



VAASAN AMMATTIKORKEAKOULU
VASA YRKESHÖGSKOLA
UNIVERSITY OF APPLIED SCIENCES

Qiaonasen Hu

A DESCRIPTION OF IMPROVEMENT
IDEAS FOR A CHINESE RESTAURANT
IN FINLAND

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Foreword

First of all, I must thank Ms. Kirsi Salomaa, my supervisor, for all kinds of selfless helps and suggestions, as well as my families and my workmates for their cordial support and assistance.

The way to finishing this work was long, and now it is finished. I will remember the school life in Vaasa during these years.

To my lost youth

Vaasa

Hu Qiaonasen

VAASAN UNIVERSITY OF APPLIED SCIENCES

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ABSTRACT

Author Hu Qiaonasen

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The subject idea started from thinking about Eastern taste with Western table style. Chinese restaurants and other Asian restaurants are now widespread everywhere in Finland either with a traditional Asian taste or a taste more adapted to Finnish people. Both of the styles are not of the highest value in Finland and that's the reason how these restaurants have been viewed in Finnish people's eyes for a long time.

The final goal is to help an old Chinese restaurant in Finland to find a good way to retain both traditional Chinese taste and at the same time enter a higher class by changing the service ways and plate decorations.

The research analysis could not be collected because of the old Chinese cuisine concepts are not known for most Finns and this problem cannot be solved by only eating in one or two Chinese dinners. Chinese cuisines are one of the three best cuisines in the world not only because of the Chinese tastes but also based on its culture and its new revolution in the 21st century.

Finally, this thesis aimed to bring some new concepts of Chinese cuisines in Finland.

Keywords

Chinese food, restaurant, eating habit

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1 INTRODUCTION

If you are reading this thesis and find yourself interested on this topic, it means you must have good, bad or interesting experiences of eating Chinese or Asian food perhaps not only in Finland, but also somewhere else in the world. There are plenty of Chinese cuisine restaurants open all around the world. There are also a large number of Chinese or Asian food restaurants from different areas of Asia in Finland at present. Quite many restaurants started at the end of the 20th century and the numbers are also increasing in Finland, even in some small towns. The reasons is not just that the global village promotes culture exchange but also the mentality of adventure to try different kind of dishes.

In most Finns' minds, oriental cuisine mostly means sizable portions of food at a cheap price and foods being served with the possibility of take away food quickly. However, the truth is that the Chinese cuisine has developed a lot and it does not mean either of those "first impressions" any more. Two factors make Finns not to change their minds about Chinese cuisine yet. First, most of the Chinese cuisine restaurants still make the dishes popular in China several years ago, ten or even older; secondly, most cooks do not have new cooking skills of the latest fashion food in China because it is still developing and exploring and most Chinese restaurants in Finland have not followed these trends yet.

For numerous Chinese restaurants' owners, their restaurant is a tool to earn the money for everyday similarly to small kebab or pizza restaurants. They make home cooking style dishes which really attract some customers who never tried professional and traditional Chinese cuisine because dishes are quite dissimilar compared with Finnish or Western food dishes in taste or look. This can lead to very nice experiences or really terrible experiences.

Finns eat over 100 meals outside of their home per capita in a year. This means that if oriental cuisine becomes more attractive to Finns, the booming restaurants can get more customers ending up with a nice balance sheet and super business opportunities even when the food is made with Chinese food tastes.

The main aim of this thesis is to introduce some effective changes to the case Chinese restaurant by comparing a successful modern Chinese restaurant in China to how a restaurant in Finland should look like in order to find out a balance between Chinese tastes and Western dishes to adapt to Finnish eating-out environment and to suiting the Finnish local eating habits in order to increase business.

The study starts with the basic knowledge of Chinese cuisines, followed the Finnish cuisine's basic knowledge. In chapter 4 there is the current situation and chapter 5 examines is the old Chinese restaurant issues and its solutions. This thesis is without any research problems and it is replaced by the issues from the target restaurant.

2 CHINESE RESTAURANTS IN CHINA

This chapter describes what Chinese restaurants in China look like and how Chinese restaurants are run now in China. Also analysis what are the usual standards for Chinese cuisine.

2.1 Chinese Restaurant

A Chinese restaurant is a kind of facility of the food service function. Star hotels in China always have a number of Chinese food a la carte restaurants to provide Chinese dishes and related services, mainly operate Szechwan food, Cantonese food, Northern China food and East China food, decorating highlights Chinese style theme, using Chinese furniture, play Chinese folk music, dressing staff in national costumes, in allowing guests to experience true Chinese culture during the meal; generally providing lunch and dinner service. (Shen 2012: 5)

A Chinese restaurant should create a beautiful, elegant, tidy and coordinated artistic effect, in order to give a good first impression to the guests, and increase the attractiveness of the image of the restaurant to achieve the purpose of enhancing the appetite of the guests, but also to meet their spiritual needs and to improve the economic efficiency. (Shen 2012:19)

Restaurant desktops should use flowers, they should also be potted to beautify the environment, but flowers should require no sticks and dry leaves but they should be effectively trimmed; On the wall there should be a certain number of paintings, banners or other wall coverings such as wood carving etc. and other crafts to achieve the maintenance requirements in formal, complete, and no color peeling. (Shen 2012:19)

The general requirements of the layout of the restaurant are spacious and tidy, beautiful and elegant, restaurant should in the main building, or enclosed line connection with main building; at the same time the dining room must be close to the kitchen, the restaurant should has partition design, each service area should be set well, and overall layout should be reasonable; Simultaneously, the restaurant should be equipped with a specialized drinks station or a bar, to provide wine service. (Shen 2012:20)

High-quality lamps should be used in coordinating the restaurant's indoor environment, lighting design must have certain characteristics in order to build a more magnificent, warm and exciting atmosphere. In addition, emergency lighting should be established in the restaurant. (Shen 2012:20)

Dining room furniture generally includes a dinner table such as a square table or a round table, chairs, workbench sideboards, screens, flower racks, etc. Furniture should be designed in matching the restaurant flavor dishes and the overall environment to form a more coordinated style. The style of Chinese restaurant furniture should be scientific; size ratio should be consistent with the target source markets of population features to enhance guest comfort. In addition, to assist the guests coming in with children, the restaurant should also offer a seat designed for children. A child seat must have handrails and railings and the height is generally 65cm and the seat width and seat depth should be slightly smaller than the regular seats. (Shen 2012:20)

2.2 Restaurant Sorts

Several types of restaurants can still be found and are popular in contemporary China. The most common types are tea house, wine house, fast food restaurants, club house, Dai pai dong and Chinese fast food.

Tea House is a kind of restaurant that only serves teas, soft drinks, snacks and some easy dishes. Today these tea houses are changing their business into casual dining like tea food hall (tea restaurant) and rural tourism restaurant to meet the demands of holiday spending and leisure spending to serve increasingly diverse consumers. Tea House has wide service groups, including students' snacks, couples' dating, casual meetings, youngsters' parties and afternoon teas. (Shen 2012:13, Cantonese Restaurant 2013)

Wine House is a restaurant that can serve banquets and nine-dish menus mostly for a table with 12 customers, and at present most of them also serve snacks, teas and soft drinks like the tea houses do. In China, all star hotels should have one or more than one kitchen serving foods and banquets similarly to wine houses. Wine House is a formal and ceremonial place that has its service groups like older peoples' birthday parties, festival feasts, formal or informal banquets and family reunions. (Cantonese Restaurant 2013)

Club House dining is for a number of specific consumer groups in big cities with its private environment, upscale products, comprehensive service and high charges. Service groups are wealthy people in small groups or businesspeople who need a quiet place to talk or communicate. (Shen 2012:12-13)

Dai pai dong (Big Plate Stalls), a Hongkongese word, is specialized by its stainless kitchen, orderless ambience, no air conditioning with cheap and quick wok dishes first created in Hong Kong starting from the year 1950 after World War II. In China, it was developing quickly after the year 1990 when the Hong Kong culture became popular in Mainland China. Today, Dai pai dong is rare but more standard in food courts and some small plate stalls which are illegal and not clean always can be found in the late night. Service groups for big plate stalls are those who want to eat a quick meal with

different kinds of foods and small plate stalls can offer something for everyone who is hungry in the evening or at late midnight. (Dai pai dong 2013)

Chinese fast food is now developing fast and over million people taste them because its good price, less than a meal at KFCs and Mc Donald's, and at the same time healthy, which means no oil cooking technique is used and the food has a low level at calories. Chinese fast foods' best place is in using grains, beans as well as vegetables with their own cooking style like boiling in water instead of high level calories cooking style like deep frying and other methods using lots of oil. Service groups can be white-collar employees from offices and mostly at lunch time. (AT0086 2008)

Chinese fast food is a localization performance of foreign fast food. It has several varieties. First is rice category, which includes different Chinese set menu food dishes, donburi dishes and fried rice dishes. Second is noodle category, including different beef noodle soup dishes, mixed sauce noodle dishes, rice noodle soup dishes and fried noodle dishes. The third category is the pastry category including different bun dishes, Chinese dumpling dishes and pancake dishes. The fourth category is small dishes and drinks category, including different drinks like pearl milk tea and juices with different small snacks like pumpkin pie etc. The fifth group is soup category, like different old chicken soups, pork ribs soups and vegetable soups etc. (Chinese fast food: 2014)

All these dishes are convenient cuisines, some of them can be made fast, and some of them can be made in huge quantities at a time, which customers do not have to wait for so long a time and this increases table utilization rate at the same time. (Chinese fast food: 2014)

Chinese fast food is a modern version of Dai pai dong but they are still different. Chinese fast food dishes are prepared and readied and Dai pai dong should be made after the customer's order. That means Chinese fast food needs more care on the health issues on readied food and Dai pai dong needs more care on the health issues of

raw ingredients. These two kinds of restaurants are the lowest class restaurants in China at the moment.

Tea House and Wine House are higher class than Chinese fast food and Dai pai dong because they are more like daily eateries which customers are going to choose these restaurants as their eating place.

There is no doubt that Club House is the highest class restaurant in common types. Usually the masses are not going inside and eat unless there is a very important event in life, but it is still very popular because China has a huge population.

2.3 Foods

2.3.1 Ingredients

More than ten thousands of materials are used in Chinese cooking today divided into three groups: ingredients, seasonings and safe food additives. There are more than three thousands kinds of ingredients and seasonings in common use, both widely adopted under the guidance of China's omnivorous, and after a lengthy history of testing and practice of screening. The norm is both tasty and cultivated. (Xie 2012:149)

The ancient Chinese medical book <Yellow Emperor's Inner Canon> says: "Grains are nutrition, fruits are helpful, meats are beneficial and vegetables are consummate." And that is the best and rational dietary structure formed by vegetative raw materials as subject. (Xie 2012:150)

Many kinds of staple raw materials can be found in China and rice as well as wheat are most common in the whole country. Rice is the most common and important ingredient in China so that when the Chinese people say the word "eat" in the Chinese language it is "eat rice". About 35 percent of calories consumed by Chinese people come from rice intake. Wheat is normally is used for making wheat noodles in China. In hugely populated areas of China, noodles are the most popular ingredients and about 15 percent of calories consumed come from noodles and the amount is still increasing. (Newman 2004:35-38)

Soy sauce is a very popular, well known and useful ingredient in sauces in China and around the world. It can be dark soy sauce which is more used in cooking to color the food as well as to let food little bit more salty or thin soy sauce which is more used in dipping light tasting food on the table. Chili bean sauce is another important paste in Chinese food. There are many ways in making Chili bean pastes and the basic role is

to enable the food to taste spicy. Rice wine is also common used not only to remove the fishy smell like ginger in meat raw materials processing, but also when cooking to improve the smell and taste of the food. It must be used at the end of cooking otherwise it will lose taste and aroma while the food is heated. Sesame oil has the same use as the second use of rice wine, but it gives different aroma and taste. There are also many kinds of different sauces like oyster sauce, shrimp sauce, plum sauce etc. to change the food's taste and smell. (Newman 2004:40-45)

Spices and seasonings are essential also in that they transport flavor into dishes individually or with other ingredients. Anise, ginger and Szechuan pepper are popular in foods. Szechuan pepper is generally used in dip meats and fried dishes. Anises can be used alone or with other seasonings in mostly roasted meats and some kinds of fried vegetable dishes. Ginger can be eaten in day time after it is marinated, as well as used it in some sweet dishes or light tasty dishes to balance the tasting of the food. Rock sugars and other normal sugars are used a lot in East China such as Shanghai because Shanghainese people love sweet food more than people from other areas in China. These seasonings can also be used medically in China, such as Rock candy can control cough as well as ginger and it can be used in teas to treat the health problems of infants and children. (Newman 2004:45-49)

Most of the vegetables can be found some ways of cooking in China to avoid different pesticides as the Chinese think that cooking and deep washing can take pesticides away and cooking can make vegetables tasteful. Chinese are known for eating many different kinds of vegetables at almost every meal. Commonly, Asian eggplants, bamboo shoots, beans and peas, bean sprouts, celery cabbages, Chili peppers, Chinese chives, different broccolis, cilantros, different root vegetables, gingers, mushrooms, water chestnuts and winter melons can be found on the table as fried or boiled or prepared using some other cooking method. (Newman 2004:50-58)

Except vegetarians, all Chinese people eat chicken as well as duck meat as their main poultry, also eggs, especially salted duck eggs. Pork is also often meat for the Chinese people except for Muslims because of religious reasons. Plucks are also famous in Chinese's stomachs. For example, animal blood is used in soup after curdled and kidney sub fried after cleaning and removing the smell. All the animal foods include meats, poultries and plucks can be cooked in braised, poached, boiled, fried and baked style. When it comes to seafood, Chinese people like to eat shrimp, fin fish, mollusks like squids and abalones, crabs etc. Fish and mollusk parts can be fried or steamed and shrimps and crabs are mostly fried with rice wine or other sauces to increase the taste and smell. (Newman 2004:58-61)

2.3.2 Cooking

The unique standards of Chinese cuisine can be summed into six areas: Color, shape, smell, taste, sense of reality and diet. The six areas complement each other and blend in making eating enjoyable in the areas sight, flair, tactile, gustatory from eaters, in which enjoying flavor as the core and cultivation as purpose, to make up the characteristic of Chinese cooking. (Xie 2012:149)

Roughing and finishing are two of the Chinese cooking processes, knife skills and garnishing are very important in fine processing. Chopsticks were already used in China 3000 years ago, that is because the cutting work was transferred to the kitchen from the dining table at that time. Knife skills became more sophisticated after the steel knife was created, more than hundreds of shapes can be cut from raw ingredients in giving visual effects and artistic images, also helping for chewing, digesting and absorbing order to advance health. (Xie 2012:149)

Chinese cooking is good in using fire, adapting the needs of special flavor foods, also adapting to different health requirements. Frying methods are mostly less oil and burn fire, products finish quickly so that meat material can be softened and vegetable material can be crisped, in order to get different tasty and sense effects compare with baked, boiled and deep fried and so that those nutrients which cannot be heated for a long time can be saved. Fire strength is different requirements are based on different dishes and are controlled from the bottom of the heart by the cook. (Xie 2012:150)

Chinese cooking also emphasizes tasting not only to attach importance to the original taste of ingredients, but also to the taste of seasoning, and it also focuses on flavor mixture often. More than 500 spices are used now as seasoning ingredients in China which is one sixth of the total ingredients, with full taste changes created by great various seasoning flavoring techniques and heating effects in cooking so that the cuisines get their charming scene. (Xie 2012:150)

2.3.3 Menu Types

Morning is the beginning of a day. Breakfast menus are meant for those people who are in a hurry in the morning and food should be readied in a few minutes. Usually tea houses, Dai pai dongs and some numbers of wine houses serve breakfast menus and these also can be got in the rest of day from the dinner or lunch menu but not as fast anymore because only in the morning breakfasts are ready prepared or almost readied and quick to serve. There are also a lot of breakfast trucks and restaurants only open in the morning time and usually these restaurants are near bus stops and the rest of them near the communities. (Shen 2012: 107)

Fast food restaurants like McDonald's, KFC and Hansberger are also serving breakfasts, both Chinese style and Western style.



Picture 1: A kind of Chinese classical breakfast (MyEChinese 2010) upper left: Deep fried fritters, (a kind of Chinese bread) upper right: Spring rolls with soya milk, lower left: Donburi(bowl with rice in bottom and food upstairs), lower right: Chinese buns.

Lunch and Dinner are main meals in China. In the early times, lunch and dinner had the same menu in China, but today people normally want simple lunch but high more demanding for dinner. That is the reason why restaurants with quick business ideas now have a separate lunch menu and called “Lunch Business Meal” and one only for dining service. Dinner can be taken away, but the list is separate and foods always different compared with the restaurant dinner. (Shen 2012:107-108)

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元/套 (含例汤米飯) BUSINESS MEAL

· 此活动仅限周一至周五午市享用，不打包，不外卖。
· 此活动不参与店内其它优惠活动。
· 此活动仅限上海地区各门店。

A 套	 麻辣馋嘴蛙 Fragrant and hot delicious frog	 白菜肉丝 Pork cabbage	 青椒炒蛋 Scrambled eggs with green pepper
B 套	 渝信水煮鲢鱼 Yuxin water boiled cat fish	 宫保鸡丁 Thick broad bean and goose intestines	 金钩冬瓜 Jingou Dongguashan
C 套	 毛血旺 Chongqing maouxewang	 酱爆鸡丁 Soy sauce chicken	 油渣白菜 Oil residues cabbage

Picture 2: A lunch business meal for about 8.5 euro from a Szechuan cuisine restaurant (Yuxin 2009)

Both breakfast menu and order meal menu can be viewed as A La Carte menus in China. “Lunch business meal” can be seen as same as a Table d’hôte menu. A fixed priced menu normally is hard to find in Chinese cuisine restaurants in China because there are no limitations on the number of courses in a Chinese meal and customers always eat when the dish is served to the table and still warm. Also, a cycle menu is rare, a menu will change but that in China it only means dishes with good benefits with stay and the rest are changed into other dishes.

In a formal banquet in a Wine house for 8 to 14 people as a round table, people always start with eight small cold dishes. They continue with a whole table of hot dishes, usually ten to twelve main dishes which can be taken away if they cannot be eaten. Several desserts are also included in the meal. If there are more than 14 people in the banquet, it will divide into two different tables and the seats are set according to the importance of the guests. The dishes for each table are the same. Elder people or the person who is going to pay for the meal always decide the food in formal banquets.

In informal banquets, the rules are different. For couples or three people, a table of dishes always includes two small portions of cold dishes with six tiny portions of hot dishes and a dessert. For 4-5 people, this table always includes three normal size cold dishes with eight normal size hot dishes and a fruit dessert in the end. For 6-7 people, four bigger cold dishes come with ten bigger hot dishes and a dessert, all contained in that table. If the people are more than eight, the order of foods can be free according to the appetite of the eaters. Each one of the diners can decide the food and pay equally for food and separate for one’s own drink. In China we call this “AA system” (Algebraic Average or Acting Appointment).

On the other hand, Carte du jour is more and more popular in Chinese restaurants mostly served at lunch time or in the afternoon at tea time. Lots of customers think Carte du jour always also means discount or low price for today. So if some high level restaurants want more customers at same time, Carte du jour is a good idea to attract eaters in packages with different styles and serving ways according to different restaurants.

Self service menu has two types, one includes a set price and customers can take the food that the restaurant serves, it is normally called a buffet. Another one is at a separate price for each separate food. Customers take the food they want and pay for the food in the end like Fazer Amica restaurants in Finland. Buffets in China are rare to find, mostly means luxury and a high price, usually more than 20 Euros and eating time is also limited usually to two hours and most of those restaurants are always in big hotels. In these buffet restaurants, some traditional Chinese cooking ways are also rare to find because these dishes are hard to make as buffet food. Many kinds of sea foods are the usual ingredients as the main dish, served with cakes and puddings which are 100 percent western dishes as dessert aided with Chinese dim sum as appetizer. The second one always means quick and cheap around 1 euro for one dish and consumers can normally take several dishes. These can only be found in fast food restaurants. (Shen 2012: 109)

Expect for youngsters, most of the other Chinese do not value a buffet much. The reasons are, first of all that the Chinese people think that a meal is a suitable time for talking with friends and families, leaving the table again and again to take the food will destroy the mood in the Chinese's opinion. On the other hand, people always need a private place to talk together, but a buffet service table is always far from the dining tables and it will destruct the private area and at last, in elder people's opinion, a meal is meant to be eaten sitting down, leaving the table while eating is rude to others. Elder people like to ask waiters to serve the table and wait for toasts from

younger generations and younger people should stand up when toasting while elders can just sit and thank for toasts.



Picture 3: A contemporary buffet Chinese restaurant inside a hotel (Marriott Hotel 2012)

2.4 Beverages

2.4.1 Alcohol

Alcohol has a long history in China. Brew technique began 4000 years from now. China is more focused on strong alcohol and only divided to white spirit and rice wine. Wine and beer, both from abroad, began to enter the country from the beginning of 20th century. (Xie 2012:177)

All alcoholic beverages of more than 0.5% are called alcohol in China. Over 40% is the highest degree alcohol, 20-40% is middle degree alcohol and less than 20% is low degree alcohol. Classify according to the characteristics of alcohol is the way people used in daily life and commercial sales. (Xie 2012:177-178)

White spirit is a kind of high alcohol content beverage using grain and agricultural products with rich starch as raw material, koji, a Chinese alcohol yeast as saccharified

ferment follows with distilling. The alcohol content is at least over 30%. (Xie 2012:177)

Rice wine, a kind of low alcohol content fumet beverage, uses also grain but mostly sticky rice and millet as raw material followed with specific processing programs. Beer is made by fermented grain and brewing, the main ingredients are malt, yeast, hops and water. Fruit alcohol is a kind of beverage brewed by fruits with high sugar as main ingredient similarly to wine or vermouth. Tincture is a kind of medicinal value alcohol based on white spirit soaked in different Chinese herbs. (Xie 2012:177, Brown 1994:115)

There are no exact laws in controlling who or in what qualifications people can sell alcoholic beverages. The only thing restaurant owners should do is to go and inform authoring that they are selling alcohol.

2.4.2 Non-alcohol drink

Tea, coffee and cocoa are called three biggest soft drinks in the world. In China soft drink means a drink with less than 0.5% alcohol. Drinks can be divided into mineral water, juice, carbonated drink, milk drinks, plant protein drinks, tea, coffee and others. (Xie 2012:192)

Tea is the most popular drink in China and China was the first country to use tea as a drink and today it is an everyday need in the whole country. Usually youngsters like more green tea and flowering tea, elder people like black tea and puer tea (a kind of fermented dark tea). Teas is always not drank when people eat because Chinese people think tea will destroy the taste of food and the right times to drink it are when

ordering the food at the beginning or finish eating depending on the different functions of teas (Xie 2012:193)

In China, people think strong teas are not suitable for juniors and so when juniors are at a banquet, they always drink juice as well as cola or sprite, the same as other juniors from around the world. Chinese older people think water should be forbidden on the table because it will destroy the taste of food when eating and it is impolite if one drink water in formal parties. But today Chinese youngsters also drink water when eating because it is free in informal parties. Still most people will drink something other than water while eating like juice or other soft drinks. Even when people drink water, warm water should be served.

2.5 Diet regimen

Ancient Chinese think that eating temperately is a main principle on diet regimen. Eating temperately means eating on time and regularly, do not blindly pursue gourmet, do not eat too strong tasting foods, do not drink extra alcohol, do not overeat and do not go over hungry. Otherwise, these bad eating habits can make people lightly sick, even shorten the lifespan or endanger life seriously. Simultaneously, they also propose do not just eat when very hungry and do not just drink when very thirsty; do not overeat even when hungry and do not over drink even very thirsty. (Li 2002:73)

Ancient Chinese also have a unique theory on diet taboos. A diet taboo means what can or cannot be eaten at a certain time, which product can be cooked together and which cannot. 3000 years ago, Chinese people thought sour foods should be eaten in the spring, bitter foods in the summer, spicy foods eaten in the autumn and salty food should be eaten in the winter, sweet foods can be eaten at all times. (Li 2002:73)

On the other hand, they also think some food cannot be eaten together with other foods, like sea food cannot eaten together with fruits, banana with beef, pork with beef is also forbidden. Some may not be fully justified, but mutually exclusives exist between foods or foods and medicines inspected by modern science. Nutrition value will be damaged or decreased if some foods are cooked or eaten together, chemical reactions might happen in some cases to produce harmful substances for human beings. (Li 2002:73)

Ancient diet regimens also included some other principles, like people should concentrate when eating, happy mood can help digestion; do not talk while eating; concentrating on thinking should be inhabited while eating; do not eat while angry and do not get angry after eating; food must be chewed and savored slowly; do not eat rare food quickly; do not take a shower immediately after eating; walking slowly for

100 steps after eating is good for health. Most of these regimens can still be used today and they are usually lined with scientific truth. (Li 2002:73)

In today's China, lots of new diet regimen theories are built by scientists and culinary experts based on the old diet regimen theories. Because of industrial pollution, more and more people know that they need to protect their body according to diet regimen theories. These theories are also different for different people, such as males and females, and adults and kids. (Li 2002:73-74)

2.6 Greeting

In China, the majority of the big enough or famous enough Chinese cuisine restaurants always have one or some beautiful waitress as a Concierge in the greeting area.

Their responsibilities, first of all, include staying at the entrance, welcoming customers politely and leading customers to suitable seats; secondly, noticing the dining room waiters that they can send the menu and continue other services immediately; then they should also grasp the information in the dining room, equally distribute customers to different areas to average the quantity of work; and then they should manage the storage of coats or umbrellas from the guests and provide the certificate for taking them items when customers leave; also they count the numbers of customers in the dining room; finally after customers have finished eating, they send them out of the restaurant, and say thank you in polite words. When customers walk into the restaurant, concierges should ask clearly about the customer reservations to avoid the duplication of arrangements in order to have a good start in the service work. (Xie 2012:26, 68)

When arranging the seats, some things should be noticed. Export-oriented customers are best to arrange into compartments or quiet sidelined locations and so avoiding disturbing other visitors dining. If there are elder, poor health or inconvenient customers, concierges should arrange them to a place close to the exits or far from the air outlet because of their weak body or walking inconvenience. A quiet table near a window especially can be left for two people for lovers. If customers include children, concierges should send a children's chair immediately, and change a not easy to break tableware to the table. Concierges should also carry about the gradations on the waiting list and arrange them in right sequence when the vacant table is readied. (Xie 2012:68)

2.7 Service

In dining time, the following things should be achieved. First of all, serve the teas when customers take the seat and look at the menu, put the small towel on the left side of the tableware and in the winter time the towel should be heated, and serve the small appetizers in the middle of the table with seasonings like soya sauce and vinegar. Before ordering the food, waiters should ask about special taste needs from customers and consult whether the customers are ready to order or not. Waiters must know well about the menu and they should recommend specialty dishes initiatively and explain how they are special. When ordering, waiters should hold eye contact with customers, have special attention on dishes that match and cooking methods and recommend suitable amount of the dishes according to the number of customers. After finishing the order, waiters should confirm the order list and ask or recommend the beverages. (Shen 2012:35)

After the order has been delivered to the kitchen, the waiters should serve beverages and cold dishes timely. Cold dishes as appetizers should be placed on the table and

notice in crossing meat dishes and vegetable dishes and different colors. Beverages can be started from the guest of honor and on the right side of guests. Hot dishes as main dishes should be placed timely according to guests' needs. Waiters should look at the table carefully, when most of the customers stop eating cold dishes, hot dishes can start coming without the customers saying anything because customers think this is bad service if they need to talk about this to the waiters. When serving the dishes to the table, waiters should check whether the dishes are right or not and introduce the dishes' name initiatively, followed with altering a toothpick cup. In smoking areas on ashtray should be changed into a new one after there are two cigarettes in it. Empty plates should be removed quickly; customers' dishware should be changed when dirty and banquets should be added when glasses are empty. When customers' banquets are finished, waiters should inquire if they want more or not. When all the dishes have come to the table, tell the host and inquire for rice and desserts. After the customers have finished, the waiters should remove all the plates and serve the fruits. (Shen 2012:35-36)

Chinese fast food restaurants do not usually have any one greeting customers at the entrance and in the customer service. Customers just take a plate and take the foods and pay the money at the checkout. After that they eat and leave.

3 RESTAURANTS IN FINLAND ABC

3.1 Cuisine and ingredients

Finnish food is a part of Scandinavian cuisine and it is new and fashionable in the restaurant world. Traditional dishes like Baltic herrings, cabbage rolls and salmon soup can be found in Finnish restaurants. More often blended dishes from around the worlds are found in Finnish restaurants, with local and organic ingredients, high level Finnish gourmet styles and worldwide tastes made by chefs from Finland. (Tanttu 2007: 142)

The cuisine of Scandinavia is simple and candid. Many kinds of sea foods as well as other food products are from the limited area. Dried, smoked or pickled fish and meat with fermented or soured milk reflects how to save methods of old centuries by Scandinavia cooking and food processing. (Kitter 2000: 169)

There are several groups of Scandinavian cultural foods which include protein foods with milk or milk products and meat, poultry, fish, eggs as well as legumes, cereals and grains like wheat and rye, fruits and vegetables as well as preserved fruits, and additional foods like seasonings, nuts and seeds, beverages, fats and sweeteners. (Kitter 2000: 170)

More than 25 different kinds of fish or shellfish including salmon, whitefish, shrimps, perch, pike etc. are used in normal life, as well as eight different meats such as beef, goat, lamb, hare, pork, reindeer, veal and venison come with poultry such as chicken, duck, goose etc. creating the whole everyday meat intake system. For the daily grains intake, barley, oats, rye, wheat and different kinds of rice product can be found in all different supermarkets in Finland. (Kitter 2000: 171)

Finland is not an easy place for cropping vegetables, but there are still lots of vegetables on the table, both local plants and imports from other countries such as asparagus, cabbage, carrots, onions, many varieties of mushrooms, peas, potatoes, cucumber, tomatoes, spinach etc. There are not so many fruits in Finland, but some common ones like apples, apricots, cherries, oranges, pears, strawberries and some more special ones like blueberries, cloudberries, lingonberries and raspberries etc. can be found in different of seasons served freshly. (Kitter 2000: 171)

Milk products are one of the highlights in Finnish food culture because of their importance and their wide range. Normally milk, buttermilk, cheese, sour cream, yogurt and different creams from cow, sheep or reindeer can easily be found in the market. There are also different kinds of lactose free milk products which can be found near the milk products for that large group of people in Finland who want to use lactose free milk products. (Kitter 2000:171)

Bread is a basic food item and often prepared from rye flour. Scandinavian breads can be leavened or no leavened, sometimes hard and in different sizes and forms. For example lefse, a thin round bread usually eaten with butter and sugar and folded like a handkerchief, made of potatoes cooked in an ungreased griddle can be found easily and popular in Scandinavia. (Kitter 2000:169-170)

Desserts in Scandinavia are rich and not that sweet, both served after meal or at coffee break. Usually they are made with butter and creams or sweetened cheese with spice cardamom. Scandinavians use almonds and other almond products in desserts a lot where as other places use chocolate. (Kitter 2000:170-171)

3.2 Food culture and eating habit

Finnish people eat three meals as well as 1-3 snacks in one day. In Finland, breakfast is from 6 am to 10 am, usually a light meal that involves bread or oatmeal porridge, eggs, pastries, cheese, bread, fruit, potatoes, or herring. Fruit soups are served in winter with thick cream on the top. Lunch is normally from 11 am to 12 pm and dinner is from 4 pm to 6 pm with both hot meals as the main type. The most important meal in Finland is lunch which means a meal at noon, and dinner means a meal in the afternoon or early evening. Lunch is the main meal for many Finns because many Finns eat only one hot meal per day. A meal should include some salad, sometimes an appetizer and soup, an entrée and dessert. (Meiselman 2000: 193-194, Kitter 2000:172)

The Christmas season last for four weeks starting before Christmas at a time called Advent until 13th January which is Saint Canute's day. The most luxurious, biggest and the most luscious meal of the year is on Christmas eve including rice porridge sprinkled with sugar and cinnamon, lutefisk served with white sauce, melted butter, green peas, boiled potatoes, and mustard. The person who receives a blanched almond buried in the porridge has good luck the next year. Also, pork or ham with red cabbage or sauerkraut are usually served at Christmas. Cookies flavored with ginger and cloves as well as different cakes and glögg, a warm and sweet and sometimes quite a strong alcoholic beverage are readied for Christmas season. Then again, Midsummer's day in the summer, new potatoes with dill and smoked salmon fish are traditional festival food. (Kitter 2000:173)

At Easter time, people in Finland eat roast lamb as an originally religious tradition with a traditional Finnish dessert, Easter pudding which in Finnish called mämmi and served with sugar and usually very rich cream. Beside these, chicken and turkey cuisines are also popular at Easter with different kinds of egg cuisines and fresh

cooked, smoked or salted fish, especially herring and salmon. (Hese 2000: 98)
(Nordic Recipe Archive)



Picture 4: Easter Cuisine: boiled lamb fillet with boiled vegetables and chanterelle ragout (Nordic Recipe Archive)

On some other celebration days like May Day, Midsummer Eve and New Year's Eve, frankfurter sausage with sweet Finnish mustard with potato salad is served in restaurants or street food places or even at home. (Hese 2000: 98)

3.3 Restaurant types

The recession starting at early 1990s let lots of gourmet restaurants closed so only very best are still open. Besides these restaurants, there is also a restaurant called Lapland which is sells traditional Finnish cuisine. (Hese 2000: 122)

In Finland, those restaurants with the words “Mama”, “Mon” or “Home Kitchen” means home cooking. They serve meatballs or escalopes of veal with French fries or pork chops served with mashed potatoes as typical Finnish restaurant food. In some

other countries these words mean totally the opposite that is street food restaurants and you need to avoid them. These Finns home kitchen restaurants are always open on weekdays at lunch time. (Hese 2000:122-123)

Finnish people have developed international cuisine especially Italian food is tasty. Pizza restaurants from linkage restaurants like Kotipizza to private restaurants can be found all around Finland. The rule in eating in a pizzeria is not to order both pizza and lasagna at the same time. (Swallow 2001: 120)

Kebab restaurants are also one of the very common fast food restaurants in Finland. They have gained popularity after Turkish people imported their traditional food from Turkey to Finland. More than one thousand Kebab restaurants are now operating in whole Finland from city to countryside with more than five thousand in their staff. Mainly these kebab restaurants are opened over night and serve the people who finish pubs or night clubs event and feeling hungry at that moment. (Kebabille.com)

Cafeterias and tea rooms are becoming popular in towns and serving drinks and small snacks or excellent cakes and pastries. Also Spanish tapas with good alcohol are developing in some bigger towns. (Swallow 2001: 120)

The hot-dog kiosk is a kind of a eating place that can easily be found in Finland. The only food they serve is sausage with spices like mustard, ketchup, relish and raw onion. The price is around 2 to 3 Euros per serving and they are always open at night time also. (Hese 2000:132)

3.4 Service

Service in restaurants in Finland follows traditional western table service style. These following services styles are the skills procedures for bringing the food from the kitchen to the customer. (Bamunuge 1989:20)

Silver service or English service is a method of serving dishes to customers' plate on the table, from a tray or a dish service with a spoon or with both a spoon and a fork. A tray can be round or oval and usually made of silver or stainless steel or china. (Bamunuge 1989:20)

Silver service is an easily grasped skill but requires practice. Service spoon and fork should be held both in one hand to transfer food from the tray or the dish on the other hand onto the customer's plate as quickly and tidily as possible. Speed is one of the important elements of silver service skills because food might become cold in case there are many customers need to be served. Food must be extremely hot when it comes out from the kitchen in order to achieve this target. Service side for silver service is random, but it is important that all staff should follow the same side except for some special reason like seating arrangement. A skillful server can be readied to serve between 10 and 12 and maximum 15 customers. It is a not very common service way in Finland. (Bamunuge 1989:20)

Plate Service or American service, is a form of service which is easier and requires less skill than silver service. It brings the food the customers already dished up on to the plate and places it front customers. (Bamunuge 1989:20)

Food is usually plated by chefs in the kitchen and it can be collected by the same staff who orders the food. Plated service needs good timing in preparation and staff particularly keeps the food in the right temperature when foods are not readied. Dish covers are the only special equipment for serving needed in plate service because the

food is placed directly on the plates. Service side rules are more elastic than in silver service. The service will more organized and create a good impression on guests if all serving staff places down plates and take them away from table from the same side. One server should have around 15 to 20 covers when plated service is used. (Bamunuge 1989:21)

Family service is an old style at family meals which is more formal than today. Each large dish is placed on the table and customers take food onto their own plate themselves throughout the meal from starter to coffee. A smaller number of staff can be used than for other service methods when a restaurant uses full family service. One staff can cover 35 customers easily but lot of serving equipment should be used. Mostly this service can be found in ethnic restaurants. (Bamunuge 1989:21, 23)

Side table service is one of the most elegant food services. Foods are transferred from serving dishes to customer's plate on the side table or a trolley located nearby the tables. Service staff carves or bones the food there as well. Many side tables have a gas burner or a spirit lamp. Some dishes are cooked on the table and finishing touches to the sauce are added or flamed with brandy or liqueurs. The side tables always have legs with wheels so that they can easily be moved by the staff. (Bamunuge 1989:22)

All the food prices in Finland include service charge and VAT and in most of the restaurants the bills can be paid in cash or with a debit card or a credit card. Tips are not necessary for staffs in Finland. (Swallow 2001:121)

3.5 Beverages

Common beverages in Scandinavia besides milk and other dairy drinks are coffee, tea, beer, and strong beverages. Especially beer is usually considered an everyday drink. (Kitter 2000:171-172)

In Finland, drinking beer is quite an important part in social interaction. Beer can be gotten at a pub, a real restaurant or a beer restaurant and some of them are opened in summer only. (Hese 2000:124)

High volume alcohols can only be got in the A-licensed restaurants which are controlled arduously by the Alcohol Act. Other restaurants with C-licenses can sell beverages only more than 4.7% by volume and with B-license can sell beverages only less than 22% by volume. (Varvira 2010: 5)

When I was working in a restaurant I learned that when Finnish people eat outside, they think that cold water is a healthy drink at lunch time or other dining times. Alcohol and beverages are the drinks they drink at some important events or at meetings or at parties or celebrations.

Beer and wine are the more usual alcohol used in restaurants and bars today in Finland. All the wines are imported from other countries. Three different sizes are usually used in selling wines, 12 centilitres, 16 centilitres and 24 centilitres. The most popular beer in restaurants or bars is medium strength local beer. It can be sold in small size or medium, 0.3litre, or large size of 0.5litres. Vodka and flavoured vodkas are most common strong alcohols when eating or even as daily drinks. Finnish people call them “Finnish white wine” when joking. They can have different tastes and sold as shots. (Swallow 2001: 95)

Coffee is the usual Finnish drink for after meal time or break time. Finnish people have a long history of drinking coffee starting from the eighteenth century after coffee came to Scandinavia. After about a 100 years, the coffee habit can be found everywhere even in the countryside. In the twentieth century, coffee became the national drink in Finland. Finnish people now drink two to three cups of coffee per day on average. (Swallow 2001: 121)

Healthier tea drinks are now developing a lot in Finland. Different kinds of bagged teas with different aromas are now used widely. More and more people in Finland know that leave teas are better than bagged teas with a strong aroma. Tea rooms with teas and small snacks are starting to building up in some bigger cities. (Coffee or Tea 2007)

4 CHINESE RESTAURANTS IN FINLAND

A Chinese American called Norman Asing who was a business man in San Francisco opened the first Chinese cuisine restaurant named “The Macao and Woo Sung” in U.S. in the year 1849 served as a buffet and charged 1 dollar per customer. That was a epitome in “Gold Rush” started in the same year. It was also the first Chinese restaurant in the world outside China. Asing’s glorious let other Chinese find a new idea in earning money and lots of Chinese restaurants opened after that. (tUCC 2013)

In the next 30 years more and more Chinese moved to the U.S. and before the year 1882 there were more than 300 thousands Chinese staying in the West Coast. More of them were from South China and that was the reason most Chinese restaurants made Cantonese style foods. Most of the white Americans were scared of those foods because they were unknown and different. However, to let Americans accept Chinese cuisine, cooks started to change their dishes after some adverse gourmet reviews to make the food more nice tasting and suitable to most of the American diners. After that the served Chinese food looked and tasted less like Chinese food in China so the Chinese people did not know what that was and normally it was called Chinese-American cuisine. (tUCC 2013)

Before the Chinese Revolution of 1911, the first Chinese President of Republic of China, Sun Yat-sen, worked in a Chinese restaurant of his friend in Denver fundraising money for the revolution.

In the year 1907 the first Chinese restaurant was opened in London and it was the first Chinese restaurant in Europe. (British Museum 2008)

The first Michelin Star be taken by a Chinese restaurant happened in the year 2003 by a Cantonese cuisine called Hakkasan in the heart of London. (Milmo 2003)

The first Chinese cuisine restaurant in Finland by real Chinese named Ravintola China was opened on Annankatu 25 in Helsinki in 1973. After that more and more Chinese cuisine restaurants were built up and started serving Chinese dishes to the Finnish people. (Restaurant China 2011)

There are over 13000 different kinds of restaurants today in the whole of Finland, about 1400 ethnic restaurants and more than 10% of the 1400 ethnic restaurants are Chinese restaurants. (Tilastokeskus 2011)

Other similar restaurants from Southeast Asia like Vietnamese food restaurants and Thai food are more popular than Chinese food in Finland even though their style is from China in the Chinese people's eyes. Indian and Nepal food restaurants are currently becoming more and more popular in Finland.

Chinese restaurants in Finland usually have the same decorations as they have in Chinese restaurants. A very classical traditional Chinese style item like an old Chinese lantern and red table cloths are used and most of these decorations are imported from China or Chinese traders in Finland.

Usually Chinese restaurants are in the area around 100m² and only have a staff of two, one is the chef and the other is the waiter or helper mostly from the same family. No other staff means they do not need to pay extra fees for staff salary and taxes.

According to the web menu and other sources, many Chinese restaurants in Finland have lots of similar foods starting from the name to cuisine style. For example, when comparing two different restaurants of which one is in Helsinki and one in Kokkola, Peking Soup and Chicken Sweet Corn soup and even spring rolls can be found as an appetizer; fried pork in sweet and sour sauce, fried beef with bamboo shoots and mushrooms, fried beef with onion and Szechwan beef can be found as main dishes

and deep fried bananas with ice-cream can be found as dessert. Some of the dishes only have a different name but the foods are similar.

Usually Chinese restaurants have a C-license alcohol permit with 4.7% alcohol percentage by volume, Tsingtao Beer and local III beer are their main alcohol products.

Many different Chinese restaurants in Finland especially those restaurants in some small towns, do not have any valid advertisements, such as the fees can be around half of their daily income. Some of the restaurants, especially some restaurants which have been open for long time do not have any internet website or online Facebook page even in the Information Age in the 21st century.

5 CASE RESTAURANT'S PROBLEMS AND ITS SOLUTION

5.1 Interview

The example is a Chinese restaurant which already opened over 20 years ago in the city around 200,000 people in Finland. The restaurant was doing well in business in the first ten years with adequate customers and operated well. However, in the following times disasters happened in this restaurant which quite a lot of businesses have encountered: customer numbers decreasing year by year, and operating conditions going down so that the business has entered into a vicious circle. What kind of problems did this restaurant meet leading to fewer and fewer customers? What kind of approaches can save this almost 20-year-old restaurant? In this chapter the problems and solutions are going to be examined based on the content brought up in this article history.

The forward information are collected by several ways: talked with the manager, had communications with the customers come to the case restaurant more often and worked in the case restaurant in a limited time and feel the place by myself.

5.2 Status

The restaurant is located on the main street in the city center. It has more than 200 square meters in total which include the dining room as operational area with about 100 square meters and with more than 60 seats. The area is spacious and aisles are clear with beautiful and strong classical decoration in Chinese style on the wall. The restaurant has A-license selling alcohol, which means all kinds of legal alcohol beverages can be sold, several beers, ciders, long drinks, red and white wine and strong beverages are now sold.

Kitchen area is around 50 square meters, with fully equipped tools for preparing Chinese cuisine and other basic equipment, as well as a storage area and an inactive area for about 50 square meters.

The restaurant is operating items are traditional Chinese. Most of the dishes are fast fried and they can be completed in less than five minutes and that means the dishes come quickly after customers order their dishes. They even come quickly to the table, dishes are still prepared well with nice looking and typical Chinese taste. Some of the seafood dishes and those which need more time in preparing still need extra time to be prepared carefully by the chef.



Picture 5: A typical dinner dish from the target restaurant (Writer 2011)

At lunch time on working days, the restaurant serves foods for one customer a dish with salad buffet table and dishes are served to the table by the staff. Ten lunch times or lunch take aways give one free lunch stamp card is used for this.

The restaurant serves menu to order in the evening time and also at weekends. The price increase has been 20 to 25% from the time the restaurant started its business and it is not that high according to the commodity prices between then and now.



Picture 6: A similar lunch dish in the case restaurant (Sina 2009)

The restaurant's opening hours are 11 am to 10 pm from Monday to Saturday and 12 pm to 9 pm on Sunday. For now the restaurant has some stable customers but not many at lunch time, in the evening they need tourists from other places or business customers, on weekends customers are locals or people from nearby towns who come to eat or have take aways.



Picture 7: A two person's table and its table cloth (Writer 2011)

5.3 Problems and solutions

Several problems were found for this restaurant which are discussed below. Each issue has its unique solution. These approaches which are discussed in this article may not be the best ways to solve the problem, but rather a part of combination of subjective wishes and ideas based on my own opinions as best solution suggestions.

5.3.1 Pattern Appearance

The pattern appearance of restaurant looks outdated because it has maintained its decoration for a long time. According to the restaurant manager, due to various reasons, the restaurant has kept the decorations approximately from the beginning of business, some paintings have been added and some slight adjustment went have been made, but the main environment had not changed. There are several reasons for this problem, the main reason is that many traditional Chinese decorations are difficult to ship from China to Finland with high priced transport charges. Secondly, similar alternatives are difficult to find as replacement, the appearance of most of products has been changed, and these changing products are not in the appearance of traditional Chinese decorations, it might be Japanese style or contemporary Chinese style and more innovative. Such decorations do not comply according to the restaurant products on sale. There are still a lot of customers who say that the decoration of the restaurant are nice and beautiful according to the surveys and made general opinions.

The restaurant should be redecorated to solve this problem, though the obsolete decorations are still beautiful and nice. For the reason of keeping them for too long a time, something to change in appearance is nice and a better idea to complete. Due to the reasons previously mentioned, change might be only in modifying the bigger decorations and retain in smaller decorations.

Today transportation around the world has developed quite much and the old transportation ways have changed. As a large number of overseas Chinese restaurants, one-stop service companies have appeared in providing these restaurants, with restaurant interior designs and purchases with transport of decorating equipment, as well as insurance of transport damage on logistic part even contains construction team site decoration and others. An advantage of this idea is that the restaurant operator can save time and efforts, but it can be expected that the high cost will cause pressures. In this case, another way is also possible. The restaurant operator use his own channels to find designers in China in designing decorations himself, find building material companies in making or purchasing the products himself, find logistics companies for transporting the decoration products himself and bear the product damage and loss responsibility himself, with finally finding the local construction team himself or even decorating by him. This idea needs more time and energy, but lots of cost can be saved.

Both methods have advantages and disadvantages. The first method can be considered in case there is no financial concerns from the restaurant for the following reasons: First of all, companies provide one-stop service can guarantee the quality for their service through reputation to ensure the supplements from the warehouse or indemnify the financial lost immediately if the products are lost or there are other problems in transporting; on the other hand, the second method requires quite a lot of time, although no one knows how much more should be paid comparing with two methods, saved time can let the restaurant to re-open earlier and make up for the price difference by selling the restaurant products. Profits earned in the saved time is more than the price saved with the second method, or even barely unchanged is also acceptable because the second method is not the restaurant's strength. But in case if the payment in first method is several times more than in the second method, then the

second method is acceptable because the restaurant money is hard-earned and it should not be squandered.

5.3.2 Tableware and cutlery

New tableware and cutleries did not be introduced timely. Their manager said, the restaurant always uses the same tableware and cutlery as before in many customers' eyes. There are several reasons for this problem, firstly the restaurant logo is painted on the tableware, it is impossible to find other similar alternatives easily. The following reason is the good quality of tableware and cutlery, many of the supporting tableware are still not damaged and the number of remaining tableware can still let restaurant run as normally.

This problem has no good solution, especially those with restaurant logos. The restaurant can use new cutlery without any logos; otherwise, a Chinese cutlery supplier should be found in getting cutlery with Mandarin and English in the restaurant style. Cutlery supplier will not make the mold in making this part of cutlery in case the numbers of cutlery cannot reach the number of the minimum level from the supplier. That means a large number of cutlery should be ordered and imported from China. Transportation is the same as with decorations, involves price, time as well as risks. Moreover, there are also one-stop service companies in carrying out this project also with tablecloths. Because of the need for confidentiality in this trade, the price or minimum number of quantity of specific needs was stated, but if need be, the restaurant can find their favorite cutlery as well as tablecloths and contact information on a website.

The second idea for solving this problem is not to change anything at all. Reasons are that there are still enough stocks of cutlery, and it is not the main problem that this

will spend a lot of funds. Tablecloths can be chosen in a local version which is close to the Asian style or a modern restaurant style and that also means these are easy to get.

5.3.3 Ingredients and Kitchen Alcohols

Lots of seasonings and ingredients for traditional Chinese cuisines are not used at the moment, these seasonings cannot be bought from local distributors in Finland, for example rice wine. The alcohol percentage by volume of rice wine is similar as or even higher than in wines, in this case, this product could only be bought through Finnish alcohol store “Alko” or a wholesale department market and these two places are not selling this product.

The rest of the seasonings, for a variety of other reasons, such as quality problems or adoption rates problems, cannot be found in the Asian market wholesaler store even it sold before but cancelled now. Ingredients also have quality reasons, but the main reason is always being out of stock or even not on sale because of their expiration dates.

Compared with the prior two problems, the third problem is much simpler to solve. According to the Alcohol Issues in Licensed Premises part 1.13 Kitchen alcohol, restaurants can use kitchen alcohol in making foods after they apply for a permission. The fees for kitchen alcohol license is 220 € and lowest yearly fee is 94 € . According to part 1.15 Importing alcohol for commercial dispensing, import alcohol is allowed which should write a notification to Valvira for Custom and alcohol testing with a fee of 110€ for a time.

Seasonings are easier to find than alcohol because they are not limited by laws like alcohol, even though some seasonings cannot be found in Finland, most of them can be found in the Asian market in other EU countries. If something cannot be found in EU, chefs should find out some alternatives for them or not use them in the cuisine because these will cost a lot if they are from the outside EU.

Some of the seasonings are with lot of food additives and some of these additives are not safe. In some high class restaurants in China, eating healthy food is the main topic. That also includes healthy seasonings. Here is a common recipe in making healthy soya sauce. For making this healthy vegetable soya sauce, first add a little oil into the pan, when the oil is heated, add bean sprouts, Chinese cabbage roots and cut spring onions and fry, add boiled water into it and boil for little while. Then add the water which is boiled with red yeast rice in the last day and boil for more than half an hour, leave the rest of things except liquid, add little bit salt and it is ready. More seasonings can be made by using the right ingredients and all of these ingredients are common in normal life and easy to find in Finland. (Chen Chen all star: 2014)

5.3.4 Alcohol

The target restaurant is not doing well in matching wine and cuisines. When ordering the dishes from the menu, I found that alcohol business does not develop very well even though the restaurant has alcohol A-license, a simple and crude wine list decrease the customers' interest in drinking alcohol while having the dishes.

It is not difficult to mix the alcohol into the food list. But, unfortunately, most of the Chinese dishes are not matched with red wine. Commonly, Asian style dishes are more matched with white wine or lighter taste rose wine or even sweeter wine, so the position of wine on the menu is very important. First of all, all drinks and alcohols

should be listed separately in the same place. Most of the restaurants have such a list, also including target restaurant. Some alcohol products should be placed near some dishes with good taste and nice harmony together with this alcohol product, noted with details like sizes and prices to tell the customers this alcohol is good with this cuisine. Some red wine which is hard to match with Chinese cuisine should be combined and tested constantly to find out some special and harmonious taste in order to be recommended. Customers will realize that the restaurant is considering their enjoyment while advises eating according to this kind of a list.

5.3.5 Menu

Menu format is too old and with too many choices. When eating in Chinese restaurants, I found that many traditional Chinese restaurants have the same problem, foods never change with a big menu. Commonly, customers are accustomed to having a look at an A La Carte menu, a big menu like a book will give customers no idea and become bored to affect dining emotions. Color combinations of dishes have also almost no difference during these years.

Very good menu is the communication between customers and restaurant, before the customers touch the product which means food in the restaurant. Therefore, it is the reason why the fifth issue is the most important one to be resolved. In order to let the menu close to customers, a not very long menu is the first point. Besides, some star products can be always listed on the menu, other products can be listed on the rotation area to fulfill an integral round menu, for example changed four times in one year. New products can be noted as special offer on the list and the old products with less attention by customers and low profit can be cancelled at the same time. New products can be added into star product list or round menu list or special offer list with recreating or cancelling according to different echoes. Some products with good

appearance or with high profit can be pictured in obvious places on the menu to attract customers in finding them easily in order to let customers create the first sense of the products as well as the second sense of the restaurant.

As my own idea, a new menu should have only several pages for star products with drinks and alcohols with pictures of some nice looking products. A round menu can be in the first page which can be easy to change. A special offer list sometimes with special discounts for drinks can be put on the table where the customers can easy to find it. Words on the menu should be big which is also suitable for elder people.

5.3.6 Promotion idea

The restaurant has lack of promotion ideas. When I was talking about the promotion ideas with the manager, he said the promotion is “10 lunches for a free lunch” from when the restaurant started their business, there has been no other promotional ideas like “today’s special dish” or others that pricing competitive declined although the price has not risen that much in the restaurant from the beginning.

Great variety of promotions is one of the measures in attracting customers to come and eat. A successful promotion can easily catch customers’ eyes. For example, afternoon tea products or other products with tempting discounts or even new products recommended can be shown in the afternoon time, they can be listed in some places where customers can easily see them, such as small ads on the table or folded paper in the usual menu. The target restaurant has an old smoking room where it is quiet and in the corner, it is suitable for using as a coffee break place for customers who can drink tea or coffee and eat some small finger foods or snacks in the afternoon time. More promotions such as friendly prices for ordering both food and wine and even coupons printed on the local newspaper etc. could be used. In summary,

different promotions will certainly produce unexpected results on the restaurant's impact and reputation. Diverse activities and events are also ideas for promotions. Events like, for example, Chinese Culture Week or others which can highlight the theme of Chinese can be released because of the restaurant's style.

5.3.7 Staff

The case restaurant has few members of staff. When eating there, there were few staff members working in the dining room and servicing. Because of this problem, lot of things can barely be finished on time. Even though restaurant operations and service can be ensured, lots of new content has no time to be tested or innovated, and also working qualities of the staff will be effected cuisine qualities then affects the number of customers in peak season.

More customers means more staff. More dining room staff can increase their service with ease and more time to customers and good service and good communication with customers always creates first impression of a restaurant for the customers. Besides that, more kitchen staff will also let them have extra time to finish all the dishes carefully; they can also have time to design new dishes in their spare time. The restaurant can even hire some Finnish staff members, as this can have lots of advantages. Firstly, they will have easier communication with customers, secondly they have close tastes of mouth as similar as the local customers and sometimes the dishes will be appetizing to Chinese but not for the Finns. The restaurant will come across fewer detours in research and development of new products if Finnish staff members can be tasters as well.

Both Chinese and Finnish staff should be skillful. For waiters and waitresses, the basic knowledge of the dishes likes tastes, match of drinks with effective

recommendations, friendly and professional service and basic language skills should be on a high level before they start working. In the kitchen, chefs and cooks should have the knowledge of the right way of using different ingredients and seasonings. Of course, these staff members working in the kitchen should basically have knowledge of Chinese cooking skills.

With more staff, specific norms should be built. Usually those Chinese restaurants with few staff members are with no norms on operations. It can be understood that norms are complex but hard to use in small places. If more staff is hired, a restaurant with norms can be easier to operate than the one without any norms. All the staff should be understand their responsibilities based on the norms so that the restaurant can work well.

5.3.8 Restaurant Competitor

The case restaurant has many similar competitors. As I got the nearby restaurant information from the restaurant manager, the city where the restaurant is located has several Asian style restaurants and there were almost no competitors when the case restaurant started their business. Even if most of the competitors do not have pure tastes, the numbers of restaurants let customers loose their interests and freshness on Asian cuisine and they got huge amounts of customer flow.

Excessive competitor issues cannot be solved by the restaurant itself, but it can be solved by using other proposal and the best proposal is to become a restaurant with no competitors. For example, if there is no sushi restaurant in a city, then this sushi restaurant can be called as a restaurant with no competitors. The restaurant cannot change its main idea which is Chinese cuisine, but this traditional Chinese taste can have certain advantage compared with these Asian food restaurants abandoning their

traditional tastes. The rest is to change the image of the products, such as to combine traditional Chinese tastes with modern style plates and decoration froms Western cuisine to let customers think they cannot find same cuisines in the other restaurants. Then there are no competitors before other similar restaurant opens.

6 CONCLUSION

Certainly the Chinese cuisine is one of the best cuisines in the world, not only because of different tastes but also because of the other areas. Table settings, plate decorations, color match of the dishes, even services and cultivation diet are all important in modern Chinese gourmet cuisine. As I think, there should be more than one of the gourmet modern Chinese cuisine restaurants open in Finland to let Finns taste new concepts of the Chinese cuisine, let Finns look that what a modern Chinese cuisine look like, to let Finns know that cold water is not a good idea for drinks when eating Chinese cuisine, and also Finnish people should know that there is not only a buffet and easy dishes in the Chinese cuisine.

A success Chinese cuisine restaurant in China cannot be copied completely to Finland because the success of this restaurant includes suitability of Chinese people's eating habits as well as their tongue and stomach, and the most important is their feelings about this restaurant. It is true that feelings from Finns and eating habits are quite different from the Chinese. It is not only the difference between chopsticks and forks and knives, but also deep cultural differences.

Of course, the most important thing for a Chinese cuisine is the taste. A good Chinese dish should include nice colors, smell and taste. Even if color is important, smell and taste are the core of Chinese dishes. Except food smells, tastings and cultivation diets, other things in A restaurant opened in Finland can be changed to adapt to the Finnish eating habits. In modern Chinese cuisine, western eating habits are not in conflict with Chinese dishes. Traditional food taste cannot be lost because, if lost, it will not be Chinese cuisine any more. Diet regimens cannot be lost either because it will cause healthy problems if people eat Chinese cuisine in a wrong way.

It is hard to know whether the changes can lead the case Chinese restaurant to do better in their business or not, but for this restaurant, first of all, menu planning and plate decorations are the most important things to change. Also traditional Chinese seasonings and ingredients should be started to use in changing the tastes into a more traditional one. After that, services should be increased in using the knowledge learned in school which means western services are more suitable for the Finnish people. The last thing would be solved are restaurant decorations and table clothes because these are the most difficult issues and not that important.

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