

# 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 business planning in Finland, focusing on tools that can help overcome language barriers and cultural differences in the market.
- Learn to use AI tools to research Finnish food regulations, immigrant food preferences, and local competition in the food delivery/retail space.

### Module 2: AI for Business Planning

- Apply AI tools to analyze the Finnish food delivery and ethnic food retail market, identifying specific opportunities for serving immigrant communities.
- Develop detailed customer personas for your target immigrant communities in Finland, understanding their food preferences, ordering habits, and pain points.

### Module 3: Business Prompting Workshop

- Create compelling marketing materials that effectively communicate your ethnic food business value proposition to both immigrant communities and Finnish customers.
- Design a custom GPT that can help you navigate Finnish business regulations and translate food-related content between Hindi, English, and Finnish.

### Module 4: AI for Business Success

- Develop AI-powered marketing strategies specifically designed to reach immigrant communities in Finland through appropriate channels and culturally resonant messaging.
- Create a comprehensive business plan for your ethnic food delivery/retail concept that addresses unique challenges and opportunities in the Finnish market.

## 2. Your tailored learning plan

### For Module 1: Understanding AI basics

1. Start by exploring basic AI tools like ChatGPT, Bing AI, and Google Bard to understand their different capabilities.
2. Practice using these tools to research Finnish food business regulations and requirements for immigrants starting businesses.
3. Learn prompt design by creating specific questions about ethnic food preferences among immigrant communities in Finland.
4. Experiment with image generation tools to visualize your food delivery/retail concept.
5. Research ethical considerations around using AI for targeting specific ethnic communities and handling cultural food traditions.

## **For Module 2: AI for Business Planning**

1. Use AI tools to conduct a PESTEL analysis of the Finnish food delivery market, with special focus on social and cultural factors affecting immigrant communities.
2. Create detailed profiles of 3-4 competitor businesses serving ethnic food markets in Finland.
3. Develop customer personas for different immigrant groups you plan to serve, using AI to help identify their specific needs.
4. Map the customer journey for ordering ethnic food in Finland, identifying pain points where your business can improve the experience.
5. Begin drafting your business plan with AI assistance, focusing on your unique value proposition for immigrant communities.

## **For Module 3: Business Prompting Workshop**

1. Learn advanced prompting techniques to get more accurate information about Finnish business regulations for food businesses.
2. Practice creating bilingual or multilingual content for your business using AI translation capabilities.
3. Design a pitch deck that effectively communicates your business concept to potential Finnish investors or partners.
4. Create a custom GPT with knowledge about ethnic food preparation, Finnish food regulations, and multilingual capabilities.
5. Test different AI tools for their accuracy in providing information about Finnish business practices and food regulations.

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

1. Develop a marketing strategy that uses AI to identify the best channels to reach immigrant communities in Finland.

2. Create sample social media content in multiple languages that resonates with your target customers.
3. Design an AI chatbot concept that could help customers place orders in their preferred language.
4. Use AI tools to forecast trends in ethnic food preferences and delivery services in Finland.
5. Finalize your business plan with detailed financial projections and implementation timeline.

### 3. Extra Assignments

#### Assignment for Module 1: Cultural Food Dictionary

Create an AI-generated visual dictionary of ethnic food terms in Hindi, English, and Finnish. Use ChatGPT to generate the translations and descriptions, then use an image generation tool like DALL-E or Midjourney to create visual representations of each dish. Document which prompts worked best for accurate cultural representations and which ones needed refinement.

#### Assignment for Module 2: Immigrant Food Preferences Analysis

Use AI tools to analyze social media conversations and reviews about ethnic food in Finland. Create a report identifying the most popular dishes, common complaints, and unmet needs among immigrant communities. Document your process, including which AI tools you used, what prompts you created, and how you verified the information's accuracy.

#### Assignment for Module 3: Multilingual Restaurant Menu Creator

Design a system using AI that can quickly generate attractive, culturally appropriate restaurant menus in multiple languages (Hindi, English, Finnish). The system should maintain accurate translations while adapting descriptions to appeal to different cultural preferences. Explain how you prompted the AI to understand cultural nuances and food terminology across languages.

#### Assignment for Module 4: AI-Powered Delivery Route Optimizer

Create a concept for an AI tool that would optimize delivery routes for ethnic food delivery in Finnish cities, considering factors like clustering deliveries by neighborhood demographics, food temperature maintenance, and efficient routing. Use AI to help you design this concept and create a simple prototype or mockup. Document the prompts you used to generate this business solution.

### 4. Tips

**Leverage your restaurant experience:** Your current job gives you insider knowledge of food service operations. Take note of inefficiencies or customer pain points that your AI-enhanced business could solve.

**Build a bilingual advantage:** Use AI tools to help bridge language gaps. Your Hindi and English skills are valuable assets - AI can help extend your reach to Finnish-speaking customers while maintaining authentic communication with immigrant communities.

**Start small and specific:** Rather than trying to serve all immigrant communities immediately, use AI to identify one or two underserved ethnic groups where you can build a strong reputation before expanding.

**Connect with your community:** Use social media groups for Indians and other immigrants in Finland to conduct informal market research. AI can help you analyze these conversations for business insights.

**Embrace your unique perspective:** As a young immigrant entrepreneur, you bring a fresh perspective to the Finnish market. Use AI tools to help articulate your unique value proposition and cultural insights.

**Practice daily:** Even just 15 minutes per day experimenting with AI tools will quickly build your confidence and skills. Try generating one new business idea or solution each day using different AI prompts.

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