

Smart learning plan (training)

Dear Miguel,

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

Learning objectives

- **Define Your Business Idea:** Use AI tools to clarify and articulate your fusion café concept, focusing on how Brazilian flavors can be integrated with Finnish ingredients.
- **Conduct Market Analysis:** Utilize AI for competitor analysis in the food and beverage industry in Finland, identifying potential opportunities and challenges for your café.
- **Create Customer Personas:** Develop customer personas that reflect your target audience for the café, using AI to gather insights on customer preferences and behaviors.
- **Refine Your Business Plan:** Leverage AI tools to create a draft of your business plan, incorporating insights from your market analysis and customer personas.

Assignments

Business Idea Definition:

- Use a generative AI tool (like ChatGPT) to brainstorm and outline your café concept.
- Prompt: "Help me create a unique café concept that combines Brazilian flavors with Finnish ingredients. What dishes and drinks could I offer?"
- Document the process and the ideas generated.

Market Analysis:

- Conduct a PESTEL analysis using AI to understand the external factors affecting the food and beverage industry in Finland.
- Prompt: "What are the political, economic, social, technological, environmental, and legal factors impacting the café industry in Finland?"
- Summarize your findings and reflect on how they relate to your business idea.

Customer Personas:

- Use AI to create at least three customer personas for your café.
- Prompt: "Generate customer personas for a fusion café targeting young adults in Finland who enjoy trying new food experiences."
- Present the personas and explain how they will influence your business strategy.

Business Plan Draft:

- Utilize a custom GPT tool to draft the first version of your business plan, incorporating insights from your previous assignments.
- Prompt: "Create a business plan outline for a fusion café that includes market analysis, customer personas, and a unique value proposition."
- Review and refine the draft based on feedback from peers or mentors.

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