

Smart learning plan (training)

Dear Anil,

These recommendations are designed to support your preparation for Module 2.

Learning objectives

- **Define Your Business Idea:** Use AI tools to clarify and define your food delivery or retail business idea, focusing on ethnic foods for immigrant communities in Finland.
- **Market Analysis:** Utilize AI for competitor and market analysis to identify opportunities and challenges specific to the ethnic food market in Finland.
- **Customer Personas:** Create detailed customer personas and map customer journeys using AI to enhance your understanding of your target audience.
- **Business Plan Refinement:** Use AI tools to analyze customer insights and refine your business plan, ensuring it aligns with market needs and customer preferences.

Assignments

Business Idea Definition:

- **Assignment:** Use a generative AI tool (like ChatGPT) to brainstorm and outline your business idea. Describe the niche you want to target and the unique selling proposition (USP) of your food delivery service.
- **Process:** Document the prompts you used to generate ideas and the responses you received. Reflect on how these ideas can be integrated into your business plan.

Market Analysis:

- **Assignment:** Conduct a PESTEL analysis of the ethnic food market in Finland using AI tools. Identify at least three key opportunities and challenges.
- **Process:** Use AI to gather data and insights, and explain the prompts and tools you used to conduct the analysis. Summarize your findings in a report format.

Customer Personas:

- **Assignment:** Create at least two customer personas for your target market using AI. Focus on demographics, preferences, and pain points related to food delivery services.
- **Process:** Use AI to generate persona profiles and document the prompts used. Map out a customer journey for one of the personas, highlighting key touchpoints.

Business Plan Refinement:

- **Assignment:** Analyze customer insights using AI tools and refine your business plan accordingly. Focus on how AI can help optimize your operations and marketing strategies.
- **Process:** Document the AI tools and prompts you used to gather insights and how they influenced your business plan revisions. Prepare a summary of the changes made.

We hope these recommendations will help you prepare for Module 2. If you have any questions, please contact your teachers.