

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 support your ethnic food delivery/retail business concept in Finland
- Learn to use basic AI tools that can help overcome resource limitations as a young immigrant entrepreneur
- Understand how AI can assist in identifying market opportunities within the immigrant community food sector

Module 2: AI for Business Planning

- Apply AI tools to refine your ethnic food business concept and identify your unique value proposition
- Use AI to conduct market analysis of the Finnish food delivery/retail landscape with focus on immigrant communities
- Develop detailed customer personas for your target market (both Finnish locals and immigrant communities)

Module 3: Business Prompting Workshop

- Master AI prompting techniques to generate culturally appropriate marketing content for your ethnic food business
- Learn to use AI tools to navigate Finnish business regulations and tax requirements for food businesses
- Create a compelling pitch deck that highlights the unique aspects of your ethnic food business concept

Module 4: AI for Business Success

- Develop AI-powered marketing strategies specifically for ethnic food businesses in Finland
- Design AI-enhanced customer service solutions that address language barriers in your target market

- Use AI to identify potential partnerships with local businesses and immigrant community organizations

2. Your tailored learning plan

For Module 1: Understanding AI basics

1. Start by exploring free AI tools like ChatGPT, Bing AI, and Google Bard to understand their basic capabilities
2. Practice using these tools to research successful ethnic food businesses in Nordic countries
3. Learn to craft basic prompts that help you gather information about food delivery regulations in Finland
4. Experiment with image generation tools to visualize your business concept
5. Document ethical considerations specific to using AI in food business marketing (avoiding stereotypes, ensuring cultural sensitivity)

For Module 2: AI for Business Planning

1. Use AI tools to analyze the competitive landscape of ethnic food delivery in your local area
2. Create a PESTEL analysis focusing on factors affecting immigrant-owned food businesses in Finland
3. Develop 3-5 detailed customer personas representing different segments of your target market
4. Map the customer journey for both Finnish and immigrant customers ordering ethnic food
5. Use the insights gathered to draft the first version of your business plan with AI assistance

For Module 3: Business Prompting Workshop

1. Practice creating structured prompts that generate culturally accurate information about ethnic cuisines
2. Use AI to help translate business materials between Finnish, English, and Hindi
3. Research Finnish food business regulations and use AI to simplify complex legal information
4. Create a custom GPT focused on ethnic food business planning in Finland
5. Develop a compelling pitch deck that highlights your unique value proposition and market opportunity

For Module 4: AI for Business Success

1. Design a marketing campaign that resonates with both Finnish locals and immigrant communities
2. Create sample social media content in multiple languages using AI translation tools

3. Develop a simple AI chatbot concept that could handle basic customer inquiries in multiple languages
4. Use AI to identify potential partnership opportunities with local businesses and community organizations
5. Finalize your business plan incorporating all insights and feedback gathered throughout the program

3. Extra Assignments

Assignment for Module 1

Cultural Food Market Research Assistant Use at least two different AI tools to research the most popular ethnic cuisines in Finland and identify potential gaps in the market. Create a one-page report comparing the results from different AI tools and explaining which prompts gave you the most useful information. Include screenshots of your interactions with the AI tools.

Assignment for Module 2

Immigrant Food Entrepreneur Persona Builder Use AI to help you create a detailed profile of a typical immigrant family in Finland seeking authentic ethnic food. Then, create a second profile of a Finnish local interested in exploring international cuisines. For each persona, include demographics, preferences, pain points, and buying behaviors. Document which AI tools and prompts you used to develop these insights.

Assignment for Module 3

Multilingual Menu Creator Use AI tools to help you create a sample menu for your ethnic food business in three languages: Finnish, English, and one other language relevant to your target immigrant community. The menu should include culturally authentic descriptions of dishes and accommodate dietary restrictions common in Finland. Document your prompt engineering process and how you verified cultural accuracy.

Assignment for Module 4

AI-Powered Community Engagement Strategy Develop a strategy for using AI to identify and engage with immigrant community organizations and events in Finland where you could promote your business. Create a calendar of potential community events and outline how you would approach each one. Include examples of culturally appropriate marketing messages generated with AI and explain which tools and prompts you used.

4. Tips

Leverage your restaurant experience: Your current job gives you valuable insights into the Finnish food service industry. Take note of operational challenges and customer preferences that could inform your business plan.

Build a bilingual AI workflow: Since you're advanced in English but still learning Finnish, use AI tools to help bridge language gaps when researching Finnish regulations or creating bilingual marketing materials.

Start small and focused: Consider beginning with a specialized food delivery service targeting a specific immigrant community you're familiar with before expanding to broader markets.

Use AI to compensate for limited networks: As a newcomer to Finland with limited professional networks, use AI tools to identify potential mentors, community organizations, and business support services specifically for immigrant entrepreneurs.

Document your cultural knowledge: Your understanding of authentic ethnic cuisines is a valuable asset. Use AI to help you articulate this knowledge in your business materials in ways that appeal to both immigrant communities and Finnish locals.

Balance AI assistance with personal connection: While AI can help overcome many challenges, remember that food businesses thrive on personal connections. Use the time saved by AI to focus on building relationships within your target communities.

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