



CULTURAL BUSINESS TRAINING
PRESENTS

STARTER GUIDE FOR FOOD BUSINESS

This guide provides information on how to proceed when you are interested in establishing a food business in Tampere.



DEDICATED TO COOKS OF
CULTURAL BUSINESS TRAINING GROUP SPRING 2020

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SPECIAL EDITION

Dedicated to cooks actively involved in CBT project

Who they are and where to find them?



A concept of series of gatherings, events and workshops related to entrepreneurial food field

The concept provides immigrant entrepreneurs wanting to start a business in Finland with relevant information and tools. The initial focus is food business, however performers and craft makers are also welcome to join.

Activity includes writing business plan, dealing with Finnish regulations, planning your business, tips from successful business owners, marketing and sales consultation and much more. The approach is friendly while professional.



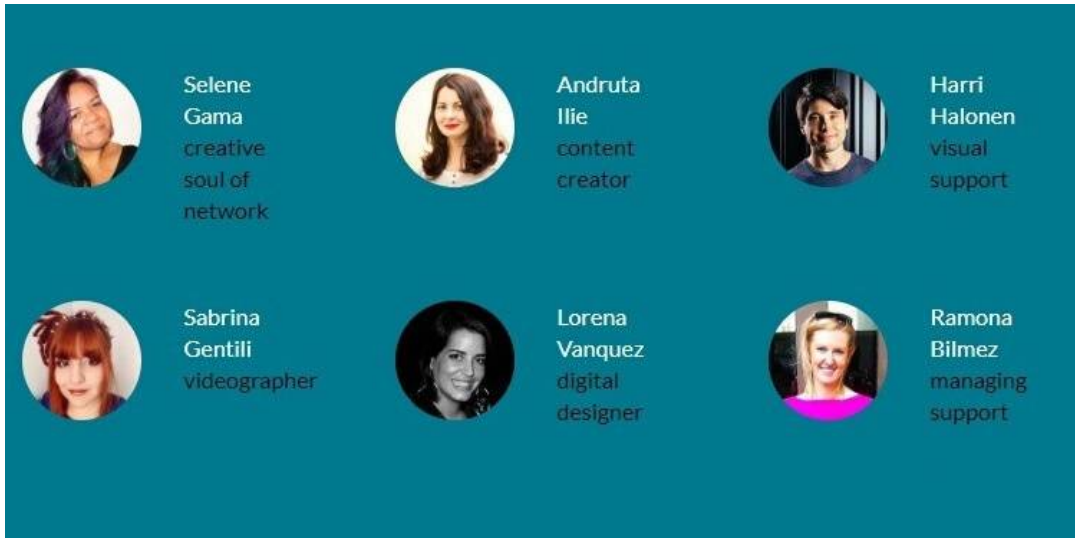
For any additional questions and details culturalbusinessstraining@gmail.com

Cultural Business Training
FB: [culturalbusinessstraining](https://www.facebook.com/culturalbusinessstraining)
IG: [cultural_business_training](https://www.instagram.com/cultural_business_training)
WEB: www.cbttampere.com

CBT has produced series of videos related to topics of food business activity. They can be found in our Facebook page.

WHERE PASSION AND SUPPORT UNITE..

A HUGE THANKS TO OUR CREW MEMBERS
TO MAKE THIS HAPPEN!



A HUGE THANKS TO THOSE, WHO BELIEVED IN US!



crazy town



TRIBE
TAMPERE

FOOD CONTROL AUTHORITY

Food control supervises food and its preparation, food processing, import, export, marketing, transport, trade, serving or other delivery, as well as self-monitoring by food business operators.

PLANNING THE OPERATION

Starting the operation of new food premises, a significant change in operations, the interruption or termination of operations or a change of operator all require submitting a notification no later than four weeks prior to the commencement of operations.

In planning activities, it is a good idea to ask the health or food inspector for advice at the **local food control and monitoring department** (contact information provided below). If you intend to make structural changes in food premises, you must also contact the **Building Control Department** rakennusvalvonta@tampere.fi and the **Rescue Department** palotarkastus@tampere.fi.

HYGIENE PASSPORT

An employee who handles perishable, unpackaged food in a food premises **must have a health certificate and a hygiene passport**.

A health certificate can be obtained from an occupational health service or health center. Hygiene passport can be obtained by passing a hygiene passport test prepared by the Food Agency.

WHEN THE NOTIFICATION IS NOT REQUIRED

When the operational risks are low for food safety and:

- the food business takes place in the same premises as the other food related business activities carried out by the operator.
- the operator is a private person (for example, a person occasionally bakes and sells pastries at the market, pop-up restaurant activities)
- The activity cannot be considered as a business (for example, the sale days at school or sports club).

USEFUL LINKS

Finnish Food Authority <https://www.ruokavirasto.fi/en/>

Finnish Food Authority instructions in other languages than Finnish (Turkish, Chinese, Russian, Arabic) <https://bit.ly/3cYDGRj>

City of Tampere Food control department (in Finnish) <https://bit.ly/3f47opG>

Restaurant Business ABC <https://bit.ly/2zGvbfm>

Oiva evaluation <https://bit.ly/2yT8Z1f>

CUSTOMER SERVICE OF LOCAL FOOD CONTROL AND MONITORING DEPARTMENT IN TAMPERE

elintarvikevalvonta@tampere.fi
Mondays and Wednesdays from 9:30-11 AM
050 327 6325

BUSINESS PLANNING

YOU NEED TO HAVE A BUSINESS PLAN!

You make a business plan for yourself

Business plan shows to others that you know what you are doing. With the help of business plan you can evaluate personal abilities to be an entrepreneur as well as define business goals and methods.

Business plan describes the business environment, consider risks and ways to avoid them. With the help of business plan, calculations of income and costs come clear. You can estimate finances, personnel and other resources.

Content of the business plan:

- Description of business idea
- Marketing and sales strategy
- Production strategy
- Personnel plan
- Financial planning and monitoring
- Risk evaluation
- Vision and main goals
- Entrepreneur's personal file and goals

PLANNING PATH

INDIVIDUAL WORK

MY ENTERPRISE FINLAND oma.yrityssuomi.fi

A tools for planning a business operations and testing skills needed for it.

BUSINESS TAMPERE YRITYSTULKKI www.yritystulkki.fi

Business planning guide with necessary forms.

CITY OF TAMPERE

Consultancy of entrepreneurship opportunities, light entrepreneurship and billing services. Follow the link for upcoming session dates: www.tribetampere.com

MEET AN EXPERT

ENSIMETRI www.ensimetri.fi

Experts at your service for giving advice for starting a business.

YRITTÄJYYSBUUSTI www.palvelualusta.fi

Platform offering guidance on developing business idea by different business professionals.

FINANCING

FINNVERA www.finnvera.fi

Government owned "bank", which give loans and warranty to banks also for starting companies.

BANKS

There are several options for financial organisations. Be sure to discuss the business financing with more than one bank.

TE-OFFICE www.te-palvelut.fi

Startup grant support for new entrepreneur.

SPECIAL THANKS TO MIKKO PESONEN

Mikko has 18 years of consulting experience. Core expertise on new idea development, new company establishment, innovation, marketing service business, market research field. <http://businessengine.fi/>

business engine 

BUILDING YOUR COMPANY'S ONLINE PRESENCE

DIGITAL MARKETING

In the past, setting up a website was enough to be "present". Nowadays not only needs to be well designed, have good imagery, but also be on social media channels as well.

WHAT "ONLINE PRESENCE" MEANS AND WHY IS IT IMPORTANT?

Online Presence means online organization. Consistent and updated information across your social media channels. Relevant and interesting content about your company for your customers. It helps them learn about your reputation before making purchase.

THINGS TO TAKE INTO CONSIDERATION WHEN PRESENTING YOUR BUSINESS ONLINE

- Google your company's name
- Plan your SoMe channels
- Keep name consistency
- Post regularly
- Ask for reviews
- Keep an eye on the competition
- Update info across all platforms

Engage with customers on Google for free

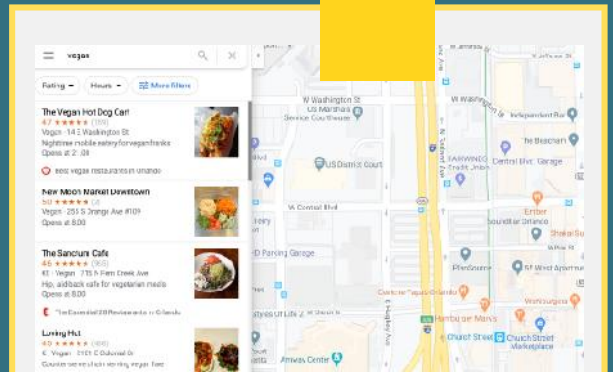
With a Google My Business account, you get more than a business listing. Your free Express Profile lets you easily connect with customers across Google Search and Maps.

Manage now



SET UP YOUR GOOGLE MY BUSINESS

MAKE YOURSELF VISIBLE ON GOOGLE MAPS



CREATE AND TAKE CARE OF YOUR SOCIAL MEDIA CHANNELS

Building an online presence requires effort, but over time it will pay off with increased sales and better brand awareness in your industry.

SPECIAL THANKS TO DEREK CORRÊA

Derek represents IMAGEM Creative Studio, which is in essence a combination of cool hunting, digital marketing, photography, web design and branding. <https://imagem.is/>

IMAGEM
IMAGEM
IMAGEM

SPECIAL EDITION

456 Degrees

Pizza has always been my favourite food (isn't it everyone's?!) Here in Tampere I take my mobile pizza trailer to different places to cook awesome Neapolitan style pizzas. I use a mixture of organic local and Italian ingredients, so the pizzas are healthy and tasty cooked at over 400 degrees to give an authentic Neapolitan taste!!



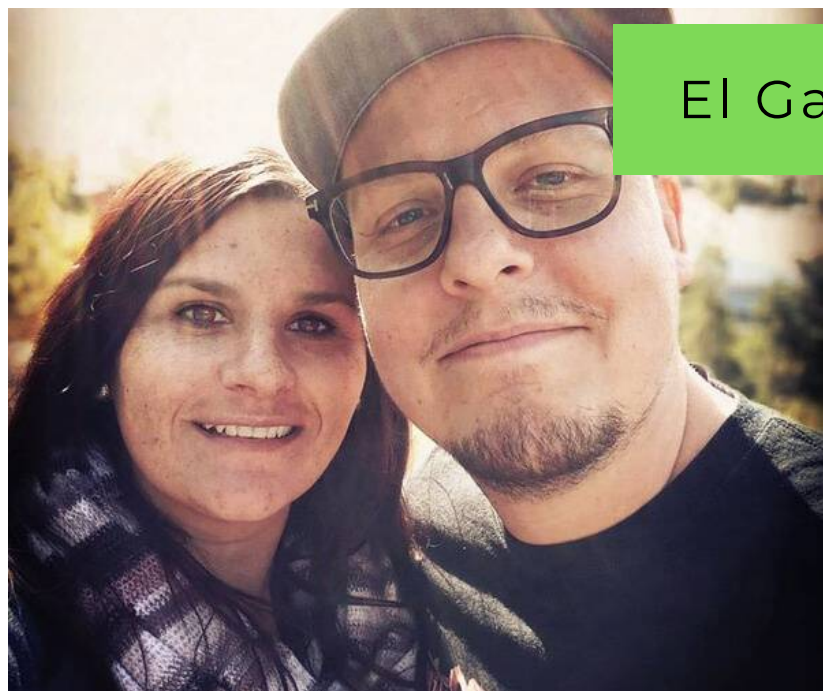
<http://www.456degrees.fi/>



456Degrees



456DegreesPizzaTmp



El Gato Hot Sauce

El Gato Hot Sauce Company is a concept that we're working on right now. Our goal is to bring our take on sauce flavors to the Tampere food scene and bring people together over something everyone has in common. Good food, good people, good times.



SausyGato



elgatosauce

Em's kitchen

Our mission is to bring awareness of Vietnamese cuisine and food culture to Tampere, get people to want to experience Vietnamese food and finally fall in love with this healthy and delicious cuisine. In addition, we would like to contribute to the diversity of cuisines in Tampere city.



Em's Kitchen
A Taste of Vietnam



<http://emskitchen.fi/>



EmsKitchenFinland



emskitchenfinland



Em's Kitchen - A Taste of Vietnam

Indian Kitchenette



Indian food provides a unique experience that many people would remember for their entire lives. IndianKitchenette aims to get more people to experience the wide variety of regional and traditional cuisines native of India. Our catering will help you celebrate your special occasions, party with friends, or just get together to enjoy and lose yourself in the exotic flavours of Indian food.



www.indiankitchenette.weebly.com



indiankitchenette

Sausages Finland

We are a husband and wife team originally from South Africa. We produce artisan full meat raw sausages, meatballs, dried meat and pre-spiced mincemeat. Our sausages are frozen directly after production as they contain no artificial preservatives and are nitrite and nitrate free. This also gives our product a much longer life span and reduces unnecessary wastage..



www.sausages.fi



Sausages Finland



Sausages Finland



Syyria nam nam

Kykyni maistaa aromit auttoivat minua saavuttamaan ruokieni selkeän maun, josta asiakkaamme pitävät. Olemme perustaneet pienyrityksen Syyria nam nam, joka tarjoaa catering-palveluita tapahtumiin, juhliin tai vain hemmotellaksesi itseäsi ja perhettäsi, Itämaisen ruuanlaiton opetuksen lisäksi.



[syrianamnam](https://www.facebook.com/syrianamnam)



[syrianamnam](https://www.instagram.com/syrianamnam)

Tapioca Soul

6 of June 2018 was the day we land at Tammelantori with Tapioca Soul trailer project and concept. Has been a big learning process and attending a cooking school became also part of it but most important has been the experience and support from friends, family and customers to keep improving. Our goal is to be able to work all year round with food services as catering and host at home events like "dinning with us.



www.tapiocasoul.com



[tapiocasoul](https://www.facebook.com/tapiocasoul)



[tapiocasoul](https://www.instagram.com/tapiocasoul)



Tammelän Puistokatu 27, Tampere



The Food Palace

The Food Palace is a fusion between Western and Asian. We will meet the demand of customers taste through our own developed recipes.



[TheFoodPalaceFinland](https://www.facebook.com/TheFoodPalaceFinland)

Material is gathered based on information provided by experts in Cultural Business Training organized sessions:

Food Control Authority

- Anna-Mari Mansikkaviita / The City of Tampere

Business Planning

- Mikko Pesonen / Business Engine
- Sohel Munsil / Crispy Mania

Digital Marketing

- Derek Correa / IMAGEM creative studio

Arrangements:

- Ramona Bilmez / The City of Tampere

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- cover photo by Jukka Salminen
- introduction photo by Kari Savolainen
- from the personal archive of presented person