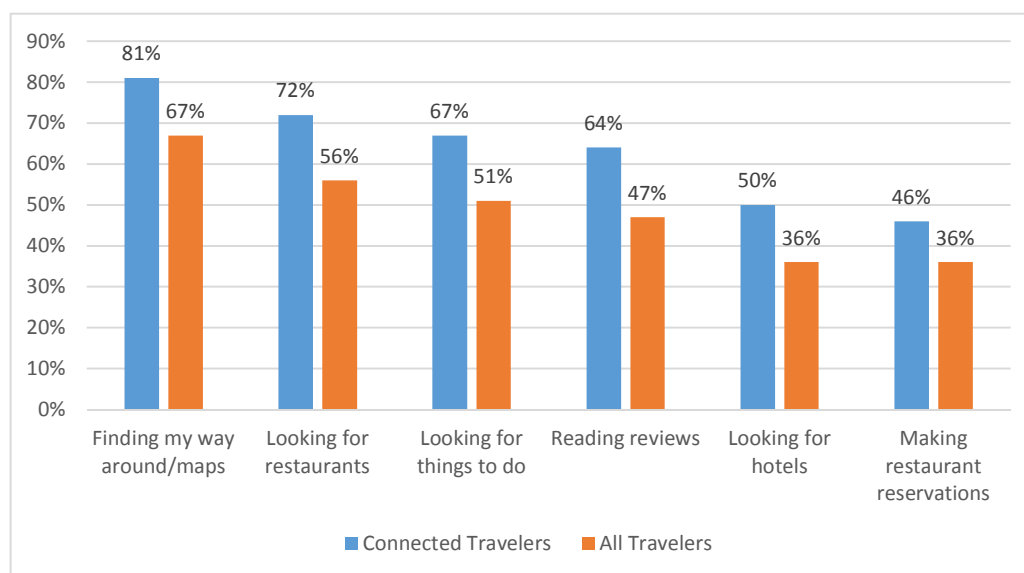

Table 11: The percent of purpose on TripAdvisor. (Tripadvisor,2015)

However, TripAdvisor and Booking.com still have a missing in the market. Firstly, due to their scope of activities is too large, TripAdvisor and Booking.com will certainly have difficulty in taking care of customers in each market, especially the small market such as Finland. Second, TripAdvisor and Booking.com assessments will hardly focus as Ruokapäivä - Let's Eat, both the company that was founded in a long time ago, but they only focus on the large and well-known restaurants in the center. Ruokapäivä - Let's Eat will update the newest restaurant, delicious and inexpensive places for local people. Finally, TripAdvisor and Booking.com only provides advertising services, sales management, and we will give businesses a comprehensive solution from advertising, sales management until delivery.

With today's modern lifestyle, surely there will be many who do not have time to prepare yourself and your family a delicious meal, full of nutrients. To meet the demand

is real and growing, many food review sites online were born. Currently, the oppo-
nents that Ruokapäivä research shows that many restaurant review sites have been
founded, with their experience and huge capital which they would fight with Ru-
okapäivä very easily. As the graphic above, it shows the number of people using the
review and booking page which existed in the world. To the present time, the mar-
ket still has a certain competitive. However, it is increasingly more rigorous screen-
ing by assessment of the user. We can say that thanks to the review web pages food
and beverages, so bars, restaurants have the opportunity to reach a larger customer
base. This is also a means for culinary entrepreneurs can use to promote their image.

Number of visits to travel booking sites worldwide in January 2014 (in millions)*

Site	Number of site visits in millions
Booking.com	166
TripAdvisor Family	159.9
Expedia Family	59.3
Hotels.com	34.5
Priceline.com	31.3
Agoda.com	30.7
Hotelurbano	25.5
Kayak.com	24.4
Travel.yahoo.com	24.1
Cheapoair.com	20.2
Makemytrip.com	17.5
Orbitz.com	17.2
Travelocity	15
Hotwire.com	13.2
Airbnb.com	12.4
Travelzoo.com	12.2
Decolar.com	11.3
Slyscanner.com	9.6
Ctrip.com	8.6
HomeAway.com	7.4

Source:
Skift
© Statista 2016

Additional Information:
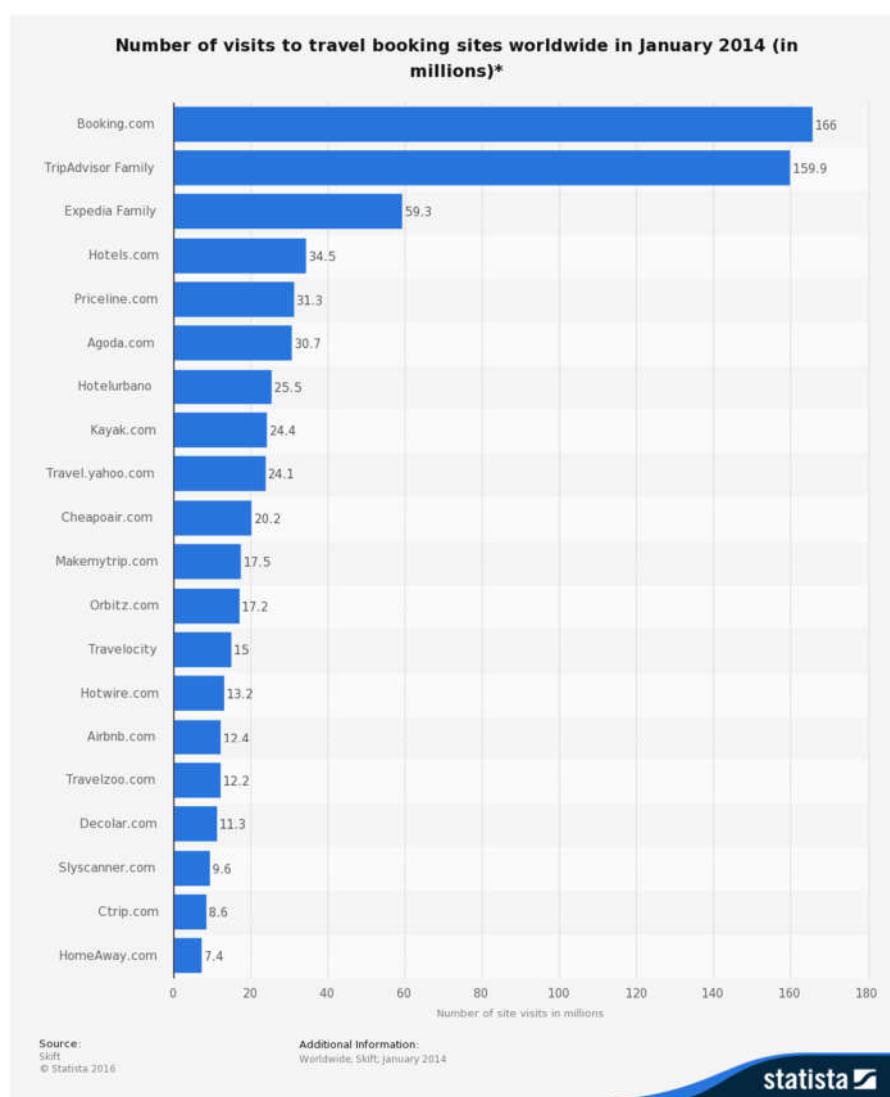Worldwide; Skift; January 2014

statista

Table 12: Number of visits to travel booking sites worldwide in January 2014 (Statista 2014)

Also, a very important factor because of this online information channels, restaurants, cafes partly overcome the drawbacks regarding quality, service, and their food. But it cannot deny that it is becoming one of the attractive market potential and dynamic business for investment and development.

TripAdvisor and Booking.com are two typical examples for profit website dedicated to providing assessment and allows users to join reservations, airline tickets, restaurants, and hotels. TripAdvisor evaluates tourist destination also evaluates Booking of hotels and restaurants. TripAdvisor's website evaluates tourist destination with information and images provided by the users. Founded in 2000 by entrepreneur Stephen Kaufer (USA), now every minute of this website received more than 25 reviews from users around the world and had just reached 100 million reviews in last March 2013. At the beginning of the 2000s, online booking activity has become more popular, but the amount of information about tourist destinations is low. Customers must wait for relying on the assistance of travel agents organizing. Realizing this need, TripAdvisor was born with the mission as a bridge between customers and the online travel agent (OTA). By attracting visitors to search for information on tourist sites, this website benefits from advertisings OTAs. In 2012, TripAdvisor announced revenue of $ 763 million with the majority of which comes from Expedia ad, a top of US online travel agent. This website is currently valued at around $ 4 billion.

Strength: TripAdvisor is presenting in 48 countries around the world, within more than 300 million users, tons of reviews in months, millions of travelers use TripAdvisor for booking their trips, co-operating with more 1 million restaurants and hotel in the Earth. They have the highest profits from online travel agents by advertising. Weaknesses: TripAdvisor profits to fall shortly is entirely probable, if the organization travel agents not to continue advertising on TripAdvisor anymore. More than 50 percent profits of TripAdvisor from the OTAs. With millions of hotels and restaurant in the world, TripAdvisor may not identify what is the truth or wrong review. So, it could be harmful to their partner.
Opportunities: initiative adds hotel search functionality into their websites aim to link the system more closely with hotels and resorts while reducing dependence on the current major OTAs. Users can also create their hotels and are believed to TripAdvisor. Implemented a series of major offline marketing campaigns around the

world, with the goal of bringing the brand image escape from the virtual world and to reach more users.

Threats: TripAdvisor may have a business model magic, but tourism is still a very competitive market. TripAdvisor is not an only review and booking website in the world, they also have to affair other competitors as well as Yelp, Akamai, Kayak, Social Media and Google.
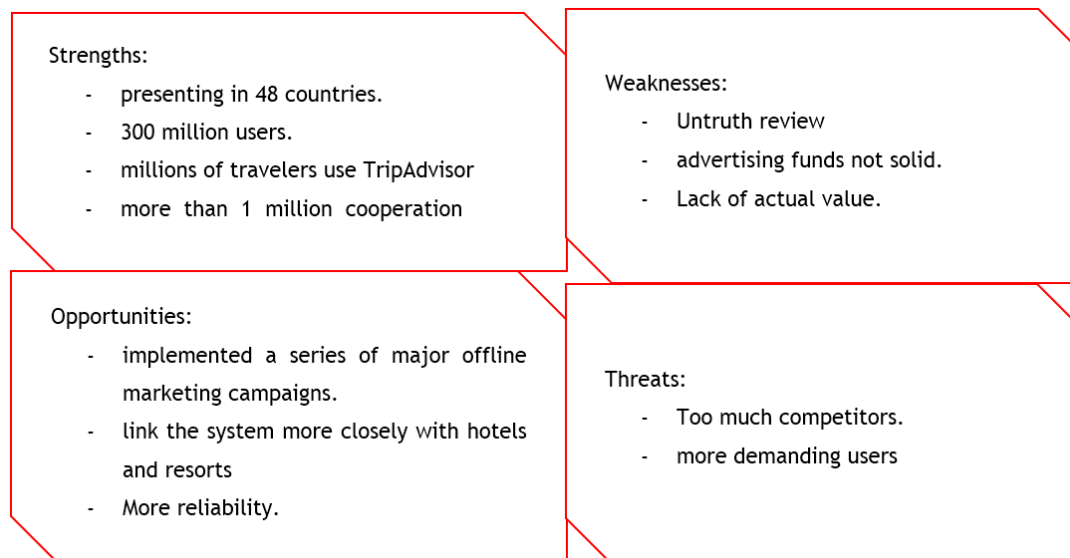
Strengths:
- presenting in 48 countries.
- 300 million users.
- millions of travelers use TripAdvisor
- more than 1 million cooperation

Weaknesses:
- Untruth review
- advertising funds not solid.
- Lack of actual value.

Opportunities:
- implemented a series of major offline marketing campaigns.
- link the system more closely with hotels and resorts
- More reliability.

Threats:
- Too much competitors.
- more demanding users

Figure 8: TripAdvisor SWOT Analysis.

8   Conclusion

Besides the web version, Ruokapäivä will continuously upgrade mobile application so that members can update and share the culinary destinations quickly. With a friendly user interface and usability, application of Ruokapäivä mobile search results presented location information in detail and clearly understandable to users, easy reference. Alternative to regular search on the forums cuisine, with data messy, hard to find and a lack of information on price and quality. This is also the future development direction of Ruokapäivä to create prerequisites for the development of a community sharing the largest venues in Finland, especially in communities using smartphones.

It still has plenty of space in Finnish market for developing this model, the same business model has been successful in Europe, the US, so we believe that there will be

many potential Ruokapäivä to become Page Top rated cuisine Finland and post gradu-
ate thesis this is just a theory, a business plan on paper. But we can say this is the
first step so that it can be developed into a practical part in the future.

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