Smart learning plan (training)

Dear Anil,

This plan is designed to support your learning during the training period and after it.

1. Learning objectives

AI Fundamentals for Food Business: Develop a working knowledge of AI tools and technologies that can specifically help you analyze the ethnic food market in Finland, with focus on immigrant communities' needs and preferences.

AI-Enhanced Market Analysis: Learn to use AI tools to identify gaps in the Finnish food delivery market, analyze competition, and understand the specific needs of immigrant communities to validate your business idea.

AI-Assisted Business Planning: Master the use of AI tools to create a comprehensive business plan for your ethnic food delivery service, including financial projections, operational strategies, and growth plans.

AI for Marketing and Customer Engagement: Develop skills to leverage AI for creating targeted marketing campaigns, building a brand identity that resonates with immigrant communities, and establishing customer engagement strategies for your food business.

2. Learning plan

Phase 1: Building AI Foundations

- Start with basic AI concepts and terminology to build confidence
- Explore free AI tools like ChatGPT, Bing AI, and Google Bard
- Practice basic prompting techniques using food business scenarios
- Learn about AI ethics and responsible use in business contexts

Phase 2: Market Research with AI

- Use AI tools to gather data on immigrant populations in Finland
- Analyze existing food delivery services and identify gaps
- Create customer personas for your target market using AI
- Generate surveys and research questions with AI assistance
- Analyze competitors in the ethnic food delivery space

Phase 3: Business Idea Development

- Use AI to brainstorm unique selling propositions for your business
- Generate and refine multiple business models with AI guidance
- Create financial projections and pricing strategies
- Develop operational plans specific to food delivery logistics
- Design a minimum viable product (MVP) concept

Phase 4: Marketing and Growth Strategy

- Learn to use AI for creating culturally relevant marketing content
- Develop social media strategies targeting immigrant communities
- Create customer retention plans using AI insights
- Design future expansion scenarios with AI assistance
- Build networking strategies to connect with potential partners and investors

3. Assignments

AI Food Market Detective: Use AI tools to research and create a one-page report on the three most underserved ethnic food cuisines in your target Finnish city. Include potential customer demographics, competition analysis, and preliminary pricing strategy.

Menu Mastermind: Use AI to help you design a sample menu for your food delivery service that balances authenticity, local ingredient availability, and profitability. Create a visual menu with descriptions in both Finnish and English.

Customer Journey Mapping: With AI assistance, create a visual customer journey map for your food delivery service from discovery to repeat purchase. Identify potential pain points and how your service will address them specifically for immigrant customers.

Social Media Starter: Use AI tools to generate a month's worth of social media content ideas for your ethnic food delivery business, including post concepts, hashtags, and engagement strategies that would appeal to both immigrant communities and Finnish customers.

4. Your mini-project

"Taste of Home" Business Launch Plan

Create a comprehensive business launch plan for your ethnic food delivery service using AI tools at every stage:

- Use AI to conduct market research on specific immigrant communities in your city
- Develop a unique business model that addresses cultural food preferences
- Create a financial plan including startup costs and revenue projections
- Design a marketing strategy targeting both immigrant communities and local Finnish customers
- Build a technology implementation plan (app/website/ordering system)
- Outline partnerships with local ethnic food suppliers and restaurants
- Create a 6-month roadmap for business launch and initial growth

Present your plan as if pitching to potential investors or partners, highlighting how AI helped you develop a more robust business strategy.

5. Tips

Leverage Your Cultural Background: Your understanding of Indian culture and cuisine is a significant advantage. Use AI to help you translate this cultural knowledge into business opportunities.

Start Small, Think Big: Begin with a focused offering (perhaps specializing in one cuisine or neighborhood) that you can execute well, then use AI to help plan expansion.

Use Your Restaurant Experience: Your current job provides valuable insights into the food industry. Document observations about operations, customer preferences, and pain points to feed into your AI prompts.

Language Bridge: Use AI translation tools to help create multilingual marketing materials that reach both Finnish customers and various immigrant communities.

Community First: Focus on building community around your business. AI can help you design engagement strategies that foster loyalty among immigrant customers who miss foods from home.

Continuous Learning: Set aside 30 minutes daily to practice with AI tools. The more you use them, the more effective your prompts will become.

Connect Learning to Real Life: For every concept you learn, immediately think about how it applies to your food delivery business idea.

We hope you have a fruitful learning period. If you have any questions, please contact teachers.