

# Smart learning plan (training)

Dear Anil,

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

## 1. Learning objectives

### Module 1: Understanding AI basics

- Develop foundational AI knowledge to help you analyze the ethnic food market in Finland and identify opportunities for your food delivery/retail business
- Learn to use basic AI tools that can help overcome resource limitations as a young immigrant entrepreneur
- Master prompt design techniques to extract relevant information about the Finnish food industry and immigrant communities' needs

### Module 2: AI for Business Planning

- Apply AI tools to refine your ethnic food delivery/retail business concept and identify your unique value proposition in the Finnish market
- Use AI to conduct comprehensive market analysis of the food delivery landscape in Finland, with special focus on immigrant communities
- Develop detailed customer personas for your target market (immigrant communities) and map their food purchasing journey using AI assistance

### Module 3: Business Prompting Workshop

- Create professional business materials for your ethnic food business that appeal to both Finnish locals and immigrant communities
- Develop a custom GPT specialized in food industry insights and immigrant market analysis in Finland
- Learn to validate AI-generated business information against reliable sources for your food delivery/retail concept

### Module 4: AI for Business Success

- Design AI-powered marketing campaigns that effectively reach immigrant communities in Finland
- Develop AI-assisted customer service strategies that accommodate cultural and language differences

- Use AI to identify potential partnerships with local restaurants, suppliers, and community organizations for your ethnic food business

## 2. Your tailored learning plan

### For Module 1: Understanding AI basics

1. Start by exploring ChatGPT, Bard, and Claude to understand their different capabilities
2. Practice using these tools to research the food delivery market in Finland, focusing on:
  - Current players in the market
  - Gaps in serving immigrant communities
  - Regulatory requirements for food businesses
3. Learn basic prompt engineering by creating increasingly specific prompts about ethnic food preferences among immigrant communities
4. Explore ethical considerations around using AI for market research and customer data collection in the food industry

### For Module 2: AI for Business Planning

1. Use AI tools to brainstorm and refine at least 3 variations of your ethnic food business concept
2. Conduct a PESTEL analysis of the Finnish food delivery market with AI assistance, paying special attention to:
  - Cultural factors affecting food preferences
  - Economic considerations for immigrant communities
  - Technological infrastructure for food delivery
3. Create 3-5 detailed customer personas representing different segments of your target market
4. Map the customer journey for each persona from discovering your service to becoming a repeat customer
5. Begin drafting your business plan with AI guidance, focusing on your unique value proposition

### For Module 3: Business Prompting Workshop

1. Create a pitch deck for your ethnic food business using AI-powered design tools
2. Develop a simple website mockup or social media content strategy using AI content creation tools
3. Compare outputs from different AI tools to identify which provides the most relevant information for the food industry
4. Build a custom GPT with:
  - Knowledge of Finnish food regulations
  - Understanding of immigrant communities in Finland

- Expertise in food delivery logistics and operations

## **For Module 4: AI for Business Success**

1. Design a marketing campaign targeting specific immigrant communities using AI-generated content in multiple languages
2. Develop AI-powered customer service scripts that address common questions and concerns
3. Use AI to identify potential partnership opportunities with:
  - Local ethnic restaurants
  - Community organizations serving immigrants
  - Food suppliers and distributors
4. Create future scenarios for your business using AI to anticipate:
  - Changing food preferences
  - Evolving technology in food delivery
  - Growth opportunities beyond your initial market

## **3. Extra Assignments**

### **Assignment for Module 1**

**Cultural Food Preference Analysis** \* Use at least two different AI tools to research food preferences among 3 immigrant communities in Finland \* Compare the results and identify gaps or opportunities in the current market \* Document the prompts you used, how you refined them, and which tool provided the most useful information \* Create a one-page summary of your findings that could inform your business concept

### **Assignment for Module 2**

**Competitor Strength-Weakness Analysis** \* Identify 3-5 existing food delivery services in your target area \* Use AI to analyze their strengths and weaknesses from the perspective of immigrant customers \* Create a visual comparison chart using AI-assisted design tools \* Explain how you prompted the AI to provide objective analysis rather than biased information \* Identify at least 3 specific opportunities where your business could outperform competitors

### **Assignment for Module 3**

**Multilingual Menu Creator** \* Design a sample menu for your ethnic food business using AI content creation tools \* Use AI to translate the menu into Finnish and 2-3 languages common among your target immigrant communities \* Create culturally appropriate descriptions that explain unfamiliar dishes to Finnish customers \* Document which AI tools you used for translation and content creation, including your prompting strategy \* Get feedback from at least one native speaker of each language

on the AI's translation quality

## Assignment for Module 4

**AI-Powered Community Engagement Plan** \* Use AI to develop a community engagement strategy for your business launch \* Create sample social media posts in multiple languages that announce your business \* Design a loyalty program specifically appealing to immigrant communities \* Develop a simple chatbot script that can answer basic questions about your business in at least two languages \* Explain which AI tools you used and how you prompted them to ensure cultural sensitivity

## 4. Tips

**Leverage your restaurant experience:** Your current job gives you insider knowledge of the food industry. When using AI tools, incorporate specific observations from your workplace to get more relevant outputs.

**Start small, think big:** Focus initially on a specific immigrant community you understand well (perhaps the Indian community) before expanding. Use AI to help you develop a phased growth plan that matches your resources.

**Bridge cultural gaps with AI:** Use AI translation and cultural adaptation tools to help you communicate effectively with both Finnish customers and various immigrant communities.

**Combine AI insights with personal connections:** While AI can provide market analysis, supplement this with real conversations in immigrant communities. Share these insights with AI to get even more tailored business advice.

**Document your AI learning journey:** Keep a log of useful prompts and AI techniques that work well for food business planning. This will become a valuable resource as you build your business.

**Don't be afraid to experiment:** As a young entrepreneur, you have time on your side. Use AI to rapidly test different business concepts and marketing approaches before committing significant resources.

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