



Analysis for establishing plan for Award game centre in Helsinki, Finland

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Abstract

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<p>This product-based thesis delves into the process of establishing a video game entertainment service, in Helsinki, Finland. It involves a thorough examination of the potential customer base, specifically focusing on pupils, students and young adults, to gain insights into their gaming preferences, social behaviours, and visiting habits.</p> <p>Through the research conducted, it becomes evident that the target audience values a gaming centre that offers a diverse range of multiplayer games, catering to different interests and skill levels. Additionally, there is a strong preference for a wide variety of gaming genres and reasonable pricing options.</p> <p>Based on these findings, the thesis suggests several strategies for ensuring the success of the gaming centre. This includes targeting specific customer segments effectively through tailored marketing campaigns. Furthermore, the incorporation of additional services or amenities within the gaming centre, such as refreshments is recommended to enhance the overall customer experience.</p> <p>Strategic location selection is also highlighted as a crucial factor in attracting customers. By identifying areas with high foot traffic and accessibility, the aim is to maximize visibility and attract a steady flow of visitors.</p> <p>Additionally, the thesis outlines an implementation plan for launching the gaming centre. This involves navigating regulatory requirements, securing necessary permits and licenses, sourcing equipment and technology infrastructure, and developing promotional campaigns.</p> <p>In summary, the thesis provides valuable insights and recommendations for establishing a successful gaming destination in Helsinki that caters to the preferences of its target audience.</p>
Key words Video game entertainment, Award Game Centre, product-based thesis, customer needs, Implementation plan, Market analysis

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1 Introduction

The gaming industry has experienced remarkable growth in recent years, evolving into a global phenomenon that transcends cultural and geographical boundaries. Esports are a sector shrouded in mystery to those on the outside looking in. Gaming entertainment centres have emerged as cultural hubs, fostering community interactions and providing immersive experiences for gamers worldwide (Doolin 2023, 7). According to Muhamad (2024, n.d), starting and running a video game company smoothly is not everyone's cup of tea. Video games seem to be the products made only for children; in reality, most of the video games are developed by considering the needs of adult gamers Muhamad (2024, n.d). Our society is increasingly defined by a culture infused with games, a phenomenon referred to as a "gameful" or "ludified" society (Walz & Deterding 2015, n.d). This era has been dubbed the ludic century or the "playing age" Zimmerman (2014, n.d), highlighting the pervasive influence of games in contemporary life. Video Game centres are dynamic digital contexts of sociability, bridging virtual and physical worlds. Handberg (2015, n.d). They serve as "Third spaces," offering alternative socialization experiences outside of formal institutions like family or school (Bourgonjon & Soetaert 2013, n.d). Moreover, Video Game communities foster collective activities such as mentoring and volunteerism (Rainie & Wellman 2014, n.d), contributing to personal and educational development Jenkins (2015, n.d).

Furthermore, the thesis aims to address several key questions within the realm of video game entertainment services in Helsinki, such as:

What genres of video games do gamers play in Helsinki?

Which days of the week are they most likely to visit a gaming centre?

What price range per hour would they prefer to pay?

What gaming systems are they using? (e.g., PC, Xbox, PlayStation, and Nintendo Switch)

What other services apart from video games would gamers like to see offered at a gaming centre in Helsinki?

How many hours on average per week would they like to spend playing video games?

Which area in Helsinki should the Award game centre be located?

The introduction provides an overview of the gaming centre's establishment in Helsinki, highlighting the rationale behind choosing this topic and its timeliness amid the growing global gaming community. Additionally, this study explores the dynamics of the global gaming community,

emphasizing its significant impact on entertainment trends and consumer behaviours. The study also investigates the presence of gaming communities in Helsinki, including notable establishments such as VPD Pelikauppa and Shelter Game room, which serve as key hubs for local gamers in Helsinki.

The stakeholders in this study encompass various entities with vested interests in the establishment and operation of the gaming centre in Helsinki. Firstly, customers are primary stakeholders as they represent the target demographic whose preferences and behaviours will directly influence the success of the gaming centre. Their satisfaction and engagement are pivotal for driving foot traffic and revenue generation. Secondly, banks play a crucial role as stakeholders, particularly in providing financial support or loans for the establishment of the gaming centre. Their lending policies, interest rates, and terms can significantly impact the financial feasibility and sustainability of the venture.

Lastly, potential investors or financiers are essential stakeholders whose decisions regarding investment or funding can determine the viability and growth potential of the gaming centre. Their involvement may influence strategic decisions, resource allocation, and overall business trajectory.

Regarding limitations or restrictions of this study, it is essential to acknowledge potential constraints such as time and resource limitations, the availability of accurate and comprehensive data, and the inherent subjectivity in survey responses. These limitations may impact the scope and depth of the research findings and should be considered when interpreting the results and drawing conclusions.

1.1 Purpose of the thesis

The decision to explore the establishment of a video game centre stems from a recognition of the evolving landscape of the gaming industry and the increasing demand for innovative gaming spaces. As gaming continues to gain mainstream acceptance, there is a growing need for venues that offer more than just gaming experiences; they serve as social spaces that facilitate community engagement and cross-cultural interactions. By establishing the video Game Centre, this research seeks to bridge the gap between theoretical understanding and practical application, offering insights into the dynamics of creating a gaming space that meets the evolving needs of the gaming community.

1.2 Objectives of the study

The primary objective of this research is to analyse the process of establishing and operating a video game entertainment centre in Helsinki, Finland. Specific objectives include: Understanding the dynamics of establishing a gaming entertainment centre in Helsinki, including community engagement, market demands and business sustainability.

1.3 Scope of the research

The scope of this research encompasses both theoretical exploration and practical implementation. The theoretical framework delves into themes such as marketing, business plan, pestle analysis, customer needs, mission and vision statement of the business plan. The practical aspect focuses

on the establishment and operation of the video game entertainment centre in Helsinki, Finland.

1.4 Structure of the thesis

The thesis is structured into several chapters, each addressing specific aspects of the research.

The preliminary table of contents includes sections on introduction, theoretical framework, research methodology, practical implementation, data Analysis, findings, discussion, and conclusions.

2 Theoretical framework

2.1 Customer needs

Maslow (1943, 1954) proposed a hierarchical arrangement of human needs, positioning physiological (survival) needs at the base and 'self-actualization' needs, characterized by creativity and intellectual pursuits, at the apex.



Figure 1. Maslow's Hierarchy of Needs (Mcleod, 2024)

The depicted hierarchy outlines the progression of human desires, transitioning from fundamental deficiency needs to more elevated growth needs and self-actualization. Commencing with physiological needs, which encompass essential requisites for human survival such as nourishment, hydration, and rest, the hierarchy ascends through subsequent tiers. Safety needs follow, concerning the yearning for security and protection. Advancing upwards, the level of love and belonging underscores emotional bonds like acceptance and affection. The self-esteem tier addresses aspirations for accomplishment and self-respect. Finally, at the apex of the hierarchy lies Self-Actualization, symbolizing the pursuit of personal development and exploration.

In this context, Maslow's framework is employed to explore queries such as: What motivates gamers to engage in video games? (e.g., pricing structures, video game genres, preferred gaming platforms, etc.) What amenities does a gaming centre provide? Where is the gaming centre situated? By viewing these questions through the lens of Maslow's Hierarchy of Needs, we gain insight into the allure and significance of the Award game centre in fulfilling a spectrum of customer needs, ranging from basic physiological necessities to the loftier aspirations for personal growth and fulfilment.

2.2 Business plan

Drawing insights from a YouTube video webinar (GG Circuit October 2019, min. 3:22-37:15) on how to open a video game centre, the theoretical framework for establishing a gaming entertainment centre incorporates various strategic steps derived from the webinar, and these include;

market analysis and research, funding and finance, location selection, and infrastructural set up. These various steps are explained below;

2.2.1 Market analysis and research

Conducting thorough market analysis and research is imperative, as highlighted in the webinar. Insights from industry experts emphasize the importance of understanding current market demands and trends. Also, as noted from article, found on website, market research plays a vital role in the success of any business venture, it involves collecting, analysing, and interpreting data to understand market opportunities, target audience preferences, and competitive landscape (Beckham, s.a). By conducting thorough market research, entrepreneurs can identify gaps in the market and unmet consumer needs, allowing them to tailor their products or services to meet these demands and gain a competitive edge. (Beckham, s.a) Moreover, market research aids in targeting the right audience by providing insights into consumer characteristics and behaviours. This understanding enables businesses to develop effective marketing strategies and personalized messaging that resonate with their target market, thus increasing the likelihood of customer engagement and conversion (Beckham, s.a)

Furthermore, market research helps mitigate business risks by identifying potential challenges

such as competition and changing consumer preferences. Armed with this information, entrepreneurs can develop strategies to navigate these risks effectively and establish a sustainable business model that withstands market fluctuations (Beckham, s.a)

Additionally, market research enables businesses to identify their unique selling propositions

(USPs) by analysing market trends and consumer behaviour. This allows them to differentiate

themselves from competitors and communicate the value of their products or services effectively,

ultimately attracting and retaining customers while increasing market share (Beckham, s.a)

2.2.2 Funding and finance

Securing adequate funding and financing is vital for startup and operational costs. This may involve

seeking investment from stakeholders, applying for loans, or exploring crowdfunding options. Sulilari (2023, n.d) delves into the analysis of funding challenges encountered by start-ups and their subsequent impact on the future trajectory of the company. Embarking on the journey of entrepreneurship, particularly in the realm of gaming entertainment, entails navigating through both challenges and opportunities. Start-ups, such as the envisioned "Award Game Centre," serve as catalysts for innovation, job creation, and societal transformation. However, the path to success is riddled with obstacles, with financial constraints being a prominent one. Statista reports that a significant portion of start-ups fail due to cash flow issues, underscoring the critical role of adequate funding in ensuring business sustainability.

Main reasons for business failure among start-ups worldwide in 2021

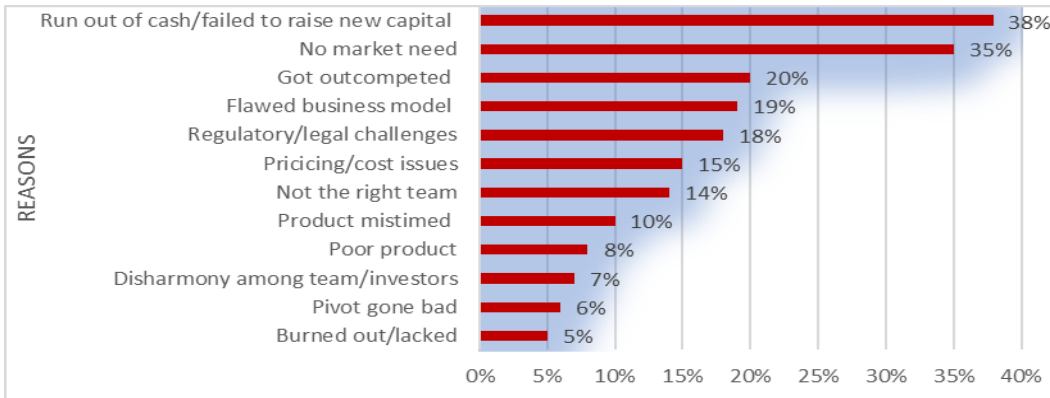


Figure 2. Source: Statista 2021

Additionally, a robust sales and marketing strategy is essential for revenue generation. Planning various packages, memberships, daily fees, and rentals should be integrated into the business plan to drive success and sustainability for the gaming centre (O'Shaughnessy & Boehm 2021, n.d).

2.2.3 Location selection

Choosing the right location plays a pivotal role in the success of the gaming centre. Factors such as accessibility, visibility, and proximity to target demographics need to be considered. (Mihale-Wilson, Felka, Hinz, and Spann 2021) delve into the influence of location-based games (LBGs) on traditional entertainment products, such as TV, PC-based online games, and cinema. As digital technologies continue to evolve, LBGs, characterized by their requirement for constant user mobility, have emerged as a new form of entertainment. (Mihale-Wilson et al. 2021) study aims to examine how the advent of LBGs, exemplified by popular games like Pokémon Go, has reshaped consumers' consumption patterns in the entertainment industry. LBGs leverage smartphone features like wireless connectivity and GPS to offer unique entertainment experiences that rely on users' physical locations. The success of games like Pokémon Go, which generated significant revenue within its first year of release, underscores the transformative potential of LBGs in the entertainment landscape. These games motivate users to spend more time outdoors and explore new locations, thereby impacting their engagement with other entertainment activities. In light of this, (Mihale-Wilson et al. 2021) investigates whether LBGs, by attracting consumers' time and attention, influence the consumption of traditional entertainment products. Through empirical analysis, they demonstrate that LBGs can lead to a decline in TV and PC online games consumption while simultaneously boosting attendance at cinemas. These findings highlight the dynamic interplay between emerging and established forms of entertainment and have implications for strategic decision-making in the entertainment industry. Connecting this study to the establishment of a video game entertainment centre, it underscores the importance of understanding evolving consumer preferences and consumption patterns. As LBGs continue to gain popularity and reshape the entertainment landscape, entrepreneurs planning to establish gaming centres must consider how these trends may affect their business models. By staying abreast of changes in consumer behaviour and adapting their offerings accordingly, gaming centre owners can position their businesses for success in an evolving market landscape

2.2.4 Infrastructural set up

Designing and setting up the infrastructure of the gaming centre requires careful planning. This includes acquiring gaming equipment, furniture, and installing necessary amenities like high-speed internet (GG Circuit October 2024, n.d). According to a guide provided by (Ivy, Greg & Partner Success Managers for GGLEagues), several key components need to be addressed to ensure a successful gaming centre launch.

Firstly, space allocation is crucial, as creating an environment that appeals to gamers and generates a "wow" factor upon entry is paramount. Considering the limitations that park districts may

face in terms of available space, finding the right room with suitable aesthetics is vital to the centre's success (O'Shaughnessy & Boehm 2021, n.d)

Secondly, investing in top-of-the-line technology is advised to stay ahead in the rapidly evolving gaming landscape. Allocating resources towards high-quality computers and gaming systems ensures that the public has access to the best equipment, thus enhancing their gaming experience and satisfaction (O'Shaughnessy & Boehm 2021, n.d).

Regarding budget considerations, upfront costs for setting up the gaming centre can vary. O'Shaughnessy and Boehm cite an example of completing an ESports Zone for \$35,000 in upfront costs, excluding yearly expenses such as internet and salaries. Understanding and managing these financial aspects are critical for the long-term viability of the gaming centre (O'Shaughnessy & Boehm 2021, n.d). In terms of infrastructure setup, acquiring gaming equipment, furniture, and ensuring high-speed internet access is fundamental. The gaming PCs, consoles, monitors, headsets, and peripherals need to be carefully selected and installed to provide an immersive gaming experience for visitors. Moreover, providing access to a variety of gaming consoles, such as PlayStation, Xbox, and Nintendo Switch, ensures inclusivity and caters to diverse gaming preferences (O'Shaughnessy & Boehm 2021, n.d). Designing and setting up the infrastructure for the gaming centre requires meticulous planning, investment in top-tier technology, a comprehensive sales and marketing strategy, and prudent financial management. By following the guidelines provided by industry experts like O'Shaughnessy and Boehm, GG Circuit, the Award game centre can establish itself as a premier destination for gaming enthusiasts in Helsinki.

2.3 Mission and vision

Mission and Vision statements are critical components for any company or organization, typically established during the early stages of business development. It is vital to comprehend their significance and practical applications. (Bartkus et al. 2000, n.d).

2.3.1 Mission

Bartkus et al. (2000, p. 28) define mission statements as concise expressions that define a company's business and suggest future goals. Bart (2001, p. 322) explains that mission statements answer the question of why an organization exists or what its purpose is

2.3.2 Vision

(David 2009, n.d) defines a vision statement as addressing the fundamental question of "What do we want to become?" The author's vision of the "Award Game Centre" is to emerge as a premier entertainment destination for youth in Helsinki and to be widely acclaimed as a top choice among tourists visiting Helsinki, Finland. To realize this vision, the mission of the Award Game Centre is threefold:

- Successfully establish video game presence and operations in Helsinki, ensuring a strong foundation.
- Engage a broad spectrum of gamers by reaching out to as many as possible.
- Convert these gamers into loyal and frequent customers through exceptional experiences and services.

2.4 Pest analysis

Entrepreneurs have a responsibility to understand the economic environment of their target market to make strategic decisions and develop a business plan. This involves gaining insights into the current market situation and assessing the potential for their business.

2.4.1 What is pest analysis

The PESTLE analysis, also known as the PESTEL or PESTELE analysis, is a strategic framework utilized to assess and understand the external factors influencing an organization or business environment. Initially conceptualized as the PEST analysis, this framework evolved to encompass a broader range of dimensions, leading to the inclusion of additional factors such as ethical and environmental considerations. According to Harkat (2023, n.d), the PESTLE model breaks down into six key elements: Political, Economic, Social, Technological, Environmental, and Legal. Each dimension represents a distinct aspect of the macro-environment that can impact business operations and strategic decision-making

Table 1. Pestle Analysis Dimensions

Dimension	Description
Political (p)	encompasses government policies, regulations, and political stability affecting business operations
Economic (E)	Includes economic indicators such as inflation rates, exchange rates, and economic growth

	rates.
Social (S)	Represents demographic and cultural trends, including age, gender, lifestyle, and cultural norms.
Technological (T)	Involves advancements in technology affecting communication, production, and distribution processes
Environmental (E)	Relates to environmental factors like climate change, pollution, and sustainability concerns.
Legal (L)	overs legislation and laws pertaining to labour, safety, competition, and organizational rights.
Ethical (E)	Incorporates ethical considerations regarding business practices, social responsibility, and ethics.

The PESTLE analysis serves as a valuable tool for assessing the external factors that could impact the establishment and operation of the Award Game Centre in Helsinki. By analysing the political, economic, social, technological, environmental, and legal dimensions, the business can gain insights into the broader macro-environmental context in which it operates. For instance, political factors such as government policies and regulations can influence the gaming industry through trade tariffs, tax policies, and competition regulations. Understanding these political dynamics is crucial for navigating regulatory frameworks and ensuring compliance, thereby mitigating potential risks to the business.

Economic factors play a significant role in shaping consumer behaviour and market demand. Factors such as inflation rates, exchange rates, and disposable income levels can impact consumers' willingness to spend on gaming experiences. By analysing economic indicators, the Award Game Centre can tailor its pricing strategies and promotional efforts to align with prevailing market conditions and consumer preferences.

Social factors, including demographic trends and cultural norms, also have implications for the gaming industry. Understanding the age and gender demographics of the target market, as well as cultural preferences and lifestyle choices, can help the business customize its offerings to resonate with local gamers. Additionally, societal attitudes towards gaming, brand preferences, and health consciousness can influence consumer behaviour and brand perception.

Technological advancements are integral to the gaming industry, driving innovation and shaping gaming experiences. By staying abreast of technological trends and integrating cutting-edge technologies into its operations, such as virtual reality (VR) or augmented reality (AR), the Award Game Centre can enhance the overall gaming experience and differentiate itself from competitors.

Environmental considerations, including sustainability concerns and customer perceptions of ethical business practices, are increasingly relevant in today's gaming landscape. By adopting environmentally friendly practices and promoting sustainability initiatives, the business can appeal to socially conscious consumers and enhance its brand reputation.

Finally, legal factors such as labour laws, safety regulations, and competition laws can impact the operational framework of the Award Game Centre. Ensuring compliance with legal requirements and staying updated on regulatory changes is essential for mitigating legal risks and maintaining a favourable operating environment.

In summary, the PESTLE analysis provides valuable insights into the external factors that could influence the establishment and success of the Award Game Centre in Helsinki. By leveraging these insights, the business can develop informed strategies, mitigate risks, and capitalize on opportunities to position itself as a leading gaming destination in the region.

3 Research methodology

Research methodology according to Jansen & Warren (2020, n.d) pertains to the practical implementation of a research study—essentially, the "how". It involves the systematic design employed by a researcher to ensure valid and reliable outcomes that align with the study's aims, objectives, and research questions. Specifically, it encompasses how the researcher determined the nature of data to be gathered (e.g., qualitative or quantitative), select the participants (i.e., the sampling approach), and the data collection methods employed and the methods utilised for data analysis (Jansen & Warren 2020, n.d).

3.1 Data collection method

3.1.1 Data collection encompasses the gathering, measurement, and analysis of varied information through established and validated procedures and techniques (Terra 2024, n.d.). These methods primarily seek to procure dependable, information-laden data essential for strategic business decision-making. Post-collection, data undergoes thorough cleaning and processing to transform it into actionable insights valuable for business objectives. The choice of data collection methodologies, synonymous with data gathering procedures, is contingent upon research inquiries, desired data formats, and the accessibility of time and resources (Terra 2024, n.d.).

3.1.2 Primary data

In this research, primary data collection was conducted through the utilization of a survey questionnaire distributed via Google Forms. The survey instrument was designed to gather firsthand insights directly from the target audience, aligning with the research objectives and addressing the research questions posed in the study. To ensure relevance to the research questions, the survey questionnaire was carefully crafted to cover various aspects related to the establishment of the Award Game Centre in Helsinki. Questions were structured to gather information on gamers' preferences, behaviours, and expectations regarding gaming genres, gaming systems, visitation patterns, pricing preferences, additional services desired at a gaming centre, and preferred location for the Award Game Centre. The use of Google Forms facilitated the efficient distribution of the survey to a diverse pool of gamers residing in Helsinki. Respondents were able to access the questionnaire remotely, at their convenience, thereby maximizing participation rates and ensuring a representative sample.

Overall, the primary data collection approach employed in this research was closely linked to the research questions, enabling the study to address key aspects relevant to the gaming centre's establishment and enhance the validity and reliability of the findings.

3.2 Questionnaire design

In this thesis, a qualitative research methodology was employed. Qualitative research allows for a deeper understanding of subjective experiences and motivations. By employing a qualitative approach with close-ended questions, the primary data collection process enabled a comprehensive understanding of the target audience's preferences and perceptions regarding gaming entertainment services in Helsinki. The insights gathered directly informed the development of strategic recommendations and initiatives for the successful establishment and operation of the Award Game Centre in Helsinki. According to Hassan (2024, n.d), questionnaires are effective tools for gathering

data from a large number of participants on specific research objectives. The author chose closed-ended questions based on insights from User Pilot (2024, n.d), for the numerous advantages it offers which includes;

- easily categorizable answers

- consistency in responses, and

- expedited data collection. The questionnaire comprises 14 closed-ended questions designed to elicit detailed information about gaming interests, preferred systems, pricing rate, visitation habits, and optimal visiting hours at gaming centres

3.3 Population definition and target groups

The population is the entire group that you want to draw conclusions about (McCombes 2019, n.d). The population of this thesis is aimed at people living in Helsinki, Finland. To approach the respondents, I utilized various platforms including WhatsApp, LinkedIn, Facebook, and Goin' to distribute the questionnaire. These platforms were chosen for their wide user base and diverse demographics, which align with the target population of gamers in Helsinki. By utilizing these platforms, I aimed to maximize the reach and response rates of the survey. The decision to distribute the questionnaire via social media platforms was based on several factors. Firstly, these platforms offer a convenient and accessible means of reaching a large number of individuals, including the specific target groups identified for the study. Secondly, social media platforms allow for easy sharing of the questionnaire link, enabling participants to pass it along to others who may also be interested in participating. Lastly, by utilizing multiple platforms, I sought to ensure a diverse and representative sample of respondents. The research was conducted between April 4th, 2024, and April 15th, 2024. During this time, the questionnaire was distributed to the target population via the aforementioned social media platforms. Participants were provided with the questionnaire link and encouraged to complete it at their convenience. The use of electronic distribution via Google Forms allowed for efficient data collection and real-time response tracking, facilitating streamlined data management and analysis.

4 Results of the survey

4.1 Survey response overview

The low number of valid responses, totalling 27 after filtering out invalid entries automatically by Google Forms, can be attributed to several factors that may have deterred potential participants from engaging with the survey.

One possible reason for the low response rate could be a lack of motivation among the target demographic to participate in the survey. Students and young adults, especially those immersed in busy academic or professional schedules, may have perceived the survey as an additional task demanding their time and attention. Without a compelling incentive or perceived value in participating, individuals may have opted to prioritize other activities over completing the questionnaire.

Time constraints also likely played a role in limiting the response rate. The fast-paced nature of modern life, coupled with numerous competing demands on individuals' time, may have made it challenging for respondents to allocate sufficient time to engage thoughtfully with the survey. Amidst academic deadlines, work commitments, social engagements, and leisure pursuits, the survey may have been overlooked or postponed indefinitely, resulting in a lower-than-expected response rate.

In (Figure 3). Respondents were categorized by age into five groups. Out of the valid responses, 22.2% were teenagers (13-18 years old), 40.7% were students (19-25 years old), 22.2% were young adults (26-35 years old), 14.8% were adults (36-65 years old), and no respondents were elderly (over 65 years old). This distribution showcases the demographic makeup of the surveyed sample, indicating differing levels of representation across age categories.

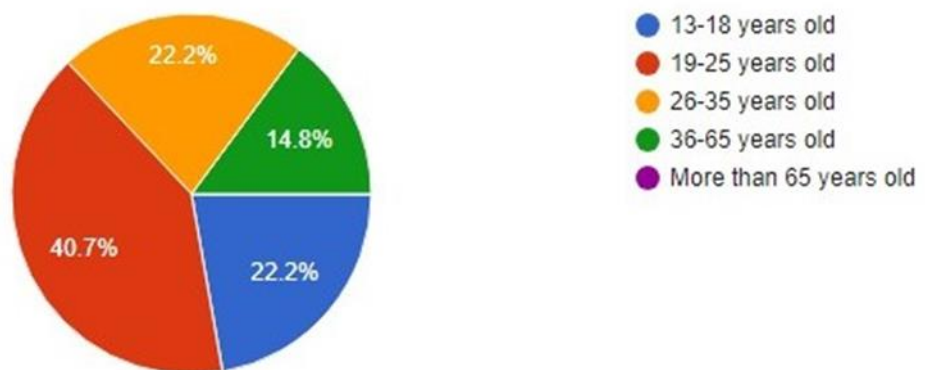


Figure 3. Age group respondents

-Gender

In (Figure 4) male respondents constituted 70.4% of the valid responses, while female respondents

accounted for 29.6%.

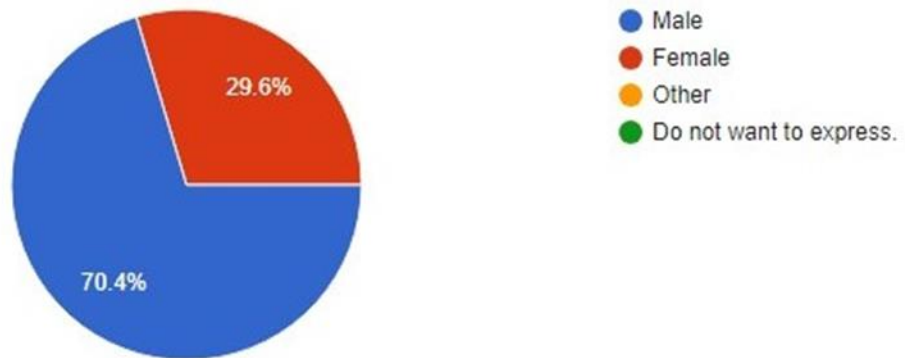


Figure 4. Gender distribution respondents

The survey responses provided clear insight into the occupations of the participants. Out of 27 valid responses, the breakdown of occupations is as follows: (Figure 5) 81.5% identified as pupils or students, (Figure 6) with 33.3% studying at Primary School/Secondary School, (Figure 6) 45.8% at university, and (Figure 6) 20.8% at high school/upper secondary school. Among employed respondents, (Figure 5) 11.1% indicated working in various fields. Additionally, (Figure 5) 3.7% of respondents reported being unemployed or retired, while none fell into other occupational categories. These findings underscore the predominance of students and employed individuals among the respondents, reflecting a diverse representation of occupational statuses. Understanding the respondent profile in terms of occupations is crucial for informing potential marketing strategies and target segmentations related to the establishment of a video game entertainment centre in Helsinki

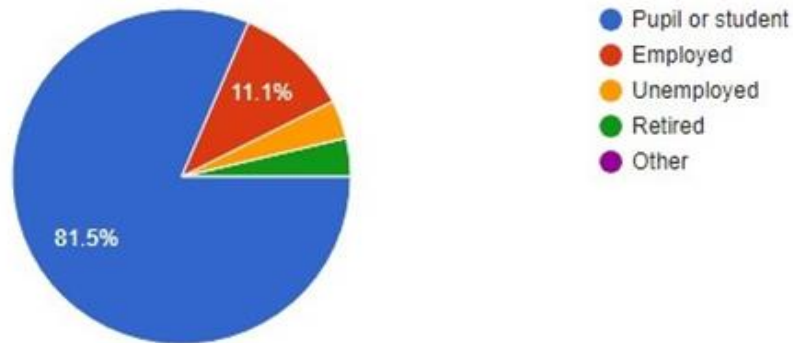


Figure 5. Respondents' occupation

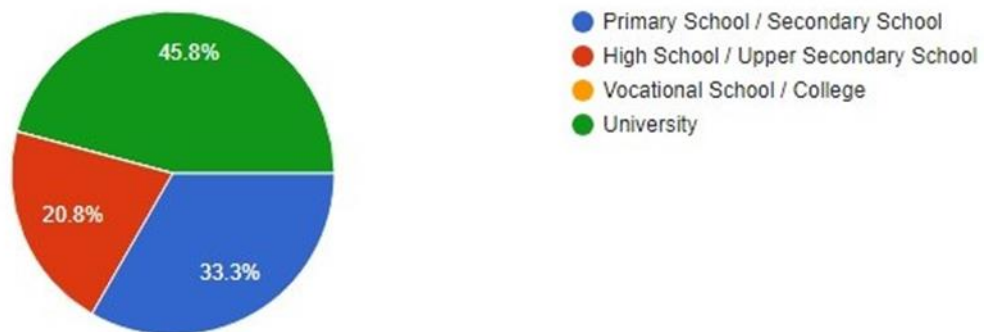


Figure 6. Respondents' school level

4.2 Behavioural patterns and preferences of respondents across different age groups

Having established the respondent profile, the study proceeded to explore participants' gaming habits and preferences. (Figure 7) Fifty-two percent of respondents expressed interest in single-player story-driven games, (Figure 7) while forty-eight percent favoured multiplayer competitive games. Concerning primary gaming systems, (Figure 8) PCs were the preferred choice for fifty-two percent of respondents, with Xbox being the primary choice for twenty percent. (Figure 8) Sixty percent primarily used PlayStation consoles, while only four percent favoured the Nintendo Switch. In terms of favourite genres, (Figure 9) shooting games appealed to fifteen-point four percent of respondents, followed by adventure games, (Figure 9) also at fifteen-point four percent. Racing games garnered eleven-point five percent of respondents' preferences, (Figure 9) while sports games were favoured by twenty-six-point nine percent. Puzzle games held an eleven-point five percent preference rate, aligning with racing games. (Figure 9) Additionally, fighting, shooting, and adventure games each held an eleven-point four percent preference rate. This comprehensive breakdown underscores the varied gaming preferences and habits across different age groups among the surveyed participants.

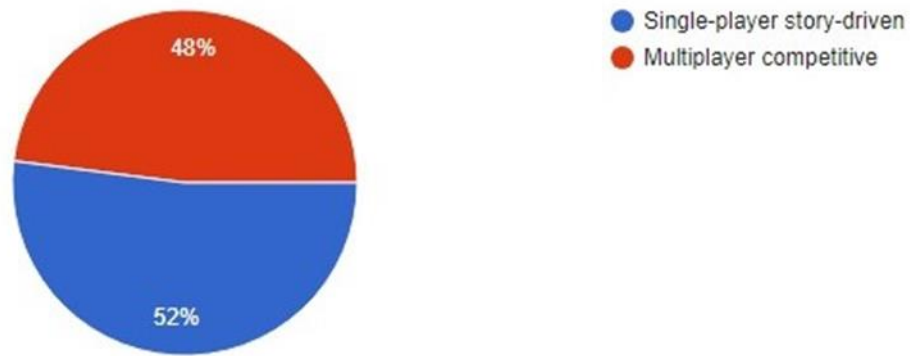


Figure 7. Gaming passion

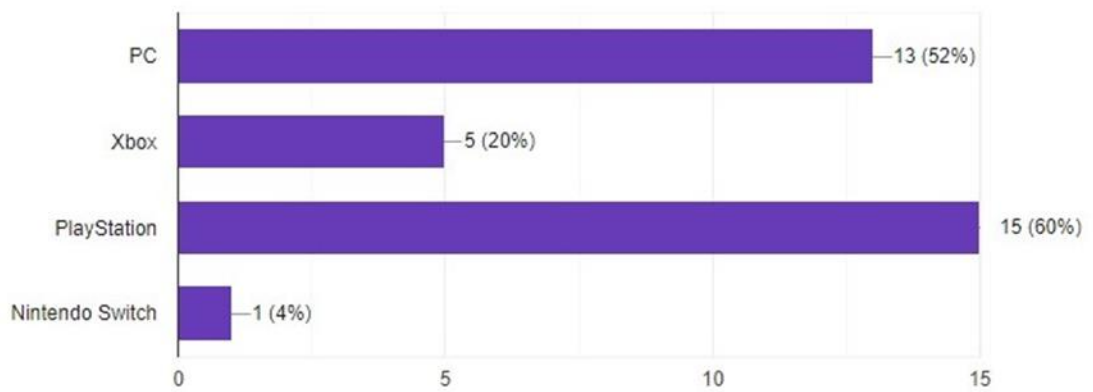


Figure 8. Gaming system used

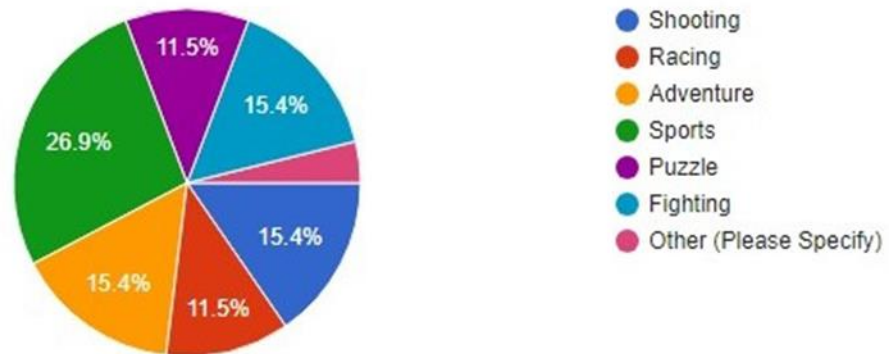


Figure 9. Genres of video games played

Furthermore, the findings regarding the weekly gaming hours are depicted in the pie chart below to offer a clearer visual representation.

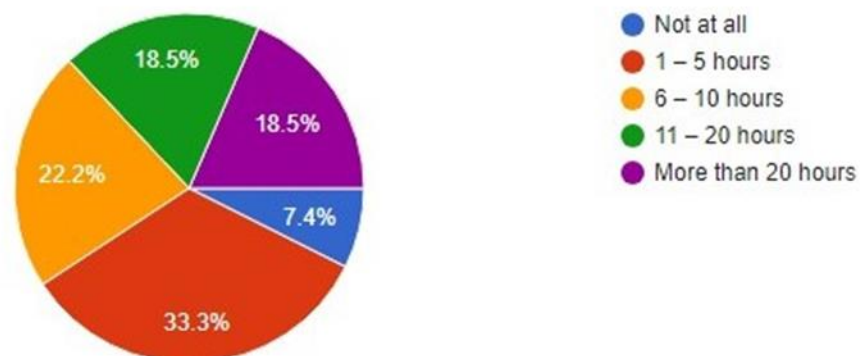


Figure 10. Hours spent in gaming

The chart illustrates that the highest proportion of gamers, (Figure 10) accounting for 33.3%, spend between 1 to 5 hours gaming per week. Following this, (Figure 10) 22.2% of gamers across various age groups dedicate 6 to 10 hours to gaming. Moreover, (Figure 10) the data indicates that gamers allocate their time to gaming in the ranges of 11 to 20 hours and more than 20 hours, each comprising 18.5% of the total. Lastly, (Figure 10) It is evident that 7.4% of gamers do not spend any time gaming

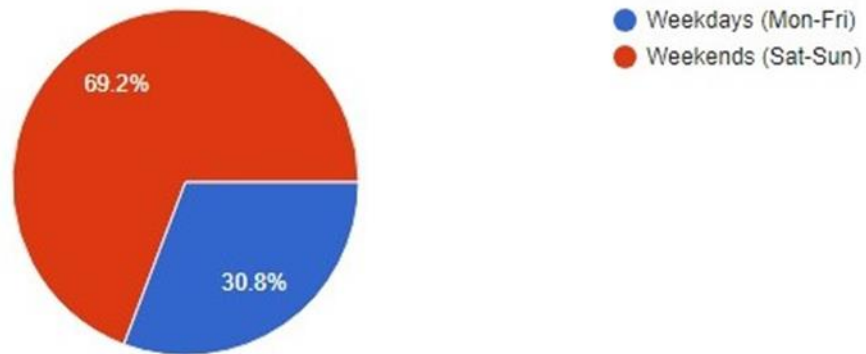


Figure 11. Visitation time

Moreover, (Figure 11) the survey results depicted in the chart above reveal that 69.2% of respondents expressed a preference for visiting a gaming centre during weekends (Saturday-Sunday), indicating a strong inclination among the majority of participants. (Figure 11) in contrast, 30.8% of respondents favoured weekdays (Monday-Friday) for their visits to gaming centres.

Furthermore, (Figure 12) regarding preferences for hourly pricing at the Award Game Centre, 74.1% of respondents prefer a price of less than €10 per hour, (Figure 12) while 25.9% opt for €10-€15 per hour. Interestingly, none of the respondents prefer a price exceeding €15 per hour. This distribution of price preferences offers valuable insights for pricing strategies and customer satisfaction initiatives at gaming centres. Such data underscores the significance of understanding customer preferences based on demographic factors to ensure effective service delivery and business operations

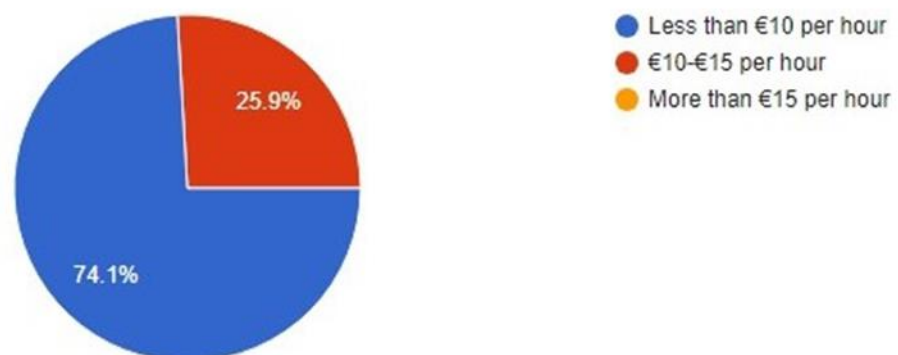


Figure 12. Hourly pricing preferences

Also, (Figure 13) in the survey responses, additional services desired at the Award Game Centre were identified as follows:

Fast-food & snacks: 32% of respondents

Drinks: 20% of respondents

Merchandise: 28% of respondents

Souvenirs: 20% of respondents

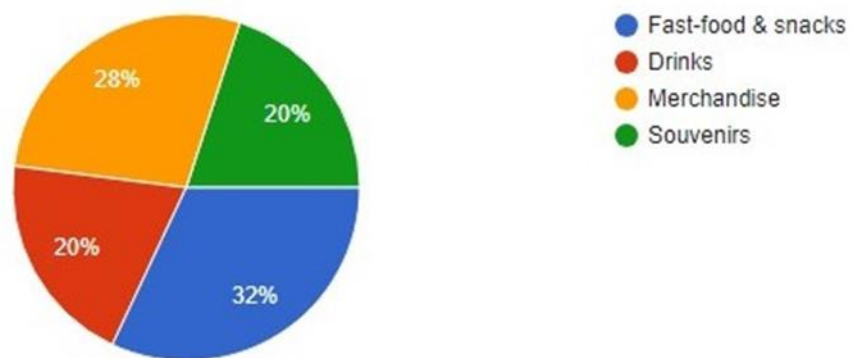


Figure 13. Additional services

These percentages represent the preferences of respondents for various supplementary services alongside video games at the gaming centre. The majority expressed interest in having fast-food and snacks available, followed closely by drinks, while merchandise and souvenirs were also noted as desirable offerings. Understanding these preferences can inform decisions on diversifying services to enhance the overall gaming centre experience.

Apart from video games, what additional services would you like to see offered at the Award Game Centre?

4 responses

Soda or coffee to drink. Snacks. Match making. Hand/manual games like pingpong, hand football etc. Music.

Dancing and singing 🎵

Ticket sales of matches

Alcohol

Figure 14. Additional services proposed by the respondents

Lastly, (Figure 15) preferences for the location of the Award Game Centre in Helsinki were as follows:

- Kamppi: 31.8% of respondents
- Kalasadama: 13.6% of respondents
- Herttoniemi: 9.1% of respondents
- Other (Please Specify): 45.5% of respondents

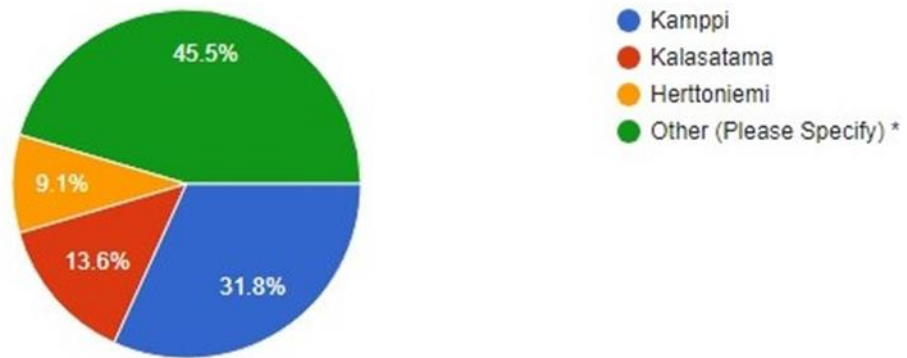


Figure 15. Location preferences

Among respondents who specified "Other" locations, (Figure 16) additional preferred areas for the gaming centre included Kallio, Kuusitie, and Kannelmaki. These alternative suggestions highlight

diverse preferences beyond the provided survey options and contribute to a comprehensive understanding of desirable locations for the Award Game Centre in Helsinki. The variety of responses underscores the importance of considering multiple potential sites to accommodate varying preferences and maximize the centre's accessibility and appeal.

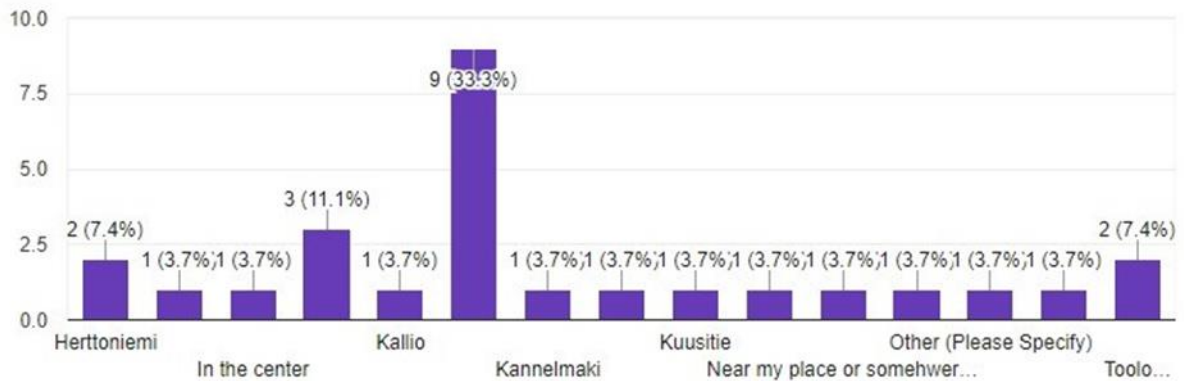


Figure 16. Alternative location choice

In summary, the primary customer demographics for the game centre are pupils (aged 13-18), students (aged 19-25), and young adults (aged 26-35). Respondents prefer a centrally located venue in Helsinki for easy accessibility, offering not only gaming entertainment services but also additional services like food and snacks, merchandise, and drinks.

5 Data analysis

5.1 Demographic analysis

-Students (19-25 years old)

Analysing the student demographic based on survey results highlights a significant target audience for the Award game centre. Students, typically aged between 19-25 years old, represent a mature and financially independent group within the context of video game entertainment services. This age group is likely to have the means and interest to invest in extended gaming experiences, making them key contributors to the gaming centre's success. Understanding students' preferences, including favoured gaming genres, preferred gaming systems, and visitation patterns, is crucial for tailoring the gaming centre's offerings to meet their specific needs and interests. This analysis emphasizes the importance of engaging students with compelling video game entertainment services to attract and retain them as valuable customers of the Award game centre

- Pupils (13-18 years old)

The pupil demographic is another significant customer segment for the gaming centre. They represent a large portion of potential customers. They have ample free time on weekends and seek activities to unwind with family and friends after a demanding week of study. Additionally, teenagers show a keen interest in video games, as evidenced by the survey responses. However, it is important to note that pupils may not independently make purchasing decisions for high-end gaming devices like Xbox or PlayStation consoles due to financial constraints. Understanding these factors is crucial for tailoring the gaming centre's offerings to appeal to pupils' leisure preferences and budgetary considerations. By offering engaging and affordable gaming experiences, Award game centre can effectively attract and cater to this demographic group.

-Young Adults (26-35 years old)

Young adults, characterized by financial independence and flexible schedules, represent a demographic that holds significant decision-making power. Unlike pupils who primarily engage in leisure activities on weekends and students who value social connections, young adults have the freedom to visit the gaming centre outside of conventional hours, such as after work or during breaks, solely for entertainment purposes. This age group's autonomy and discretionary income allow them to make spontaneous decisions to engage in recreational activities, making them a key target audience for the gaming centre's offerings. Understanding their preferences for gaming genres, preferred visitation times, and desired amenities is essential for effectively catering to the needs

and interests of young adults and maximizing their engagement with the gaming centre

5.2 Gaming preferences

Regarding gaming preferences, the survey data indicates a diverse range of gaming preferences among respondents

Firstly, there is a notable interest in single-player story-driven games, with 52% indicating a preference for this genre. This suggests a strong affinity for immersive narrative experiences among the respondents.

Secondly, when examining gaming systems, the survey highlights a significant preference for PC gaming among respondents with 52% primarily using PCs for gaming. PlayStation remains the most popular choice among the respondents with 60% using PlayStation consoles for gaming.

Thirdly, the survey data showcases diverse genre preferences. Shooting, fighting and adventure games are favoured by 15.4% of respondents reflecting an interest in action-packed gameplay. puzzle and sports games also garner significant interest, appealing to a broader range of gaming preferences.

Overall, these insights underscore the importance of offering a diverse selection of gaming experiences and platforms at Award game centre to cater to the varied preferences of the target audience.

5.3 Social interactions and visiting patterns

The survey results related to social interactions and visit patterns at gaming centres provides valuable insights into customer behaviours and expectations.

Firstly, the data indicates that a significant portion of respondents, particularly young adults (aged 26-35), value social interactions at gaming centres. This age group shows a preference for engaging in multiplayer competitive games. This suggests that gaming centres can serve as social hubs where individuals gather to compete and interact with peers.

Secondly, the survey reveals interesting visitation patterns, with majority of the respondents prefer visiting the centre during the weekends. However, Students (aged 19-25) and young adults (aged 26-35) exhibit flexibility in their visitation habits, often visiting gaming centres during weekdays after work or during breaks. This highlights the importance of offering extended operating hours to accommodate varying schedules and maximize customer engagement.

In summary, understanding social interaction preferences and visitation patterns is crucial for the author in designing gaming centre experiences that foster community engagement and cater to diverse customer needs. By offering multiplayer gaming options, flexible operating hours, and promoting group activities, Award game centre can create inclusive and welcoming environments that attract and retain customers across different age groups

5.4 Pricing

The data reveals that a majority of respondents, particularly students (aged 19-25) and young adults (aged 26-35), prefer affordable pricing for gaming experiences. 74.1% of respondents indicate a preference for hourly rates below €10, suggesting a desire for cost-effective entertainment options.

Conversely, a smaller percentage of respondents, primarily adults (aged 36-65), are willing to pay higher hourly rates ranging from €10 to €15. This indicates a segment of customers who value premium gaming experiences and are willing to invest more for enhanced services or amenities.

Overall, the survey highlights the importance of offering flexible pricing options to cater to diverse customer preferences. By providing tiered pricing structures and promotional offers, Award game centre can attract a broader customer base and maximize revenue generation. Additionally,

understanding pricing sensitivity among different age groups would enable the author to strike a balance between affordability and value, ensuring optimal customer satisfaction and business sustainability.

5.5 Additional services

The survey results regarding preferences for additional services at gaming centres provides insights into customer expectations and potential revenue streams. The data reveals that respondents across various age groups, particularly students (aged 19-25) and young adults (aged 26-35), show interest in complementary services beyond gaming. The majority express a desire for fast-food and snacks (32%) and drinks (20%) to be offered at Award game centre, highlighting the importance of catering to food and beverage preferences.

Additionally, the survey data suggests potential interest in merchandise and souvenirs, with 28% and 20% of respondents respectively indicating these as desirable offerings. This indicates opportunities for generating supplementary revenue through retail sales of gaming-related merchandise

Also, there are additional services proposed by the respondents such as dancing and singing, ticket sales for matches, hand/manual games like Ping-Pong.

Overall, offering a range of additional services aligns with customer preferences and enhances the overall gaming centre experience. By providing convenient food and beverage options, along with merchandise choices, Award game centre can create a holistic entertainment destination that encourages longer stays and repeat visits. This diversified approach not only meets customer needs but also contributes to increased profitability and customer satisfaction

5.6 Location preferences

According to the survey result, respondents prefer centrally located gaming centres in Helsinki for accessibility and convenience. Locations such as Kamppi and other specified areas as seen in the chart emerge as popular choices, reflecting a preference for areas with high foot traffic and easy transportation access. This underscores the importance of flexibility in exploring diverse location options based on customer feedback and market demand.

In summary, understanding location preferences is crucial for selecting optimal sites that maximize visibility, accessibility, and customer reach. By strategically positioning the Award game centre in high-traffic areas frequented by the target audience, the Award game centre can enhance brand visibility, attract more customers, and capitalize on market opportunities effectively.

5.7 Insights and recommendation

The overall insights from the survey data provides valuable recommendations for designing and operating a successful gaming centre in Helsinki tailored to customer preferences. To start with, the survey indicates a strong demand for gaming centres among pupils (aged 13-18), students (aged 19-25), and young adults (aged 26-35), highlighting these age groups as primary target audiences. These segments value social interactions, competitive multiplayer gaming, and affordable pricing for gaming experiences.

Secondly, the data underscores the importance of offering diverse amenities and services beyond gaming, such as fast-food, snacks, drinks, and merchandise. Respondents express interest in

these supplementary offerings, which can enhance the overall customer experience and drive additional revenue streams.

Furthermore, flexible operating hours and convenient locations are key factors driving customer engagement. With preferences for weekends, weekdays and central locations, businesses can optimize accessibility and accommodate varying schedules to attract a broader customer base. In conclusion, the survey insights recommend:

Targeting pupils, students and young adults as primary customer segments.

Emphasizing social interactions and competitive gaming experiences.

Implementing tiered pricing structures to accommodate diverse budget preferences.

Offering complementary services like food, drinks, and merchandise.

Prioritizing central and accessible locations based on customer feedback.

By leveraging these insights, Award game centre can create compelling and inclusive experiences that resonate with customers, foster community engagement, and drive sustainable business growth. Understanding and adapting to customer preferences is fundamental to building a successful gaming centre that remains relevant and competitive in the entertainment industry.

5.8 Implementation plan

Below is an implementation plan for establishing an Award game centre in Helsinki, Finland, organized in a tabular format to outline key stages and tasks according to the timeline and relevant Finnish business policies

Table 2. Implementation plan

Timeline	Stages	Tasks
May 2025	Registration	Register enterprise Inform tax information Open bank account
August 2025	Recruit Staff	Hire Administrator, Technicians, Receptionists
August 2025	Location	Search for suitable location Negotiate pricing

		Arrange water and electricity contracts Obtain necessary insurance
August 2025	Setup Location	Install game machines Set up lighting and sound-proofing Purchase and install furniture Decorate and paint interior
September 2025	Advertising & Promotion	Build website and Facebook page Engage followers on website and social media Distribute brochures
September 2025	Visual Appeal	Design business logo and posters Create business cards Implement customer loyalty program
September 2025	Testing	Test game machines Conduct lighting and audio tests
October 2025	Inauguration	Host opening event and launch the Award game center

This implementation plan outlines the necessary steps and tasks required to establish an Award game centre in Helsinki, adhering to Finnish business regulations and policies. Each stage corresponds to a specific timeline, allowing for a systematic and organized approach to launching the game centre successfully.

6 Conclusions

In this thesis, the author explored the establishment of a video game entertainment service, specifically the Award Game Centre, in Helsinki, Finland. The research journey began with a comprehensive analysis of the target audience, which includes students, young adults, and teenagers, identifying their gaming preferences, social interactions, and visitation patterns. The survey results revealed significant interest and demand among these groups for a gaming centre that offers engaging multiplayer experiences, single-player story-driven games, and a variety of gaming genres such as shooting, adventure, and sports. Etc.

Understanding the dynamics of establishing a gaming entertainment centre in Helsinki involved considering various aspects, including location preferences, pricing expectations, and additional services desired by potential customers. The analysis of social interactions highlighted the importance of creating a welcoming and inclusive environment that encourages group play and community engagement.

Regarding business sustainability and market demands, the data suggests that there is a strong market for video game entertainment services in Helsinki, particularly among the younger demographic. The findings indicate that some of the target audiences are financially independent and willing to spend on gaming experiences, making them valuable customers for the Award Game Centre.

Moving forward, the implementation plan outlined key steps for establishing the gaming centre, including business registration, location acquisition, staffing, advertising, and inauguration. Each stage is crucial for the successful launch and operation of the business, ensuring compliance with Finnish regulations and maximizing customer engagement.

In conclusion, the research underscores the viability and potential of establishing a video game entertainment service like the Award Game Centre in Helsinki. By catering to the preferences and needs of the target audience, leveraging strategic marketing, and providing exceptional gaming experiences, the business can thrive in the competitive entertainment industry. This thesis contributes valuable insights into the process of establishing and operating a gaming centre, offering practical recommendations for business success in the dynamic gaming market of Helsinki, Finland

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8 Appendix 1

Dear Helsinki Residents,

We invite you to participate in a survey to gauge interest in a video game entertainment centre in Helsinki. Imagine relaxing after a long day in the exciting atmosphere of an Award video Game Centre. Your feedback will help assess the potential for the development of this entertainment venue in Helsinki in the future.

•How old are you?

13-18 years old

19-25 years old

26-35 years old

36-65 years old

More than 65 years old

•What is your gender? *

Male

Female

Other

Do not want to express.

•What is your occupation? *

Pupil or student

Employed

Unemployed

Retired

Other

•If you are a pupil or student, at which school/university are you studying?

Primary School / Secondary School

High School / Upper Secondary School

Vocational School / College

University

•If you are a student, what describes best the nature of your study?

Part-time study

Exchange student

Bachelor

Master

PhD

•If you are employed, what is your position at your workplace?

Trainee

Staff

Supervisor

Manager

General Managers or Chief Executives

Board Member

•What games are you currently most interested in playing?

Single-player story-driven

Multiplayer competitive

•Which gaming system(s) do you primarily use?

PC

Xbox

PlayStation

Nintendo Switch

•What genres of video games do you like playing?

Shooting

Racing

Adventure

Sports

Puzzle

Fighting

Other (Please Specify) *

•On which days of the week are you most likely to visit a gaming centre?

Weekdays (Mon-Fri)

Weekends (Sat-Sun)

•How many hours per week on average do you spend on video games?

Not at all

1 – 5 hours

6 – 10 hours

11 – 20 hours

More than 20 hours

•What price range per hour would you prefer to pay at the Award Game Centre?

Less than €10 per hour

€10-€15 per hour

More than €15 per hour

•Apart from video games, what additional services would you like to see offered at the Award Game Centre?

Fast-food & snacks

Drinks

Merchandise

Souvenirs

•Which area in Helsinki should the Award Game Centre be located?

Kamppi

Kalasadama

Herttoniemi

Other (Please Specify)

Thank you for sharing your opinions and preferences.

Best regards,

Nwodo Cyprian Chizoba

Haaga-Helia University of Applied Sciences Student