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**LAUREA**  
UNIVERSITY OF APPLIED SCIENCES

*University of Applied Science Hamburg*  
*Faculty of Life Science*

***Bachelor-Thesis:***  
***Multisensory Design in Bar Laurea***

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## **Abstract**

Nowadays importance of sense marketing is increasing because of too many visual and acoustic stimuli in our environment. Humans cannot pay attention to all these attractions. Bar Laurea considers this project as an opportunity to improve their image for students, visitors and Laurea staff. Advantage for Bar Laurea in having a multisensory design could be: having an innovative service concept which is well accepted in customers view and is a place where customers enjoying to stay. The amount of customers will increase and the income because customers prefer Bar Laurea instead other possibilities.

This thesis is written about the internship-project "Multisensory Design in Bar Laurea" in Finland. The internship was held in the Sid Lab International at the Laurea University of Applied Science. Research had to be done about "Multisensory Design", "Sense Marketing" and "Neuromarketing". Marketing research methods were used to create customer profiles of the target group and make a test lab observation. The main goal in the thesis was to find information's about multisensory design and figure out which possibilities would be the best for Bar Laurea.

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## 1. Introduction

This thesis deals with the project: “Multisensory design for Bar Laurea” which was part of my internship in Sid Lab International in Laurea University of Applied Science in Espoo, Finland. The applicant is Bar Laurea. Bar Laurea sees an importance in having “Multisensory design” for innovation and improvement of their service and presence. In this document I write about theory of Sense Marketing, Neuromarketing and Multisensory Design, plan of the project, used research methods and critical consideration of the project process, which are important to have a successful project.

In 2010 I did my Internship in the Sid Lab international at the Laurea University of Applied Science. My project was about multisensory design in Bar Laurea. The Bar Laurea includes canteen, café and a restaurant of the Laurea University of Applied Science in Leppävaara, Espoo (Finland). The project started on 1<sup>st</sup> of March 2010 and ended on the 31<sup>st</sup> of August 2010. The duration was 6 month. In addition I will write my bachelor thesis about this project. My supervisor at the Laurea in Leppävaara was senior lecture Sirkka Antinluoma. My supervisor of my home university “Hochschule der Angewandten Wissenschaften Hamburg” in Germany was Prof. Dr. Christoph Wegmann.

### 1.1 Problem definition

For Bar Laurea it is important to be innovative and up to date. Laurea is a University of Applied Science; the generation of students changes quite often and therefore also the needs of customers. Multisensory Design is a part of Marketing; it belongs to Sense Marketing which is closely connected to Neuromarketing. There is an increasing importance in this field because of the amount of visual and acoustic input in marketing nowadays, which is mostly blended out of the consumer’s view. The use of stimuli to all senses should increase the recognizing effect and the bonding between customer and brand (Lindstrom, Brand Sense, 2005).

The goal of this project is to create the fundamentals for developing a multisensory design for Bar Laurea. Therefore finding sources and making researches are the most time-intensive parts of the project. Sources were obtained from books, magazines, documentaries, experts, internet and scientific documents. Researches were brainstorming, benchmarking, observation in test labs and an internet questionnaire survey.

The goal of the project is to have three ideas for multisensory design which are developed of the results of the survey and the wishes of the applicant.

## **1.2 Objective and course of the thesis**

The objective is to present three ideas to the applicant in an easily understandable way; and develop suggestions on how to continue with the project. The opinion of the applicant is important in the developing process, therefore they have been included in the development process, and were able to indicate if the process is going in the right direction.

The course is to make a project plan, which contains the time schedule of the different project processes. And by following this organisation the in the plan mentioned research methods were used to develop ideas for multisensory design in Bar Laurea. Meetings with the supervisor and the applicant were important to fulfil the planned stage. Their feedback was helpful to consider applicants wishes, and assure that the desired progress was taken.

## **2. Organisation**

In the beginning it was important to get an idea about the project and having the first meeting where important input, i.e. purpose of the applicant, basic information was given. After getting an idea about the desired output it was possible to make a plan of approach which contains all necessary definitions, participants from Laurea and HAW Hamburg, target, critical points, goals, time schedule and overview of process steps in an easy to understand mind map.

After having the first layout of the plan of approach, another meeting with the supervisor, applicant and coordinator was important to present the plan and get feedback. Their feedback concerned the realism of the plan, if my goals coincided with their ones and lastly, to ask me questions on how I will realize the research methods. It turned out that the original plan had too many tasks for one person; therefore they asked me to let a few tasks fall under the responsibility of my project partner, Susa Wivolin.

The plan changed at a few points during the project's process. It was necessary to check the plan constantly and make improvements, implement changes, additions or remove things altogether.

## 2.1 Project Plan

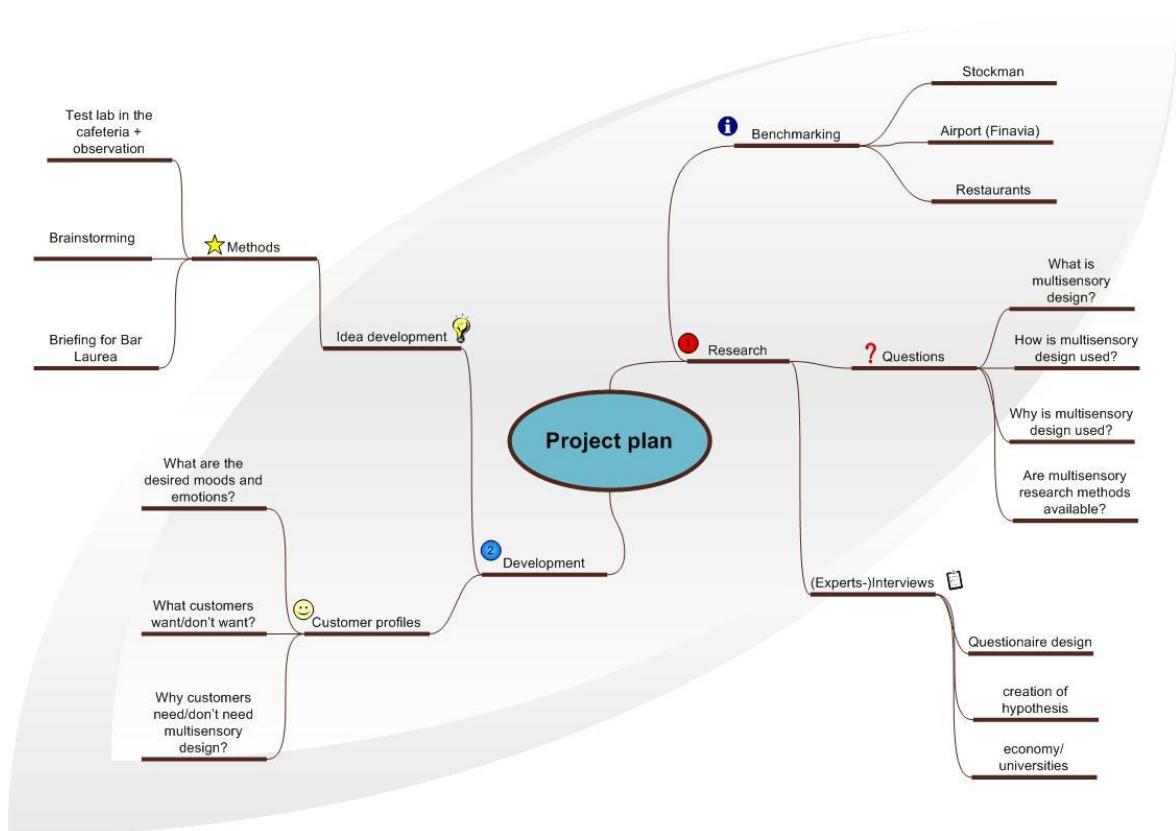


Image 1 - Project plan as Mind Map

The Project plan is visualized in a mind map (Image 1). The two main parts of the plan are “Research” and “Development”.

The Research part meant finding out what multisensory design is; how and why it is used, and if there are already multisensory research methods with results available. The research-part contains benchmarking in Stockmann-Supermarket, the Pömpeli-Project exhibition area on the airport, restaurants and Cino 4 in the Tekniska Museet in Stockholm. Another part of the research was the expert-interviews. I did interviews about Pömpeli-Project on the airport and in Stockholm about the Cino 4 – cinema in the Tekniska Museet.

Under the part “Development” I tried to develop ideas by using different methods and finding out what the customer’s opinion about Bar Laurea was, and what they would like to



change or keep as-is. For the development of ideas I created test labs in the Bar Laurea-café by changing the environment twice and observing the reaction and behaviour of customers. Ideally, I would have created environments related to the three best results of the customer profile survey and brainstorming, but because of time-related issues, it was not possible to execute the plan accordingly, and on three occasions.

The brainstorming was another part of the idea development. It was beneficial in finding ideas for creating the test labs. For the brainstorming I used the possibility to work with the Bar Laurea staff, because they know the demands of their working environment well. Also, they are a good source for getting feedback about the guests' thoughts on the environment. I first briefed them about multisensory design, the importance of the project, the test labs and the targets of the project. After they had an idea about my assignment, I had a short brainstorming session with them about the possibilities of stimuli for the five different senses which I could use for the test labs.

The customer profiles should give me an idea what the customer thinks about Bar Laurea, what mood and emotions are desired, what the customer wants or does not want, and why the customers do or do not need multisensory design. This survey was conducted in the form of a questionnaire which was sent out to all students and staff of the Laurea unit in Leppävaara.

The tasks of my project partner were: the translation of relevant literature into English, finding experts for the interviews and contacting them, arranging an online customer profile survey, assisting in the creation of the test labs and presentations related to the project.

## **2.2 Research methods**

Research was intensive - the topic is quite new, therefore there is no abundance of material about it. The fundamentals of every project are to find material from already existing sources. Some researches of Bar Laurea and the image of Bar Laurea were available but unfortunately not many of them were in English, and unrelated to the multisensory design area. I also wanted to know what odours, places and music the target group likes, and wondered which would help to improve the environment. To achieve this, I had to find out the character of the target group, and what kind of people they are. The test lab observation is very useful for sense marketing because it is important to find out if behaviour

changes at all, in a positive or negative way, when you change existing stimuli or add stimuli to the environment. Brainstorming is always an effective and easy way for first inspiration and idea finding, especially when a group of people are available to work with. To get more inspiration, Benchmarking is a good way to see how others are doing something right or wrong and applying that knowledge to my own project.

## **2.3 Project outcome**

The desired outcome is, firstly, implementing the 3 ideas for the innovative multisensory environments. But of course more inspiration for any future project workers to improve and find better ideas is also desired. One of the most important outcomes when somebody is piloting a new project is the knowledge about the project field and therefore a good documentation as a starting point for the next intern/project worker.

The long-term outcome should be a multisensory environment for Bar Laurea, but this can not be realised in 6 months. Therefore, the first step is to find information and making exploratory researches that can be developed and improved in a future stadium. The final outcome should be documented in the form of a thesis. Other documents are available in form of voice records, pictures, mind maps, small reports, SPSS files and presentations.

## **2.4 Project risks**

In my project plan I also had to consider possible project risks. There was a real possibility that all of the project's goals would not be realised in time. Reasons for this could be that not enough help was available within a reasonable timeframe, or other complications that were not foreseen in the earlier stages of the plan. Because of budget limitations it would be possible that the quality of the results would end up less than desired. Sense Marketing is a new field; therefore it might to be difficult to find enough academically sound sources (Isacson & Alakoski, 2009). Maybe Bar Laurea team does not get the right idea of a multisensory design for Bar Laurea. A reason for this could be bad communication between the project worker and Bar Laurea staff. It speaks for itself that companies try to have and keep benefits over their competitors by keeping information about their development private.

## 2.5 What is Bar Laurea?

Bar Laurea has been established in November 2002. Bar Laurea has about 600 customers on a daily basis, with an annual income of around 600.000€ (Keränen).

Bar Laurea is an innovation-orientated service development centre which includes lunch buffet, café beat, a la carte restaurant “Flow”, meeting point and catering of the Laurea unit Leppävaara. Because of the study department “Hospitality Management” and “Service Innovation” present in Laurea Leppävaara, there are mostly students working in Bar Laurea. The students have to work two semesters in Bar Laurea to gain by study and develop service processes, practise experience in different areas of Hospitality Management. The concept is easy: they learn by practice and get credit points for their efforts (Wivolin, 2010).

To keep everything running smoothly in Bar Laurea, the restaurant managers Krista Keränen and Miia Vakuri and two chefs are working full time. Two to three interns are working in Bar Laurea to assist Miia Vakuri with daily proceedings (Wivolin, 2010).

The different processes of Bar Laurea are: Product development, catering, customer service, deliver of orders, (material flow management), human resources and order handling (Keränen).

The lunch buffet is on the noon open from 10.45 to 13 o'clock and serves daily changing menus. The customer pays before entering the buffet area 2, 80€ as a student, 4, 50€ staff and 6, 35€ for externs and can choose by self-service if he wants to have the normal dish, vegetarian or soup. With every dish the customer can take also a salad, but just to the soup is the dessert available or the customer has to pay extra to receive a dessert. Drinks are also included in the service. There is a choice of water, ice tea and different milk drinks. Bread is also for free. The customers can take butter or cream cheese with it. After getting the food the customer can choose where to sit on the white tables with the red chairs (Laurea Sid).

The restaurant “Flow” is created like a real restaurant (Image 2). It is open Monday to Friday at noon. The three dish menu is changing every week and wine and sparkling wine is for a little bit more money available. In that area the customer gets the main dish and the dessert served. On the buffet are different salads, coffee and if the desserts are for example different cakes the customer choose and take as much as he wants by himself. On each table is a nice decoration, water, glasses and cutlery available. The restaurant colours are grey, brown orange and a little green, besides the walls are white. In this restau-

rant area is a selection of music played. To eat in the restaurant the guest has to pay 8€ (and 4€ for a glass of wine). The restaurant offers 40 seats for guests (Wivolin, 2010).



Image 2 - Restaurant Flow

Cafe Beat (Image 3) is open from morning to afternoon and offer a variation of different things. The customer could buy coffee, tea, hot chocolate, soft drinks, candies, pastries, sandwiches, fruits, sweets, milk products, coffee- and lunch-cards. Cafe Beat is offering the possibility to sit comfortable on brown wooden chairs or sofas on brown wooden tables with nice decoration on it to relax, meeting friends, having group work, working or learning, waiting for somebody or just spend the break or free time there. On the orange walls are boards to fix posters, announcement information or flyers on it. The orange sofas are nice to chill out and relax during breaks. In the background the radio is playing music. One to two Bar Laurea students are working behind the sales counter. About 20 persons can sit inside the café (Wivolin, 2010).



Image 3 - Café Beat

Bar Laurea is also a catering company and responsible for events. There is one event manager in Laurea, but this one is working hand in hand with Bar Laurea. They are making the decoration, food and service and cleaning after the event. For example, on Fridays is always coffee-time for all Laurea employees and the team of Bar Laurea is hosting that. Other events are seminars, farewells or birthdays of some employees. Customer can also order catering service and Bar Laurea prepare and deliver the desired food and beverage (Wivolin, 2010).

### 3. Theory of Sense Marketing

By reason of the field of sense marketing there are not many researches and sources yet. Own research is therefore very important (Isacsson & Alakoski, 2009).

But nevertheless there are few books about “Sense Marketing” and “Multisensory Design”. To make the research more successfully it is usefully to expend the field of Sense Marketing and include literature about “Neuromarketing”; “Experimental Marketing” and “Consumer Behaviour”. The research in journals and internet might be also effect a more successful finding process because there are often more actual topics published.

### 3.1 What is sense marketing?

By multisensory design the senses of sight, taste, touch, hearing and smell should be stimulated to make the brand or message to an experience which is easier to be recognized by consumers (Kotler, Jain, & Maesincee, 2002). The five senses work often together with consumer decisions (behavior), because it affects the memory and emotions of humans (Solomon, 2009). For example smells could activate emotions and memories (Stewart, 2009), i.e. when you used coconut sun oil during enjoyable holidays you will remember these moments every time when you smell coconut and you will remember the feeling and actually you will also feel a bit like on this holiday during this moment.

Many companies already started to use a multisensory marketing before sense marketing was defined (e.g. Citroen, Daimler, Microsoft, IKEA). In the sport area often fresh fragrances are used. It activates an area in the brain that the consumer thinks the product is especially refreshing. Often music stimulation is used. Music affects the human mood. By using music the consumers could build a positive connection to the product, e.g. they fall in love with the brand (Lindstrom, 2005).

At least the smell and taste are the most important senses in Marketing. Sight is the strongest sense, according to Lindstrom and Kotler, but it has the smallest affect on consumer's decisions because of the huge amount of visual advertising today (Lindstrom, Brand Sense, 2005) (Handelsblatt, 2005). But the best is to combine more senses together to get a better brand loyalty (Mauthe, 2010). The goal of multisensory design is that the brand should become more than a brand. The brand should get a status of a friend, family member or a passion in the life. Often sport fans to their sport team or religious people to their belief have this special connection (Lindstrom, 2008).

**View:** Everybody sees in a different way. For brand smashing it is good to have clear associate colors, own shape, easy appreciable name, recognizable language, simple icon and understandable pictures (Lindstrom, 2005).

Coca Cola has the color red. Many people think of Coca Cola if they have to remember a brand related to the color red. Coca Cola also made Santa Claus red, before he used to be green (Coca Cola, 2011). Barbie has an individual shape, if you would find just a leg of a Barbie doll you will probably identify that it belongs to a Barbie doll. Disney and Mc Donald's are very easy appreciable names. The names also include letters which are used in the most of their products. Mc Donald's has in all product names the Mc included and Disney has many figures with the ending of -i, -y or -ey, like Mickey, Miley, Minni or

Goofy. By brand language is meant, that the product has words which stand for the product. For example Gillette stands for “masculine”. And Coca Cola has the word “enjoy” as a fixed word in their marketing (Lindstrom, Brand Sense, 2005).

**Taste:** The taste is a tricky sense. It’s difficult to use it in every product area, except the food and beverage industry, tourist area, hospitality field. For cosmetics it could be possible as well. Subway for example has around the world standard sandwiches which taste almost the same. Mc Donald’s offer their Big Mac in every Mc Donald’s around the world. The Kraft mayonnaise has a special individual taste. Many people just like the mayonnaise of Kraft. In other industries it is more difficult. I had for example once a chocolate face mask which just tasted sweet and typical like chocolate. But in the clothing or car industry it would be more difficult to integrate an individual taste related to the products. But it is not impossible. Events with meals or snacks could be a possibility to reach the customers with the sense of tasting. If the food which is offered is delicious, the guests will remember the event and the brand when he eats something similar (Neuromarketing, 2010) (Lindstrom, 2005).

**Touch:** The skin is the largest organ of the human corpus. By touch is not just meant the skin contact between people. It is also treatment of other humans, gesture, care, sun or madness (Merriam-Webster, 2011).

In theme parks is always staff that plays a role in an environment like for example a pirate ship. They speak, dress, and behave like pirates in a desired way. If they would act like real pirates it would be really scary for the customers (Disney). In other businesses like the Harrods in London the Service is very important; i.e. they have an easy- return policy which they are famous for. Or Singapore Airline is having a cabin crew which is trained in treading the guests in a, for the airline typical, friendly way. In sum is to say that every component is to integrate to match the brand (Lindstrom, 2005).

**Sound:** Sounds are connected to memories and moods. A movie without music (sound-track) would not be as emotional as it is. For marketing it has to be a distinct and memorable sound. Companies could create an individual brand theme related to the brand or product. Nowadays get also colours sounds, e.g. BMW presented first the “sound of white” at the BMW-World in Munich (Audity, Sound of White) (Fischer, 2009) (Solomon, 2009).

Sounds are also used for telephone hotlines to make the calls of the costumers more comfortable, e.g. when they have to wait in a line or the background music in stores or of websites. There are surveys which say that the waiting time is felt less when in the back-

ground was slowly music played. But also the sound related to the product is important. For example Kellogg's developed an individual crunch or Daimler had a special department which was responsible for the sound for doors during opening and closing them (Lindstrom, Brand Sense, 2005).

**Smell:** 80% of human decisions for brands are based on smells, e.g. scientists found out that the choice of a partner also depends on the smell. Another example could be from the tourist marketing: there you can create an atmosphere like in a country to sell flights/holiday trips to this target (Stewart, 2009). For example smells like from hot wine or wood could be used to sell skiing trips to Austria (Phillip, 2009). Also some hotels create their own brand odour; e.g. the Swiss hotel ordered a specialist to design the perfect scent for their hotels (United-Docs, 2009).

### 3.2 How is sense marketing used?

Marketing experts try to integrate stimuli of all senses or combine more than one sense stimuli to the brand. It is useful to use stimuli which fit to the brand, otherwise the effect will not be like desired, e.g. a car which sounds like a locomotive would effect that the customers would be bemused. Or an apple which smells like beef probably would not be eaten. Therefore it is important to ask yourself the question if the used stimulus fits to the brand and if not how likely it would be that it has a positive effect to the customer (Lindstrom, 2005).

A good knowledge about the own brand makes the integration of sense marketing easier and reduces the risk of failure. Figuring out which image the brand has on the market and which values it has are important parts of the resource. Changes should be made carefully and well-thought. Otherwise it might be that loyal customers dislike the changes and will not buy the product anymore. It is good to find out where the strengths and weaknesses of the brand are, a survey can help with that (Lindstrom, 2005).

After finding out which current status the brand has, there should be a defined goal. The goal makes clear the aim for effects or results. What is the target? Who should be appealed? What language, colour, shape, picture/s, name, icon, odour, taste, behavior and sound would help or be best to reach the goal? How can it be realized? What is the planning like? What are the mile stones? How to organize? Is the time schedule realistic and convertible? (Lindstrom, 2005)



It is an advantage when the chosen colours have clear associations with the brand, e.g. red is Coca Cola. An own shape makes it easier to recognize a product by looking at it, e.g. Coca Cola created an own bottle shape, people could recognize the bottle even without seeing any etiquette. The name should be easy to remember, e.g. Uncle Sam or Disney. When the brand language builds some connection between attributes and products, the target group can recognize the brand better. By that is meant that a successful brand has one or more catchwords, e.g. people think of the brand and get these words into their mind, e.g. when hearing Cosmopolitan thinking of fashion, lifestyle, beauty, trends. Or Gillette stands for the attribute masculine. An icon makes the brand more memorable, the goal is to create a sign which stands for the brand, e.g. the Mc Donald's icon would nearly everybody recognize from further away. The sound can be used in the background of for example stores, shops and hold bottoms. Some companies are putting a lot of effort of creating individual sounds for product component parts, e.g. the sound of a ring tone or the sound of opening a car door. In the end the brand should be recognizable by every piece, even if you just have one little part of it. By that is meant sound, smell, keywords, slogan, form, touch, packet, taste (Lindstrom, 2005) (Audity).

### **3.3 Why is Sense Marketing used?**

Nowadays costumers are overflowed with advertising in TV, Newspapers, Magazines, Radio, Internet, Events, Cinema, Direct Marketing (Streets, shopping mall, post, call) etc. From everywhere is coming advertising, thousands of advertising messages are trying to get customers attention every day. The brain is keeping all absorbed information, but how much does a person remember? For example: when I watch TV and the commercials are on, I turn the sound down and do something else like making a call, making laundry etc. Advertisers try to get the attention of the consumer with many different methods; the competitors are trying to do the same. Outside is the war of advertising and there are so many brands and products trying to get the way to the consumers memory. This affects that many people just turn their back away and stop paying attention. Consumers have their favorite brands and products and it is hard to get through with something new/else. Sense Marketing should give companies a benefit. It should make the learning effect of a message stronger. Humans do not learn just by seeing and hearing. Sense Marketing tries to make customer touch points to experiences which are exiting and easy to remember (Bertil Hultén & Dijk, 2009) (Labude, 2008) (Neuromarketing, 2010) (Lindstrom, 2008).

Multisensory design as a part of Sense Marketing should make the touch point between consumer and brand/product to an unforgettable experience. Disney is doing that quite well, there is nothing compared to it in the world of fantasy. Disney opens a new world for its guest full of “Magic”, “Fantasy” and “Adventure”. Visiting Disneyland is like you visit a new world with different worlds inside. It is possible to jump around as a pirate, surrounded by actors, music, special effects on a pirate ship or you can feel like Alice in Wonderland between actors, music and smells surrounded between a tiny and huge environment in a fantasy world. For the taste sense are Disney theme restaurants available, which are completing the multisensory picture (Disney).

I mentioned that Sense Marketing should build a benefit against competition and on the other side making advertising and the product to a sensual experience. But what is the main purpose of using this kind of marketing? First of all it is important to get the attention of consumers, they should be motivated to come and buy or try the offered product or service, using a combination of sense stimuli in the marketing strategy makes that easier. The second step is to make sure that the environment with all its decoration, furniture, staff, music, smell is fitting to the brand or the product and producing a good mood in customer-being, the customer has to get a good, comfortable feeling when visiting the sales point (Pine & Gilmore, 1999). When receiving the service or product multisensory design should make the customer experience even better. There should be a difference to the products from other sellers. Multisensory design should improve quality in customers desired way. It does not mean that the service or the product is becoming really better in the way the expert thinks, it should fulfil the criteria the consumer is thinking that is the right way and in the end buy it. Customer perception and advertiser/producer perception might be different, e.g. nutritionist thinks a smaller, ugly, organic apple shows that it is healthy and good, but consumers might prefer the huge, perfect coloured, genetic modified apple. Before using sense marketing it is important to find out what customers want or not want and what would fit to the brand or not. Knowing the own product, company, brand and costumers well, makes the integration of sense marketing easier (Schmitt, 1999) (Lindstrom, 2005).

### 3.4 Why should “Multisensory Design” be used in Bar Laurea?

In this thesis sense marketing was mostly considered in Marketing for all business areas until now. In that part of the thesis I would like to point out why Bar Laurea should have a multisensory design and since Bar Laurea offers service in hospitality management it is first necessary to ask: Why is multisensory design useful in the field of hospitality management? Multisensory design was already used before in the “Hospitality sector”, e.g. a Thai Restaurant with aroma candles, wooden furniture in an Asian style, Thai music in the background, staff which are Thai (or at least look like) and speak with a Thai accent, warm and nice smiling staff, sitting possibility on the floor and of course Thai food. By visiting that restaurant the guest has the feeling to make a small journey far, far away to Thailand just because all sensory details are included to affect an experience by eating in such a restaurant (Sala Thai). This is not something new, but not yet used everywhere, especially not for lunch service in the education sector. In the modern society the sector of service, especially connected with experience features, is increasing and producing sector is decreasing (Pine & Gilmore, 1999). Hospitality management is mostly service and the role of service innovation has a very high importance in that field. Many restaurants already have a very good multisensory design, but mostly compared to the theme of the restaurant. To improve sense marketing it would be great to find something individual which other people would recognize especially with the brand/restaurant (Lindstrom, 2005). Staff could have special designed uniforms for staff, which look individual for the restaurant. Also the environment could have an individual note or the smell and the food. Otherwise the customer would not have the motivation to choose one restaurant instead of others, because competitors are somehow the same. Therefore I would come to the conclusion that the integration of a good multisensory design in the field of hospitality management is even trickier.

For Bar Laurea innovation is a very important aspect. Mostly students are working in Bar Laurea and they are going to work later in the hospitality sector. To be “up to date” is a necessary need for them in that business field; therefore Laurea tries to give them a practice near education which is “up to date”. On the other side Laurea University of Applied Science tries to have a stronger connection between students and University. Bar Laurea is part of that university and by improving the environment and the service the image of Laurea is improving as well. Hence students are minimum two to three years studying in Laurea they should feel like home and connected to Laurea. And what would be a home without warm-inviting hospitality of food & beverage? (Wivolin, 2010) (Laurea Sid)

Another goal of Bar Laurea's is to attract beside the own students and staff also the students and staff from Metropolia University just on the other side of the road. Also Laurea students who prefer to eat in their breaks outside Laurea would prefer to eat in Bar Laurea and maybe they would more like to come to Laurea, even if they do not have classes, to do their group work or assignments just because they also like to eat in Bar Laurea instead of at home (Wivolin, 2010).

By using an environment which has multisensory stimuli consumers would experience the visits in a new way. Depending on the later chosen model costumers would feel like escaping into another world, away from studying stress. The integration of smell, vision, sound, touch and taste would make that feeling stronger. Let's say the customers would like to have a Bar Laurea where they feel like home, by using sense stimuli; e.g. cookie odour, comfortable furniture, homely decoration, best buddy customer treatment; it will be possible to get easier into that chill out mood. In my opinion the main reason of customer view is the experience with all its effects by visiting Bar Laurea. In my opinion the quality will improve as well, because the changes should have a positive effect to customers, e.g. Bar Laurea is paying more attention to customer treatment and improving the quality of service.

Summarized: multisensory design for Bar Laurea should improve the image of Bar Laurea for students and staff of Laurea. It should fit to the innovative image of Laurea and let Laurea as a whole being a better place to study and make the connection between Laurea and students even stronger. Not to forget that Laurea would be a pioneer at least in Finland of using multisensory design in their hospitality service and this has a good effect on the outside marketing.

## **4. Research**

In this chapter I will present briefly the results of the researches which were done during the internship to get more knowledge about the field of sense marketing and as fundament of the first idea development.

Like already mentioned before there was made research like: Benchmarking in Stockman, Cino4 of Tekniska Museet in Stockholm, Pömpeli – Project in the international terminal at the airport and the Thai event of a Laurea project of social science student. The customer

profile survey was held as an online survey with students and staff of Laurea. And last but not least in this part I will present the results of the test lab observation.

## 4.1 Benchmarking

To see how sense marketing is practical used I went to different locations to see how they are using a multisensory design. Therefore I went to the Stockman grocery store, the airport to see what the Pömpeli-project is about, Cino4 Tekniska Museet in Stockholm and Multisensory event of Laurea Tikkurila unit.

My project partner Susa Wivolin and I went at the 12<sup>th</sup> of March 2010 in the afternoon to the Stockman supermarket in Helsinki to observe the new selling area downstairs. We wanted to find out if there is multisensory environment. It was a bit difficult because they did not want to give information about that and also the employees were not really aware about artificial sensory stimuli. The first impression when we came down to the supermarket was the smell of fresh bread even if there were not a bakery to see. In the background played muted and slowly background music. Between the music terms there was advertising for products in the supermarket in a gentle sound volume. The store just opened few weeks ago, therefore guides were leading customer through the new sales area if desired. Our guide just told us that taking pictures is not permitted before the tour started. On the round tour through the supermarket we first realized the show kitchen on the entrance. Some cooks were cooking fresh food to make advertising for pans. They prepared organic meat, virgin oil and herbs to attract people to buy them, too. After the show kitchen came the area with vegetable and fruits. The blue lights, presented in this area, made them look more delicious. By asking an employer we found out, that this light should be against insects and pesticides. The next step on the round trip was the area of cheese and banger. They were also covered in an advantageous light. In the middle was a point with chocolate. This is not typical and no one could say why there was the chocolate located. Maybe to let spontaneous buys increase. Behind this area was a counter with Mediterranean food, like olives in oil, but also meatballs etc. This counter gave the whole area also a nice smell of Mediterranean food. The next step on the tour was the meat area. In a corner was convenience food which looked really appetizing in a kind of violet light, by removing them from the light, they lost this effect. The meat was covered in the same kind of light. On the service counter for meat they prepared chicken in the oven, this gave the area a nice odour of meat. Behind the meat was the fish counter, where also a

nice odour of prepared fish was. After this part of the supermarket we came to the area of bread, cakes and cookies. The odour in this sector was most recognizable because of the attached bakery, where bakers prepare all the time fresh bread, cakes and cookies. In this area were also two points for tasting products and a counter like in a bakery. After the bread we went to the area of cleaning products and frozen products by walking next to the point of sale. In the corner of cleaning products the odour has a fresh note, just like detergent. The area of the frozen food did not seem special. In the beverage area the environment seemed special. The ceiling seemed to be very low and the racks were wooden; also the wall had a stone optic. The atmosphere was a bit like in a cellar, unlike the other selling areas. Our last step was the area before the point of sale. There were all the dry products like noodles and flour, tinned food, but as well all the sweets and snacks. On the cash point were just journals. No gums etc. Next to the supermarket was an "Alko" (Alko Oy, 2007) to make the shopping for the customers more comfortable by having everything on the same place. General impressions were that the employees seemed to be mostly female, young, with a naturally make up. The uniform was black and gave us a bit the impression that they could be also waitresses. The colours of the whole supermarket seemed to be brought to a colourful order. About the odour we could not say if there are any techniques to create them or they are just from all the point of fresh preparation.

The Pömpeli area in the Asian Terminal of Vantaa airport in Finland is the result of a project in 2009 from Laurea students. This multisensory space is designed to attract Finland as tourist-place to travellers from abroad. On a 6qm area are touch screen, surround sounds, scent generator, lighting, wind effect, remote control and custom space to make sure that visitors are getting a multisensory impression about the beautiful parts of Finland. Entering the space you can choose between six different videos on the 46'full-hd touch screen. The touch screen is connected to the computer, which is the brain of all that action. The surrounding sound with its external sound card and the separate amplifier makes sure that a high quality sound is played during the video. To make the experience more realistic there is a scent generator with six different odours integrated. Changing lights and wind effects are adding stimuli for view and touch (Simola, 2010) (Pömpeli, 2009).

For Cino4, a 4D (educational) cinema, I went on 17<sup>th</sup> of May 2010 to Stockholm to the Tekniska Museet. After having lunch with the experts Mariana Back and Ulrika Forsberg, I interviewed Mariana Back about Cino4 (Appendix I). Afterwards I had the great opportunity to experience by myself what Cino4 is about and why it is the huge attraction of Tekniska Museet. 4D is a cinema which adds beside 3D movies more effects like wind, smoke, seat rotation, bubbles, scent, spotlights and other lighting effects. Cino4 was offer-

ing six different educational movies: “Learning to fly”, “Hokus Fokus”, “Building without limits”, “Journey through the Universe”, “Planet Home” and “Volcanos” (Back, 2010) (Tekniska Museet, 2011). I had the possibility to watch “Learning to fly” and experienced all sensual input. It was educational, but very amusing and interesting. During the show the wind blew, smoke filled the room like being in a cloud, the seat rotated; I smelled fresh odours and the lights gave the show another special effect. In the end of the movie I had the possibility to test my knowledge related to the just showed movie to see how effective it was. The experience was different than just watching a movies, I felt the movie and visited for 30 minutes another world.

On 9<sup>th</sup> of May 2010 I went to Laurea Tikkurila to an event to observe the Thai multisensory environment. This event was a result of a social study project. The idea about this environment is to grow a multicultural society which is willing to learn about other cultures. People should get more tolerant against foreigners by knowing more about other cultures so that the integration of new cultures in a country could become easier. The environment was created to be Thai, in the background was traditional Thai music played, the odours of sweets (durian fruit), tea (ginger) and dry lily flower were realized by entering the space. The sense of touch was implemented by having utensils from Thailand which the visitors could touch, e.g. hat to try, elephant figure to play, flat carpet to sit on, pillows, grocery products and mortar pestle (Image 4). Some snacks, sweets, instant drinks, fish snacks were offered to imaging the taste of Thailand. A slideshow on the wall gave the guest an idea about the many facets of Thailand (Appendix II).



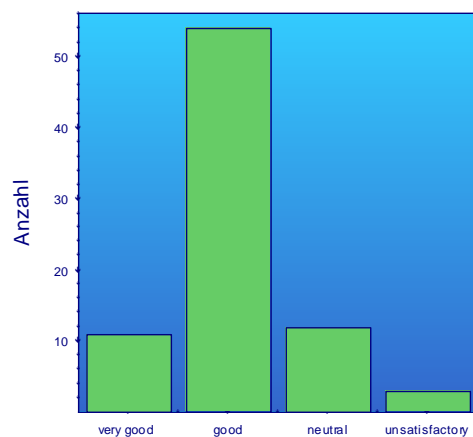
Image 4 - Benchmarking Thai environment

## 4.2 Customer profiles

The survey to create the customer profiles was held with students and staff of Laurea. I used a questionnaire with quantitative and qualitative questions to figure out what the target group wants or does not want, what their opinion about Bar Laurea is, how they would describe Bar Laurea, how often they are eating there and how long, what they would improve, what they like (music, odours, countries, places, cuisines), what is important for them and last but not least general information's related to the interviewee (Laurea status and department, age, gender) (Appendix III). After we developed the questionnaire people could participate online in this survey. I published it by letting my lab coordinator send the link with a small introduction letter (Appendix IV) to all students and staff of Laurea unit Leppävaara. I decide to do it that way, because the summer holidays were very close. Therefore not many students and staff member were in the building anymore. To reach more people it was useful to do it that way. Finally 80 people participated in the survey. They were 46 Female, 33 Male and one missing value, which were 59 students and 21 of staff members. The average age was between 26 and 30 years old. The youngest participants were between 18 and 20 years and the oldest were 51 or older.

### 4.2.1 What the costumers want/don't want

Like mentioned before, the questions asked in the questionnaire were related to Bar Laurea, customer preferences and suggestions. Through the questions it is possible to get an idea what customers want or not want.



What is your general view regarding Bar Laurea?

Image 5 - Customer View: Bar Laurea



The diagram (Image 5) shows: 13,8 % (11) of the survey participants say that they consider Bar Laurea as very good. Most; 67,5 % (54); of the participants say Bar Laurea is good. 15 % (12) do not really have an opinion about Bar Laurea and say that their opinion is neutral. 3,8 % (3) are unsatisfied with the services of Bar Laurea. For me it is interesting where the difference between students and staff opinion about Bar Laurea is. In table 1- Student/staff view: Bar Laurea, I can see that most of the students and staff considering Bar Laurea as good. More students (71,2 %) say Bar Laurea is good than the staff members (57,1 %). On the other side 19 % of staff say Bar Laurea is excellent, what is more than the 11,9 % of students with the same opinion. Also 19 % of staff have a neutral opinion about Bar Laurea, compared to the 13,6 % students. Unsatisfied are more staff (4,8 %) than students (3,4 %), but to consider is that just one staff member and two students made that statement and because of the very few participants it is making in per cent huge differences.

**What is your general view regarding Bar Laurea? \* What is your status? Kreuztabelle**

			What is your status?		Gesamt
			student	staff	
What is your general view regarding Bar Laurea?	very good	Anzahl	7	4	11
		% von What is your status?	11,9%	19,0%	13,8%
	good	Anzahl	42	12	54
		% von What is your status?	71,2%	57,1%	67,5%
	neutral	Anzahl	8	4	12
		% von What is your status?	13,6%	19,0%	15,0%
	unsatisfactory	Anzahl	2	1	3
		% von What is your status?	3,4%	4,8%	3,8%
Gesamt		Anzahl	59	21	80
		% von What is your status?	100,0%	100,0%	100,0%

**Table 1 - Customers view regarding Bar Laurea**

We asked in the questionnaire how often they usually visit the three different Bar Laurea facilities to find out if there is potential of increasing the visits and the income. We asked how often they are visiting Café Beat, Restaurant Flow and the Lunch buffet in separate questions. First we asked how often they visit Café Beat during the week.

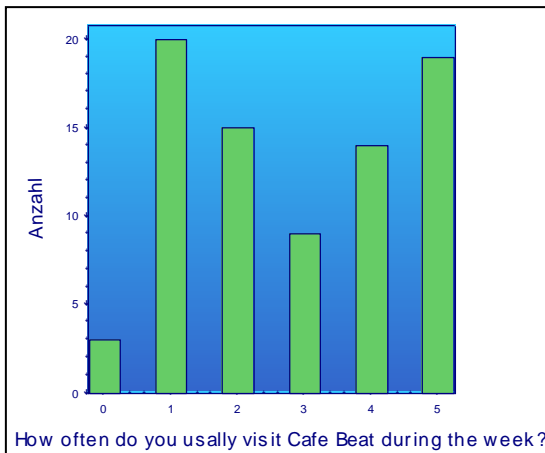


Image 6 - Visitor frequency Café Beat

3,8 % said they do not spend time in Café Beat, 25 % said they usually come once the week, 18,8 % answered that they come to the café two times, 11,3 % visit Café Beat three times, 17,5 % come four times the week and 23,8 % are visiting Café Beat every day of five days (Image 6).

Next in the row is Restaurant Flow (Image 7). Most, 71,3 %, of the asked people said they do not eat in the restaurant, which might be because it is more expensive than the lunch buffet. 20 % said they are coming once a week to eat there. 2,5 % said they come two times, another 2,5 % answered that they come three times, just 1,3 % comes four times the week and 2,5 % said that they even visit five times the week the restaurant.

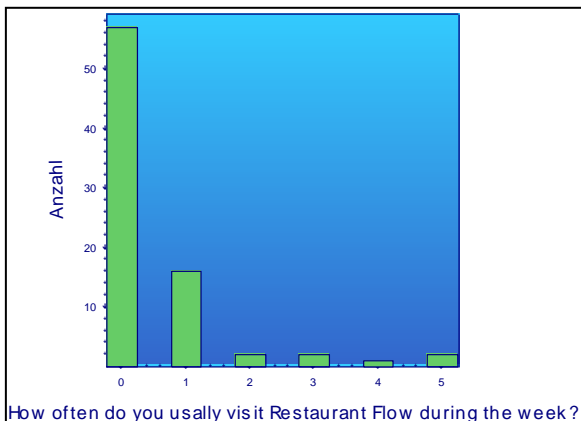


Image 7 - Visitor frequency Restaurant Flow

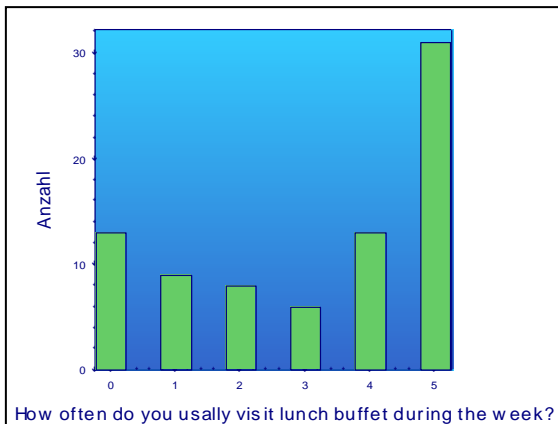


Image 8 - Visitor frequency Lunch Buffet

Last but not least we asked how often people visit the lunch buffet per week (Image 8). 16,3 % said they do not eat in lunch buffet, 11,3 % visit the lunch buffet once a week, 10 % eat usually two times there, 7,5 % visiting it three times, 16,3 % come four times and 38,8 %, the highest number of answers, said that they are coming five times per week. Comparing all together the arithmetical averages shows that most of the people visiting frequently the lunch buffet: approx. three (3,13) times the week. Also average of visiting Café Beat is as well three (2,85) times the week. Restaurant Flow is with one (0,50) time the week less frequent visited.

I wanted to find out how long the customers usually stay in the Bar Laurea facilities, to get an idea about the duration of visits. It could give me a basis for seeing how much customers enjoy staying in Bar Laurea's facility. Some values are missing at some points, because these customers are not visiting the facilities, therefore I will take out the missing values and calculate without them. Again I made a separation of Café Beat, Restaurant Flow and the lunch cafe.

Starting with Café Beat: 1,3 % is missing, from the answered results is following the outcome: most answer with 43 % is staying under 5 minutes, second most answer with 39,2 % is a usually visit of 5-15 minutes, 12,7 % said they are staying usually 15 to 30 minutes, 3,8 % are staying 30 to 45 minutes and 1,3 % is usually staying 45 minutes or more.

The Restaurant has 22,5 % missing values, which will not be considered in the following results: 33,9 % are staying usually less than 5 minutes, what is nearly impossible to have a lunch with three courses, might be that participants of the survey misunderstood the question and meant that they usually never stay there. 3,2 % said that they are staying 5-15 minutes usually, 19,4 % staying usually 15 to 30 minutes. Most answer with 30,2 % is 30-45 minutes and 11,2 % said that they are staying 45 minutes or even more.

Considering the lunch buffet 3,8 % values are missing. 15,6 % said that they are staying 5 minutes or less (what is too short to have lunch), 7,8 % said they are staying 5 to 15 minutes, 53,2 % answered with 15 to 30 minutes, 20,8 % said 30 to 45 minutes and 2,6 % said they are usually staying 45 or longer in the lunch buffet area.

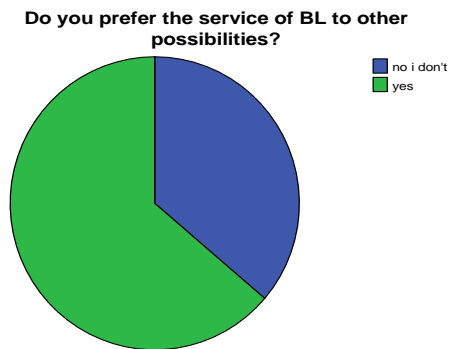


Image 9 - Pie chart: prefer Bar Laurea instead other possibilities

To the question: “Do you prefer the service of Bar Laurea to other possibilities?” participants answered with 36,3 % “no I don’t” and 63,8 % “yes” (Image 9). That means that most of the customers do not prefer other possibilities. 36,3 % of participants would like to have something else or just think that there are better services, prices, quality than Bar Laurea. Written reasons for choosing Bar Laurea were: cheaper 21,3 % (17) and closer 20 % (16), 6,3 % (5) said that they do not have the time or the motivation to go somewhere further away like Sello the shopping mall in Leppävaara. And at least for the price the food is, although sometimes simple and easy, good/ok and the students/staff are friendly. One (1,3 %) said the price/quality ratio is right.

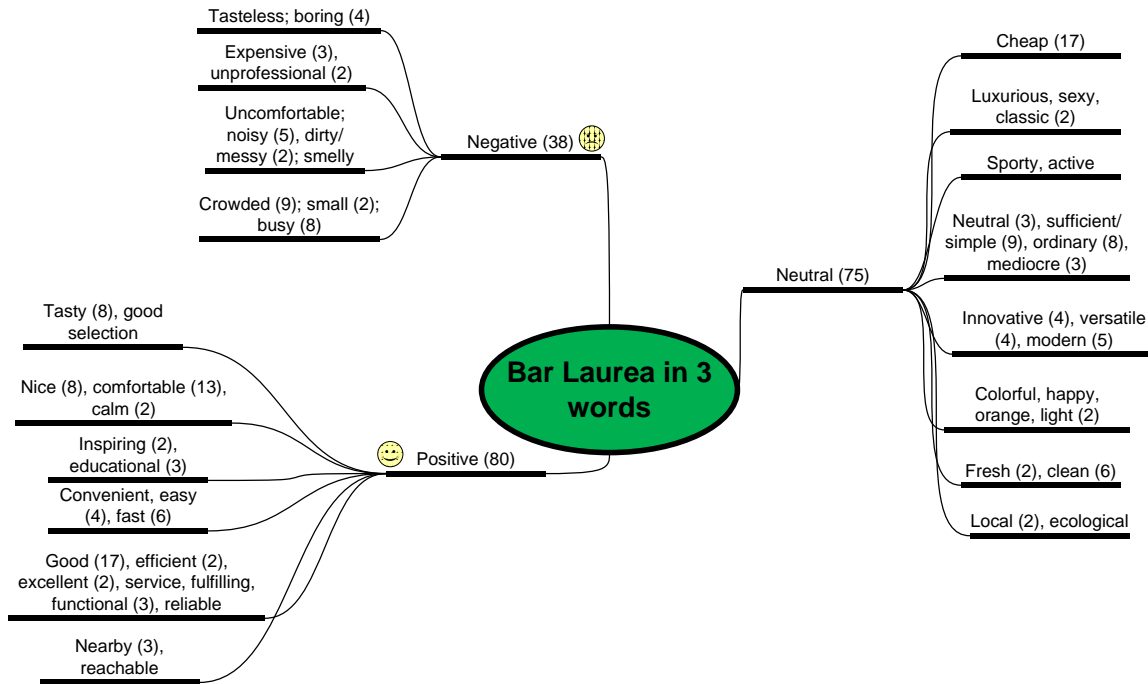


Image 10 - Mind map: Bar Laurea in 3 words

The question for Bar Laurea in three words produced a wide range of words (Image 10), which I tried to categorize in positive, negative and neutral expressions. In the way I categorize the words, I found 80 positive, 75 neutral and 38 negative associations with Bar Laurea. Most said words were good (17) and cheap (17). 13 persons said comfortable, nine people said it is sufficient/simple and another nine used the word crowded. Each of the following impressions was named eight times: ordinary, nice, tasty and busy. Clean and fast were each mentioned six times. Five votes got modern and noisy. Boring, easy, innovative and versatile was each mentioned four times. By considering the mind map it looks like that customers of Bar Laurea have overall a good association with Bar Laurea, going in direction of being good, cheap, comfortable and simple. Crowded and busy seem to be some of the bigger negative associations, but by knowing them it is possible to improve.

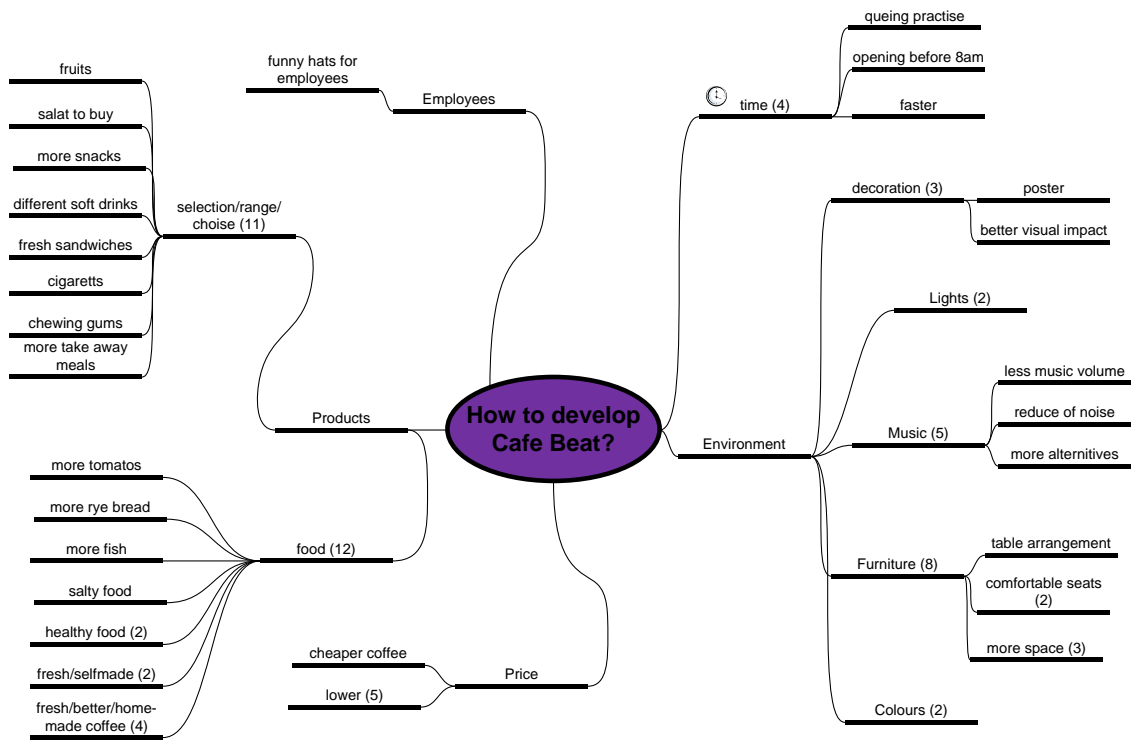


Image 11 - Mind map - How to develop Café Beat

After knowing what customers think about Bar Laura it is important to know, what they would change or improve. The question: “How would you develop Café Beat?” (Image 11) was good to find out if customers have already ideas for improvement. It was also good inspiration for me as research intern. Following came out: Most answers were improvement of food (12), it should become more healthy (2), fresh and self-made and the coffee should be also more like homemade, fresh and better. Others wished to get more fish, tomatoes, rye bread and more salted food. A higher potential for improvement was also the selection, range and choice with 11 voices. Customers wished to get fruits, salad to buy, more snacks, different soft drinks, fresh sandwiches, cigarettes, chewing gums and more take away meals. Other wishes were related to the price (lower, cheaper 5), time (queuing practise, faster, opening before 8am; 4), employees (funny hats, 1) and the environment had different subgroups: decoration (3) = poster and visual impact, music (5) = less volume + noise and more alternatives, furniture (8) = table arrangement, more space and comfortable seats, lights (2) and colours (2).

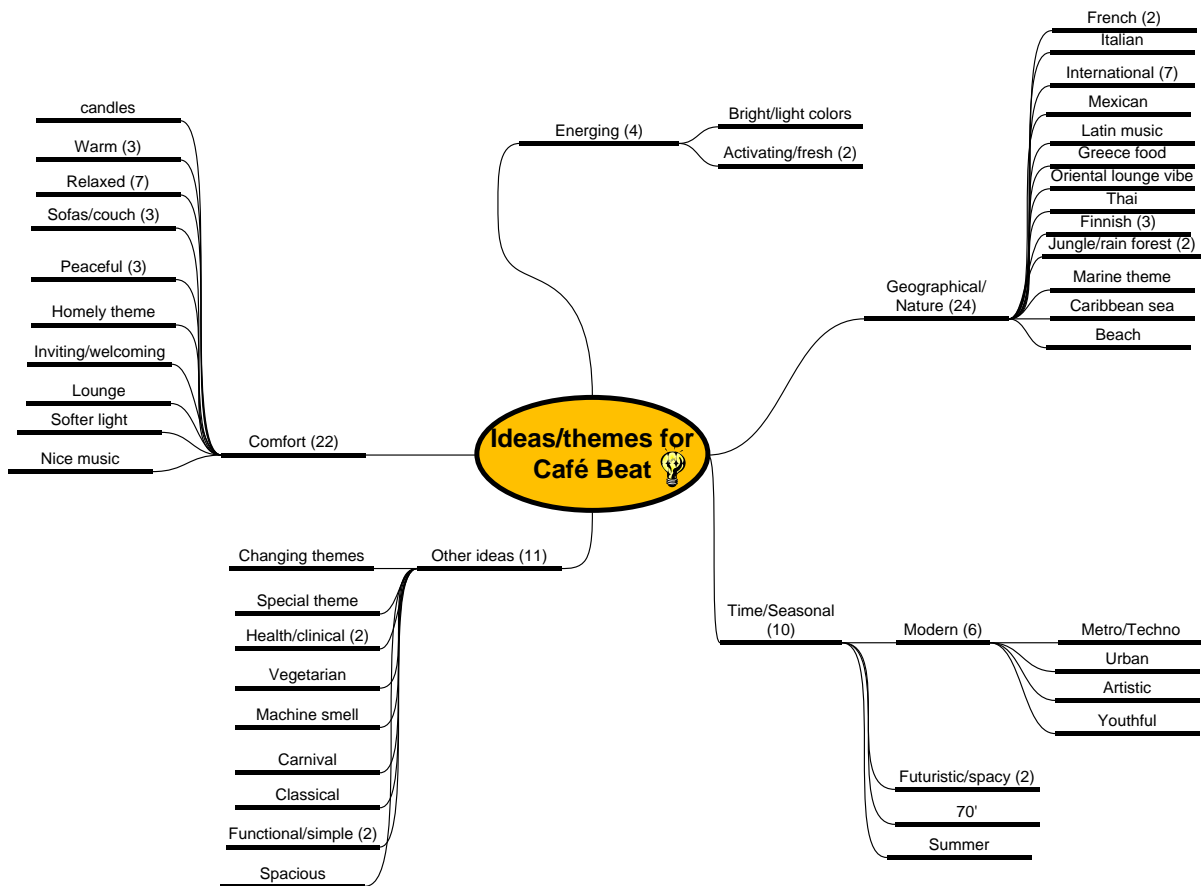


Image 12 - Mind map: Ideas/themes for Café Beat

Another question was asked to find ideas direct from the target group: “What environment or theme would you like to have in Bar Laurea?” (Image 12) Most of the participants who answered said they would like to have some geographical/nature environment (24). 22 ideas or wishes are influencing the comfort of Café Beat. Participants said for example relaxed, sofas, candles. Time/seasonal (14) includes the desire or a modern (10), futuristic (2), 70’ or summer environment. Four people desire an energizing environment with bright lights and being fresh/activating (2). I got 11 other ideas, I did not want to categorize in the other groups. They are: Changing/special themes, health/clinical, Vegetarian, machine smell, Carnival, classical, functional/simple (2) and spacious.

## 4.2.2 What are customer's preferences? Defining target group

The questions about favourite music, countries, locations, odours and cuisines and the most important parts in life should tell more about the personality. By knowing the personality it is possible to get a rough idea about the preferences, what is important to design a multisensory environment. The difference in asking questions of preferences and asking what ideas for themes/environment or improvement customers have, is that the question for preferences are indirect and might give me aspects and ideas the participants did not think of when asking them directly what they want. They also help me to narrow the field for designing multisensory models.

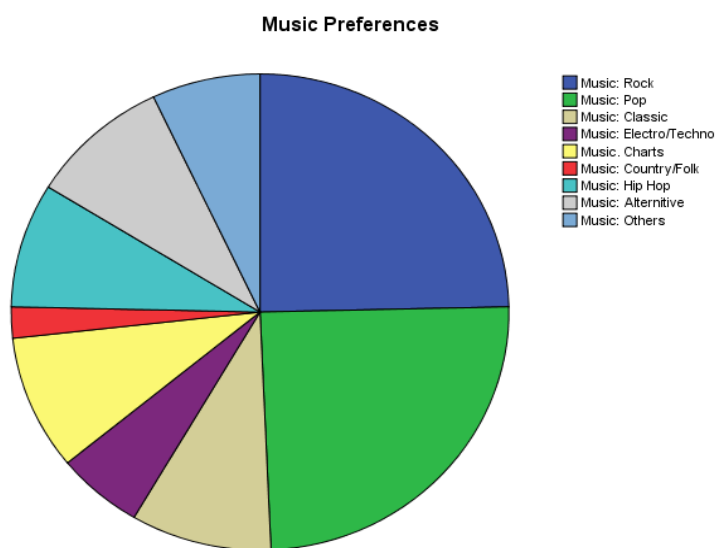


Image 13 - Pie chart: Customers Music preferences

The question about the preference of music style was a multiple choice question. Because of the variety of different music, in the questionnaire I asked if they like rock, pop, classic, electro/techno, charts, country/folk, hip hop, alternative or others. Most of the participants answered they like rock 43,8 % (35) and pop 43,8 % (35). Classic, charts and alternative music got each 16,3 % (13) votes, followed by hip hop with 15 % (12). For other music styles voted 12,5 % (10). Less votes got electro/techno music with 10 % (8) and folk/country with 3,8 % (3). Considering the pie chart (Image 13) all answers were calculated together and divided by all responses to visualize what category was chosen more often. It is easy to see that Rock and Pop music were the most chosen answers. Both have approximately a quarter of the pie. The fewest responses got Country and Folk music. All the other music styles got nearly the same amount of answers.



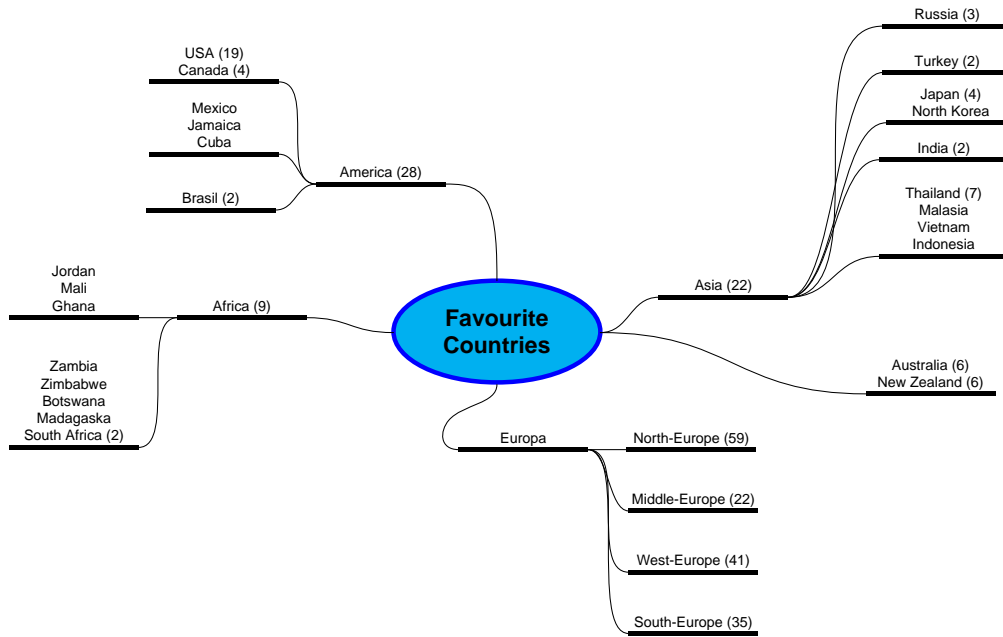


Image 14 - Mind map: Customers favourite countries

The winner of the question for the three favourite countries (Image 14) was North Europe (59), followed by West Europe (41); South Europe (39) is on the 3<sup>rd</sup> place. If Middle Europe (22) is added to European countries, EU has 157 votes in total. Reason for so many votes for European countries might be that we are all located in Europe, most of the participants are from Europe and never have been anywhere else than Europe. American countries were named as favourite countries 28 times; included inter alia USA (19), Canada (4) and Brazil (2). Asian countries got 22 votes. Most called were Thailand (7), Japan (4), Russia (3), Turkey (2) and India (2). Australia and New Zealand got each six votes. Africa as continent got nine votes in total.

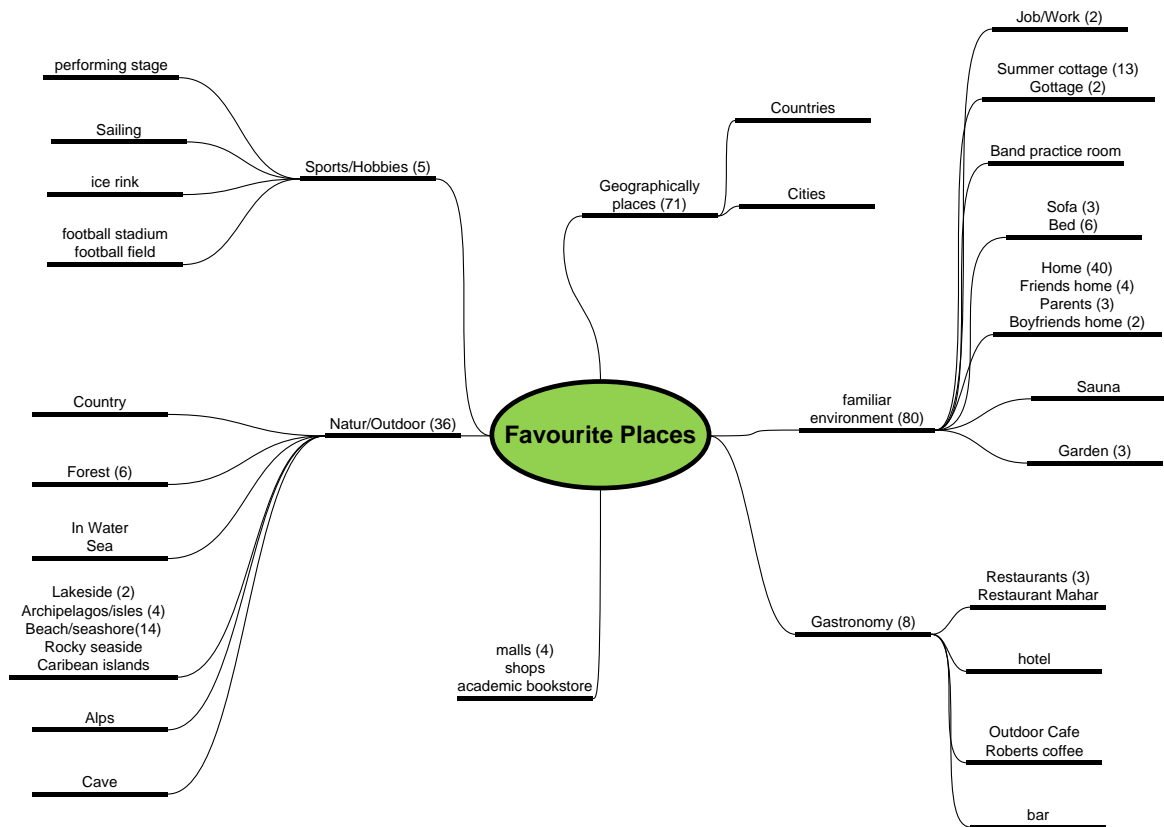


Image 15 - Mind map: Customers favourite places

The range of the answers for favourite places was very wide (Image 15). I put them together in a mind map into categories. Most mentioned were the category familiar environments (80), where I counted all words which are related to the everyday life: work, home, bed, garden, sauna, cottage, gottage (Urban Dictionary, 2007), sofa, friends and boyfriends home, parents and band practise room. On the second place were geographical environments (71), like countries and cities. 36 votes got the category nature/outdoor with following mentioned words: countryside, forest (6), water, sea, lakeside (2), archipelagos/isles (4), beaches/seashores (14), rocky seaside, Alps and cave. The category gastronomy got eight votes: restaurants (4), hotel, cafe (2) and bar. A bit less votes got the category belonging to sports/hobbies (5): performing stage, sailing, ice rink, football stadium and football field. Places like: malls (4), shops and academic bookstores were less mentioned.

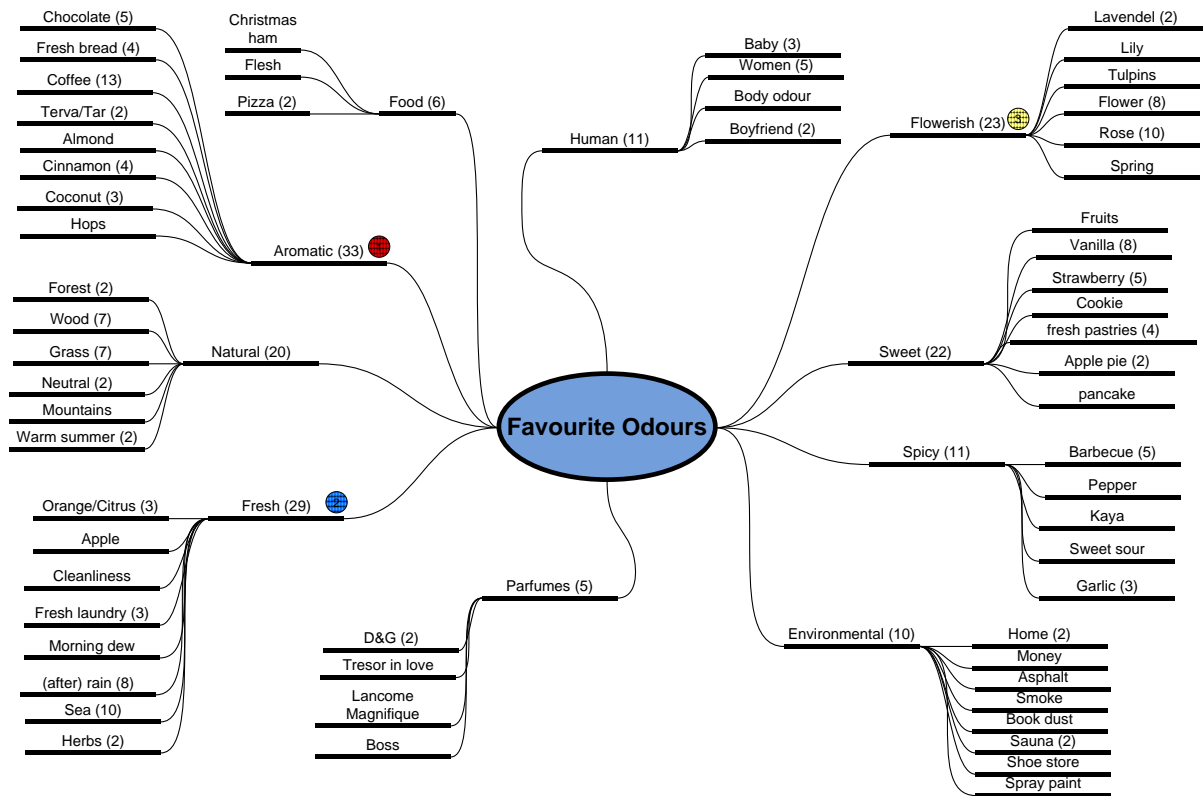


Image 16 - Mind Map: Customers favourite odours

There were so many different odours mentioned that it was useful for me to create the subgroups: sweet, aromatic, spicy, fresh, human, food, perfumes, flowery, natural and environmental (Image 16). Most responses were fitting to the aromatic group (33); it included inter alia coffee (13), chocolate (5), cinnamon (4) and fresh bread (4). Second most votes got all the fresh odours (29) together. Fresh odours were e.g. sea (10), (after) rain (8), orange/citrus (3) and fresh laundry (3). Third best category was flowery (23) with most written odours like rose (10), flower (8) and lavender (2). Sweet odours like vanilla (8), strawberry (5), pastries (4) and apple pie (2) got 22 votes. 20 odours were definable as natural smells, like wood (7), grass (7), neutral (2), forest (2) and warm summer. The 6<sup>th</sup> most called categories (each 11) were scents of humans and spicy. Environmental smells got ten votes, this category include for example: sauna (2) and home (2). Food as category got 6 calls. Some people (5) wrote their favourite perfume (brand), like D&G, Boss or “Tresor in love”.

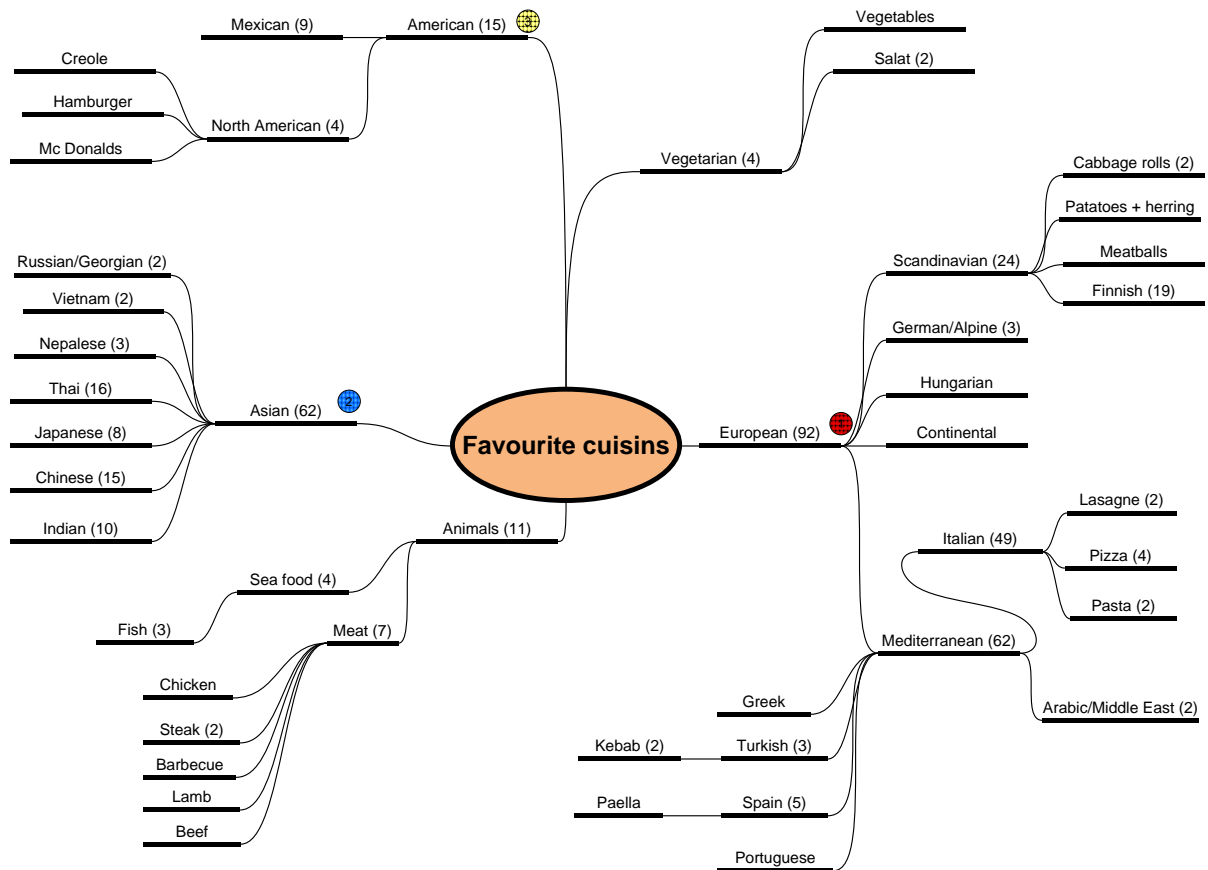


Image 17 - Mind map: Customers favourite cuisines

Favourite cuisines were wide ranged (Image 17). Most participants like European food (92), like Mediterranean food (62), Scandinavian dishes (24) or German/Alpine food (3). Second favourite type of cuisine was Asian (62), like Thai (16), Chinese (15), Indian (10) and Japanese (8). American food got 15 votes; this includes Mexican (9) and North American (4) cuisine. Eleven participants like to eat animal’s sourced food, including four people who like sea food and seven who like meat. Few people said they like Vegetarian (4) cuisine, like vegetables and salad.

### Most important subjects in life

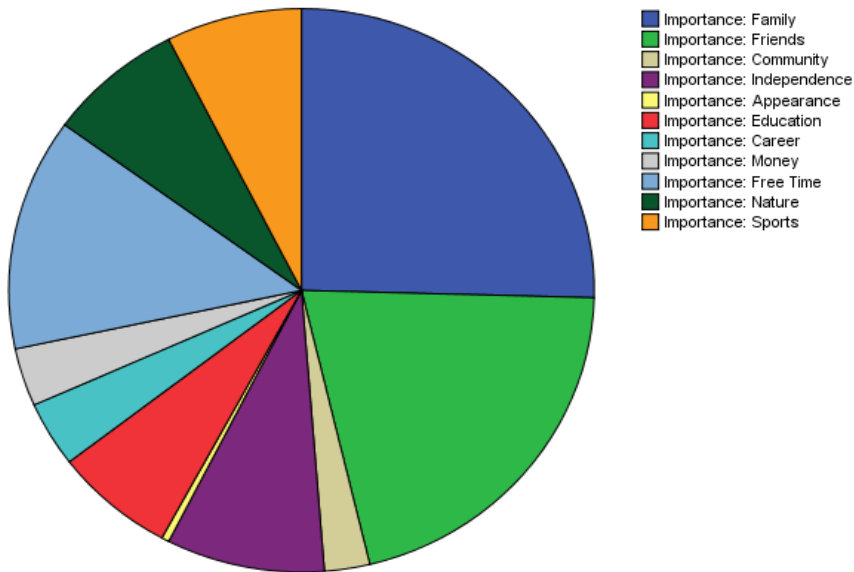


Image 18 - Pie chart: Customers most important subjects in life

By asking for the three most important parts in their life, I want to see where customers have their preferences (Image 18). It shows me a lot about important parts in life. For the most of the customers 76, 3% (61) is family one of the most important things in their life. Second most chosen answer was the importance of friends 62, 5% (50). For 40% (32) of the participants is free time one of the most important parts in their life. 26, 3% (21) said that independence is one of the most important parts. Sport and nature got each 22, 5% (18) votes. Education was chosen by 20% (16). Less votes got career 11, 3% (9), money 10% (8), community 7, 5% (6) and appearance 1, 3% (1). After considering the value of single categories to the amount of participants, I decided to visualize the balance of all groups to each other. Family and friends together reached nearly half of all answers. Free time seems to be also important to the most; it got approximately 10% of the pie. Appearance got the least marks.



Image 19 - Customer profile: Target group

By putting all the results of the questions together, it is possible to build a target group profile alternatively customer profile (Image 19). The customer of Bar Laurea likes Rock and Pop music, favourite countries are in Europe, America and Asia, for him/her are family, friends and spare time the most important things in his/her life. The target group likes aromatic, fresh or flowery odours; favourite dishes are found in the European cuisine, especially Mediterranean and Scandinavian food is popular, but also Asian cuisine and partly American. Bar Laurea’s target group likes to spend time in familiar environments (e.g. home) or environments which are geographical (e.g. other countries). Nature is also a place where the target group feels comfortable.

### 4.3 Brainstorming

After a short briefing of Laurea staff members with a presentation to brief them about the project, sense marketing and the target, I had the goal to get ideas by having a brainstorming with the students who are working in Bar Laurea. I needed ideas to design the test labs (Chapter 4.4), hence I just had a project partner I saw a benefit to do it with a bigger amount of people. On the other side I saw a benefit to integrate the staff from the very beginning to make them feel as a part of the project and minimize the risk that on a

later stage they have the feeling that somebody is making changes because they do not do their job good enough. To make them see the benefits in a multisensory design and having a positive opinion about that project I chose to brief them and do the brainstorming with them (Kaack, 2011). The presentation was held approximately 15 min, afterwards was time for questions and the brainstorming started. Eight staff members were participating.

For the brainstorming I prepared five flipchart papers, every of them had one sense stimulus on it written. The audience was asked to come to the front and write what they have in mind to those stimuli. Started with view the staff members had to tell what is coming in their mind if they are considering the aspect of view in a multisensory environment. Afterwards I asked them the same for touch, odour, sound and taste. The results are following:

### View

- Painting walls
- More colours
- Pictures of food etc
- More colours, different themes, modern
- Hospitality, restaurant + hotel, professionalism
- Themes (different countries: Italy...)
- Paintings
- More information about Sid Labs
- Like a fruit
- Table clothes
- Decoration
- Whole painting or pictures on the walls
- Mood lightning
- paintings

### Touch

- design
- soft
- background music
- business touch
- customer service touch
- knowledge how to prove professional service

- staff could be more helpful
- cold/hot
- home/inviting/smooth
- hard

### Odour

- Gin
- Meatballs and cheese
- Fresh scent
- According to season
- Meadow
- Clean air
- In cafe fresh bakery products
- Temptation food
- Cinnamon roll
- Blueberry fool
- Scent machine

### Sound

- Laughter
- Jazz
- Music (3x)
- Silent
- Conversation
- Coldplay
- Windy forest
- Waves
- People
- Machines
- hassle

### Taste

- Indian
- Reindeer
- Hot chilli



- Finnish taste
- Week themes: e.g. Mexican, Italian, Indian...
- Pear
- Fresh international
- Diplomatic cuisine
- fresh

#### 4.4 Test labs in “Café Beat” (Pilot project)

Time: Normal week 12.4.-16.4.2010 Observation 13. + 15.4.2010  
 1<sup>st</sup> test lab 26.4.-30.4.2010 Observation 27. + 28.4.2010  
 2<sup>nd</sup> test lab 17.5.-21.5.2010 Observation 20. + 21.5.2010

Place: Laurea Leppävaara Cafe Beat

Observer: Karla Böhland, Susa Wivolin

Observing-Equipment: Laptop, Pen, questionnaire (Appendix V), notepad, clock

Target:

Goal of the survey was to observe how customer behaviour is changing if you change the environment of the student café. Important to consider were the sales, time for decision, duration of visit and activity while staying. The mood also should have been observed, but was because of e.g. equipment, different nationalities, and crowd too difficult to observe.

Process:

Two test labs had to be designed. Therefore three observations were necessary. In the first week the usual café environment was place for observation, this was necessary to realize a change in behaviour related to the different stimuli. After doing that observation, we had one week to plan and create the first test lab, which had an international theme. The duration of the theme was one week. The observation was on two days each week. For the second test lab it was necessary to plan two weeks. In this case it was possible to improve the next test environment and correct errors from the first one.

### Observing Process:

In each of the three test lab weeks it was necessary to observe the customers for two whole days. Target was to observe per week up to 100 to 200 customers. By sitting in the café like normal guests we had the possibility to observe students. My partner and I act like we were studying with laptop, notepad and a questionnaire by observing as secret as possible. It was necessary to start in the morning and stay until the café closed. Breaks were allowed. Breaks were also perfect to take another place in the café.

#### **4.4.1 Normal environment**

Café Beat is Bar Laurea's coffee shop. The guest can spend the time on wooden looking tables with wooden chairs or buy food/drinks to take away. In the morning before lessons and during the breaks Café Beat is really crowded. Some students are sitting also during the day in the café to do assignments. Otherwise it seems to be a nice place to have a break or just spend time between lessons. The walls are grey and on the tables is orange and brown decoration (decoration is changing). The floor is made of stone and dark grey. In front of the café are bar tables, inside are small tables for four people to sit. Customers need to pick up the food by self-service from point of sale, which appears in blue. The usually two Laurea staff members are standing behind the sales desk. They are wearing orange pullovers, dark trousers, grey pinafores, a name badge and long hairs are band together. Music is coming from the radio (Radio Nova).

The observation for the usual environment was on 13<sup>th</sup> and 15<sup>th</sup> of April 2010. Out of 169 observed customers were 45,6 % female and 54,4 % male customers. The guessed age of these people were between 19 and 50 years old. The most of observed people were between 19 and 30 years old 75,1 % (127), 16 % (27) were guessed between 31 and 40 years and 8,3 % (14) persons were guessed to be in the age between 41 and 50 years.

### time\_complete

	Häufigkeit	Prozent	Gültige Prozente	Kumulierte Prozente
Gültig 1	130	76,9	76,9	76,9
6	12	7,1	7,1	84,0
11	12	7,1	7,1	91,1
16	7	4,1	4,1	95,3
21	3	1,8	1,8	97,0
26	1	,6	,6	97,6
31	1	,6	,6	98,2
36	2	1,2	1,2	99,4
56	1	,6	,6	100,0
Gesamt	169	100,0	100,0	

Table 2 - Test labs: Time complete - Normal week

By note down arriving and leaving time it was possible to see how long they stayed in the café. To not have to mention every existing number between 1-60 minutes, I divided them into subgroups in five minutes differences (Table 2). 76,9 % (130) stayed 1 to 5 minutes in Café Beat, 7,1 % (12) stayed 6-10 minutes, another 7,1 % (12) spend 11-15 minutes in the café, 4,1 % (7) guest stayed 16-20 minutes, 1,8 % (3) spend 21-25 minutes inside, one person (0,6 %) stayed 26-30 minutes, another one (0,6 %) stayed 31-35 minutes, two guest (2,1 %) stayed 36-40minutes and one (0,6 %) stayed 56-60 minutes.

By observing how the guests look after products, we tried to find out something in the behaviour, to see later if there will be changes. Unfortunately it is hard to observe, because of different backgrounds, especially if we do not know the observed persons. Therefore I will skip the presentation of these results in this chapter and in chapters 4.4.2 and 4.4.3.

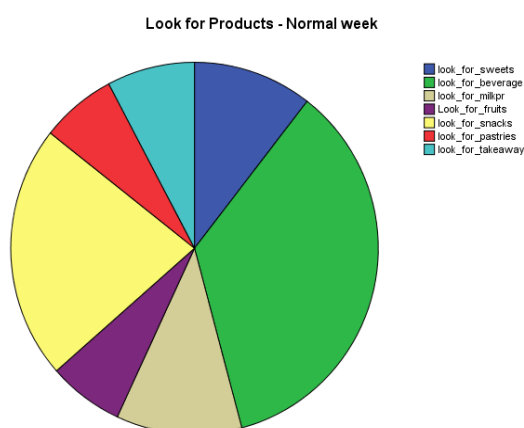


Image 20 - Test labs: Look for products - Normal week

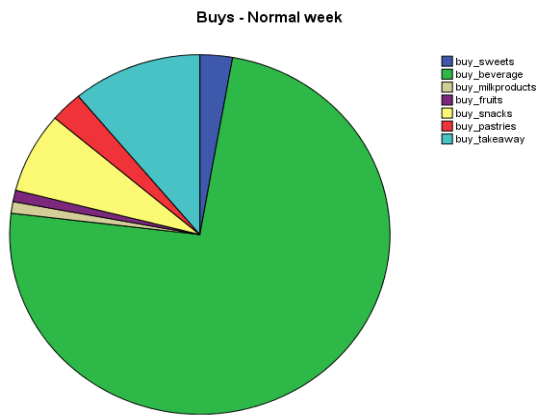


Image 21 - Test labs: Buy - Normal week

For what products guests looked helped to see what they looking for but do not buy in the end (Image 20). 11,2 % (19) were looking for sweets, 37,9 % (64) were looking for beverages, 11,8 % (20) were looking for milk products, 7,1 % (12) were focusing on fruits, 23,7 % (40) looked for snacks, 7,1 % (12) looked for pastries and 8,3 % (14) were checking the take away stuff.

Actually 4,7 % (8) bought sweets, 71 % (120) bought beverages (18,3 % (31) *soft drinks*, 49,1 % (83) *hot drinks*, 3,6 % (6) *juices*), 1,8 % (3) bought milk products, 1,8 % (3) bought fruits, 12,4 % (21) bought snacks, 4,7 % (8) bought pastries and 18,9 % (32) bought take away adds (Image 21). Comparing the two pie charts (Image 20 and 21), it is pretty clear, that most of the guests bought beverages, even if they did not seem to look for it. Most of the customers were really looking for beverages, but over 10 % were also looking for snacks.

decision\_time

	Häufigkeit	Prozent	Gültige Prozente	Kumulierte Prozente
Gültig 0	107	63,3	63,3	63,3
1	50	29,6	29,6	92,9
2	11	6,5	6,5	99,4
3	1	,6	,6	100,0
Gesamt	169	100,0	100,0	

Table 3 - Test labs: Decision time - Normal week

The most of the customers; 63,3 % (107); did not need any time for decision, 29,6 % (50) of the guest needed one minute to think about the choice, 6,5 % (11) needed two minute and only one (0,6 %) needed three minutes to decide (Table 3).

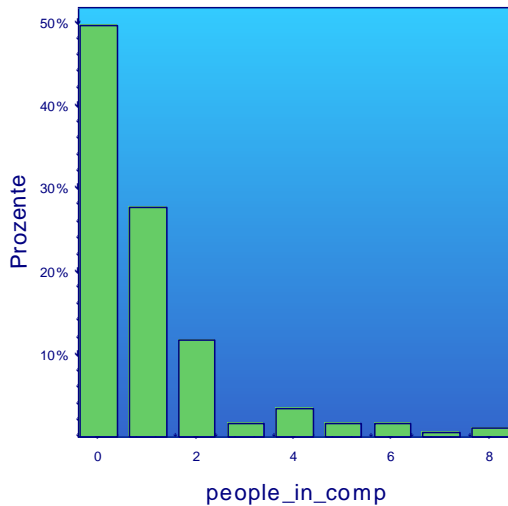


Image 22 - Test labs: People in company - Normal week

Considering the diagram (Image 22) nearly half of the guests, 49,7 % (84) visited Café Beat alone, 27,8 % (47) had one person in company, 11,8 % (20) had two person with them, 1,8 % (3) came with three persons, 3,6 % (6) spend the time together with four persons, 1,8 % (3) had five persons in company, another 1,8 % (3) were together with six persons, one guest (0,6 %) was with a group of seven persons and 1,2 % (2) were in a group of eight persons.

customer\_buy

	Häufigkeit	Prozent	Gültige Prozente	Kumulierte Prozente
Gültig no	31	18,3	18,3	18,3
yes	138	81,7	81,7	100,0
Gesamt	169	100,0	100,0	

Table 4 - Test labs: Customer buy something - Normal week

In table 4 is to see that most of the observed persons bought something: 81,7 % (138) did buy something and 18,3 % (31) did not buy anything.

By observing “how the mood of the guests is”, we wanted to find a basement for experimenting. It was really hard to observe how customer’s mood is. For future observations I suggest to cancel this part. Therefore I will skip the presentation of these results in this chapter and in chapters 4.4.2 and 4.4.3.

### Customer doing - Normal week

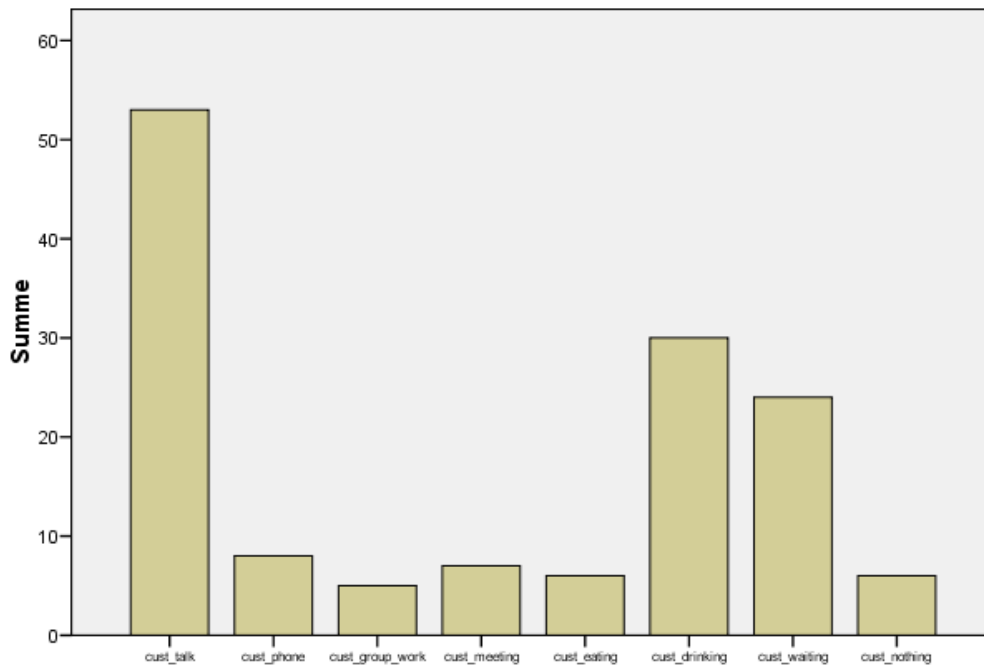


Image 23 - Test labs: Customer doing - Normal week

Part of the observation was to see what the 77 guests, which were staying, are doing while being in Café Beat. We wanted to know if the usual behaviour will change later by other given stimuli. Like viewable in the diagram (Image 23), 53 (68,8 %) guest were talking with somebody, eight persons (10,4 %) were on the phone, five (6,5 %) seemed to do some group work, seven (9,1 %) were meeting somebody in the café, six (7,8 %) were eating, 30 (39 %) were drinking something, 24 (31,2 %) seemed to wait for something and six (7,8 %) were doing nothing observable than sitting or standing. Additional two (2,6 %) were reading, another two (2,6 %) were standing around, one person (1,3 %) was playing with the table decoration and two (2,6 %) were studying.

#### 4.4.2 First environment

The goal of the first environment was to create a modern international environment with fresh bakery smell, music mix from around the world, nice pictures of beautiful spots worldwide, inviting decoration, warm behaving staff and fresh bakery products.

For the smell I suggested Bar Laurea to bake some cookies or other pastries. Therefore during the period there were fresh croissants and cinnamon buns baked during the day

which gave the café a delicious odour of fresh bakery products. For the walls I prepared posters from nice spots all around the world. First I searched for pictures in the internet; I printed them out in a smaller size, made a decision of the final collection by asking my colleagues about their opinion and printed the chosen pictures in a bigger format. Unfortunately there was not a poster printer in our office; therefore I had to glue the picture pieces together to get a big poster. After having all the posters it was time to fix them on the wall of the café. In the café is usually music from the radio playing, which is nearly not recognizable. From the facility manager I got a stereo system with loudspeaker boxes. I chose to take international music from all around the world. I got the music from Laurea Sid Lab staff and interns. For a change of taste were the fresh baked croissants and cinnamon buns responsible. The touch stimulus was quite difficult. First I was thinking to do something with the treatment of the guest, but I wanted the staff to be very kind and friendly, what they already were, so I just mentioned to them that we are having a test lab and they should treat the customers like always in their warm way of guest treatment. I changed the decoration on table by putting (light) khaki napkins with coffee beans and dried orange slides on the table. The coffee beans and the oranges had an own scent, but it was not really recognizable when just sitting on the tables. New in the café was the freezer which contained ice cream, just ready for the right summer feeling.

The beginning of the test lab week was a little bit chaotic. I did not have the possibility to brief the staff which was working in the café, because of changing staff and the rough time schedule of the Bar Laurea staff. So I had to go there in the beginning to change the music, choose the right volume and explain the idea of baking pastries. I explained them also that my project partner and me will come for 2 days and observe the guest, so that they will not feel uncomfortable if we are sitting the whole day in the café, looking to the sales desk.

The observation was held on 27<sup>th</sup> and 28<sup>th</sup> of April. 193 customers were observed. To observe them my project partner and I sat on a table with the observing forms and a lab top and tried to act like doing a group assignment. We observed 101 (52,3 %) females and 92 (47,7 %) males between the guessed age of 19 to 55 years. Most of the people were approximately between 19 and 30 years old with 80,8 %, 11,4% were guessed between 31 and 40 years, 6,7 % between 41 and 50 years and just one person (0,5 %) seemed to be between 51 and 55 years.

time\_complete

	Häufigkeit	Prozent	Gültige Prozente	Kumulierte Prozente
Gültig 1	134	69,4	69,4	69,4
6	15	7,8	7,8	77,2
11	10	5,2	5,2	82,4
16	8	4,1	4,1	86,5
21	10	5,2	5,2	91,7
26	1	,5	,5	92,2
31	2	1,0	1,0	93,3
36	4	2,1	2,1	95,3
41	2	1,0	1,0	96,4
51	3	1,6	1,6	97,9
61	1	,5	,5	98,4
81	1	,5	,5	99,0
86	1	,5	,5	99,5
101	1	,5	,5	100,0
Gesamt	193	100,0	100,0	

Table 5 - Test labs: Time complete - 1st test lab

In table 5 the duration is shown in five minute steps. Most of the guests (69,4 %) stayed between 1 to 5 minutes, 7,8 % stayed 6-10 min, 5,2 % stayed 11-15 minutes, 4,1 % stayed 16-20 minutes, 5,2 % stayed 21-25 minutes, one person (0,5 %) stayed 26-30 minutes, two guests (1 %) stayed 31-35 minutes, 2,1 % stayed 36-40 minutes, 1 % stayed 41-45 minutes, 1,6 % stayed 51-55 minutes, 0,5 % stayed 61-65 minutes, 0,5 % stayed 81-85 minutes, 0,5 % stayed 86-90 minutes and one person (0,5 %) stayed 101-105 minutes.

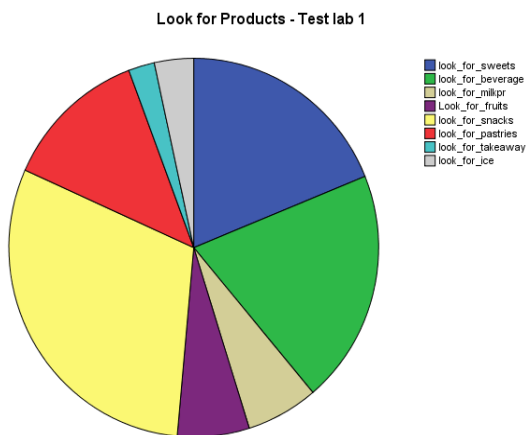


Image 24 - Test labs: Look for products - 1st test lab



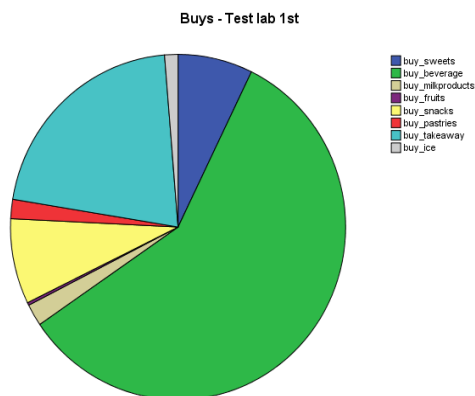


Image 25 - Test labs: Buys - 1st test lab

We observed “what the customers are looking for”, even if they later bought something different. 17,1 % were looking for sweets, 18,1 % were looking for beverages, 5,7 % were looking for milk products, also 5,7 % were looking for fruits, 27,5 % looked for snacks, 11,4% were looking for pastries, 2,1 % looked for take away equipment, 3,1 % were looking for ice cream.

Actually 14,5 % (28) bought sweets, 66,3 % (128) bought beverages (16,6 % soft drinks, 48,7 % hot beverages, 1 % juices), 4,1 % (8) bought milk products, 0,5 % bought fruits, 16,1% (31) bought snacks, 3,6 % (7) bought pastries, 42,5 % (82) bought take away equipment (e.g. coffee cups) and 2,6% (5) bought ice cream. Considering both pie charts (Image 24 and 25), customer seemed to look more for snack, sweets and pastries than actually buying. Beverages seemed to be less in centre of customers interests but were bought in the end at most. Take away equipment like cups and plastic cutlery was sold more often, because many of the customers took their hot drinks to classes or outside the building.

decision\_time

	Häufigkeit	Prozent	Gültige Prozente	Kumulierte Prozente
Gültig 0	112	58,0	58,0	58,0
1	68	35,2	35,2	93,3
2	13	6,7	6,7	100,0
Gesamt	193	100,0	100,0	

Table 6 - Test labs: Decision time - 1st test lab

In table 6 is written that: 58 % (112) did not need time for decision making and took immediately what they wanted to buy. 35,2 % (68) took a minute to decide what they would like to buy and 6,7 % (13) needed two minutes to decide what they would like to get.

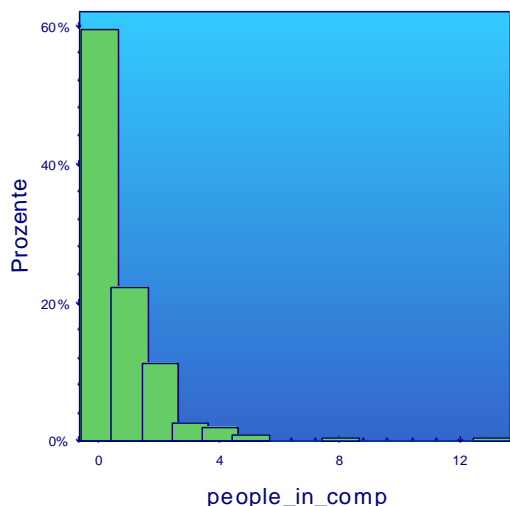


Image 26 - Test labs: People in company - 1st test lab

How many people are in company when the guests were staying in Café Beat, shows following results (Image 26): most people, 59,6 % (115) came alone, 22,3 % (43) came in company of one person, 11,4 % (22) stayed with two persons, 2,6 % (5) had three persons in company, 2,1 % (4) were in company of four persons, 1 % (2) had five persons in company, 0,5 % (1) stayed with eight persons and another 0,5 % (1) was staying with 13 persons.

customer\_buy

	Häufigkeit	Prozent	Gültige Prozente	Kumulierte Prozente
Gültig no	32	16,6	16,6	16,6
yes	161	83,4	83,4	100,0
Gesamt	193	100,0	100,0	

Table 7 - Test labs: Customer buy something - 1st test lab

In table 7 you can see that most 83, 4% of the observed clients bought something, 16, 6% did not buy anything.

### Customer doing - Test lab1

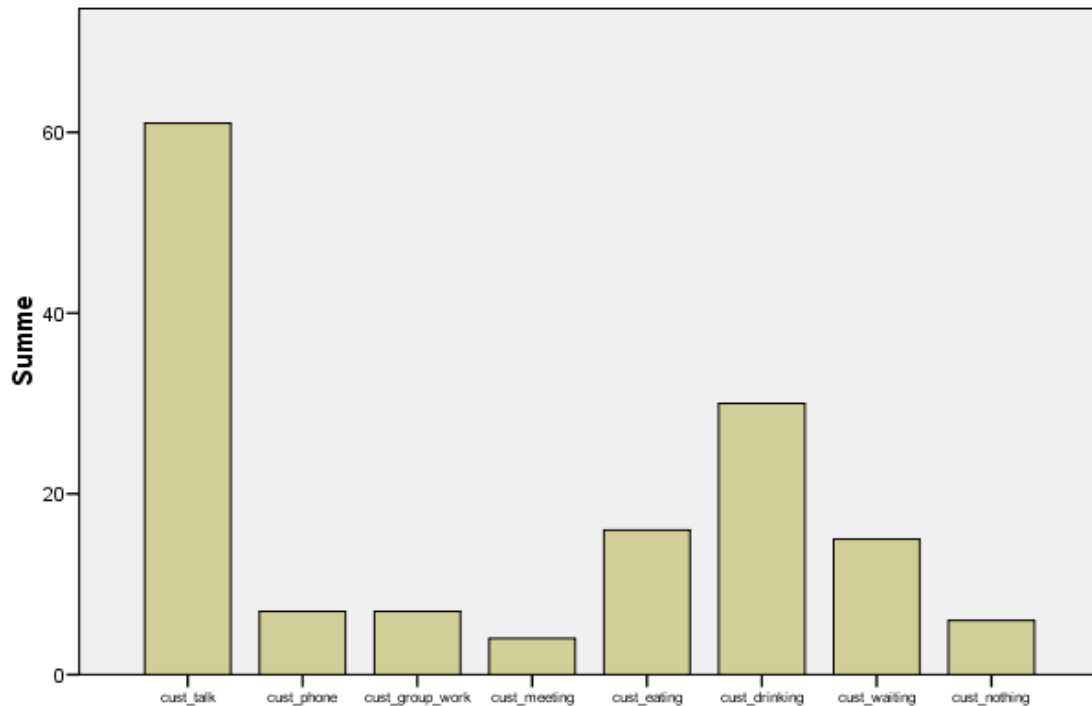


Image 27 - Test labs: Customer doing - 1st test lab

We observed what the left of 86 customers did while staying (Image 27). 70,9 % (61) of the guests were talking, 8,1 % (7) customers were on their phones, 8,1 % (7) were doing some group work, 4,7 % (4) just met somebody, 18,6 % (16) ate something while staying, 34,9 % (30) drunk something, 17,4 % (15) seemed to wait and 7 % (6) were just sitting in the café and doing nothing. Not viewable in the diagram are following added activities in the open space of the questionnaire: 0,5 % (1) was learning, another guest (0,5 %) was listening to music, one (0,5 %) was looking around, 1,6 % (3) were sitting in front of their pc, 3,6 % (7) were reading, 0,5 % (1) was just relaxing, 1 % (2) were standing around and 0,5 % (1) was writing.

#### 4.4.3 Second environment

In the second test lab the goal was to create a comfortable and inviting environment. The whole furniture got a new order, pillows for more comfort were bought from Ikea, a scent machine with chocolate cookie flavour filled the entrance area with a nice smell, colourful pictures of nice places (the same we used already for the first environment) filled the visitor area, and tables got a nice decoration. This time was again fresh bakery product made

for the taste, but the smell was made by the machine. The scent machine was borrowed by “Ideair” which is a company who do scent marketing (Ideair). We got the machine for the whole week. The best place to place the scent machine is outside the café because the scent should attract people who are passing by. These students and staff enter the Laurea building, probably on the way to their lessons. By smelling the nice odour of chocolate cookie they should be reminded of something nice to nibble while drinking a café. Everything could be taken away, therefore perfect to get to the lesson in time and having at the same time a coffee and a cookie. This time my project partner Susa Wivolin created a playlist for the surround system. There were different kinds of music mixed together. The music mix was not very well known but relaxing and chilling vibes. The order of furniture was totally changed. Susa and I realized that the huge tables which stand outside have the effect of a wall between the café inside and the outside area. They were somehow in the way. We placed them inside and put outside table to sit. In the back corner of the café we put three sofas with pillows to have a chill out area. After doing that change the whole area seemed more open and welcoming. Bar Laurea staff changed the decoration on the table to nice and simple flowers.

This week we observed 100 customers on 20<sup>th</sup> and 21<sup>st</sup> of May 2010. This was less than the weeks before because most of the students and Laurea staff were already in their holidays.

From the 100 observed people 42 % were as female and 58 % as male recognizable. We guessed the age of people from 20 to 55. We guessed 79% between 20 to 30 years, 13% between 31 and 40, six between 41 and 50 years and one between 51 and 55 years. This result let me come to the conclusion that most of the observed people were students.

**time\_complete**

	Häufigkeit	Prozent	Gültige Prozente	Kumulierte Prozente
Gültig 1	83	83,0	83,0	83,0
6	5	5,0	5,0	88,0
11	6	6,0	6,0	94,0
16	2	2,0	2,0	96,0
21	1	1,0	1,0	97,0
26	1	1,0	1,0	98,0
36	1	1,0	1,0	99,0
41	1	1,0	1,0	100,0
Gesamt	100	100,0	100,0	

Table 8 - Test labs: Time complete - 2nd test lab

Guests stayed between 1 and 43 minutes. To narrow this down it is again useful to create subgroups, in five minute distances (Table 8). Most people, 83 %, stayed 1-5 minutes.

Five people stayed 6-10 minutes, 6 % stayed 11-15 minutes, 2 % stayed 16-20 minutes, 1 % stayed between 21 and 25 min, another one stayed 26 to 30 minutes, one stayed 36 to 40 minutes in the café and another customer between 40 and 43 minutes.

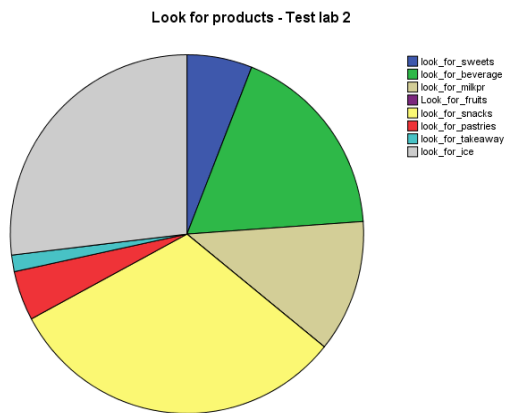


Image 28 - Test labs: Look for products - 2nd test lab

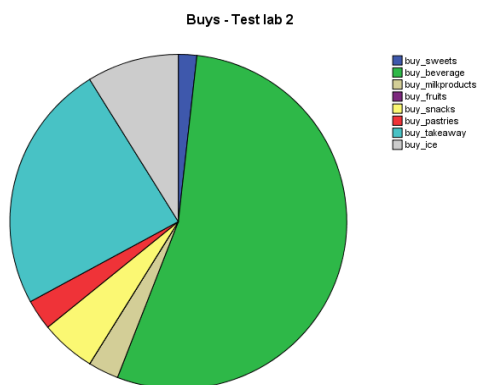


Image 29 - Test lab: Buys - 2nd test lab

The results of “for what the customers are looking” are following: 4 % are clearly looking for sweets, 12 % are looking for beverages, 8 % are looking for milk products, nobody is interested in fruits, 21 % are looking for pastries, one person is looking for take away supplies and 18 people seemed to be interested in ice cream.

What they actually bought was a little different to the question before. 3 % bought sweets, 54 % beverages (17 soft drinks, 36 hot drinks and 1 juice), 5 % milk products, no fruits, 9 % snacks, 5 % pastries, 41 % take away and 15 % ice cream. The pie charts (Image 28 and 29) are showing that like the weeks before fewer people are buying beverages than they look for. Customers were looking a lot for ice cream and snacks, but did not buy that much. In the end take away supplies were more bought than anybody had looked for.

**decision\_time**

	Häufigkeit	Prozent	Gültige Prozente	Kumulierte Prozente
Gültig 0	60	60,0	60,0	60,0
1	27	27,0	27,0	87,0
2	8	8,0	8,0	95,0
3	5	5,0	5,0	100,0
Gesamt	100	100,0	100,0	

Table 9 - Test labs: Decision time - 2nd test lab

Considering table 9, 60 people made their decision immediately, 27 people needed a minute, eight persons took two minutes and five took it three minutes.

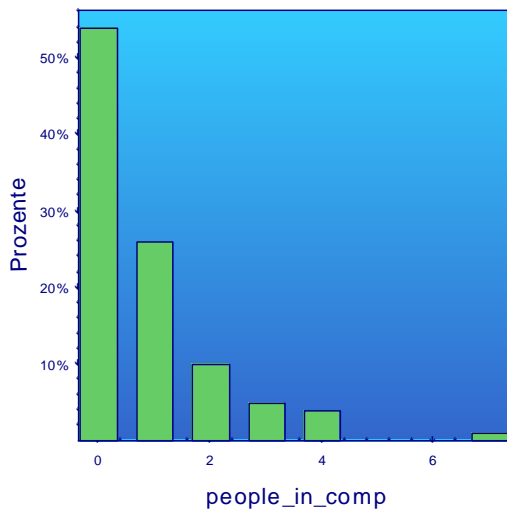


Image 30 - Test labs: People in company - 2nd test lab

In the diagram (Image 30) you can see that most of the guests (54 %) came alone, 26 % had one person in company, 10 % had two, 5 % had three, 4 % had 4 and one guest had seven persons in company.

**customer\_buy**

	Häufigkeit	Prozent	Gültige Prozente	Kumulierte Prozente
Gültig no	26	26,0	26,0	26,0
yes	74	74,0	74,0	100,0
Gesamt	100	100,0	100,0	

Table 10 - Test labs: Customer buy something - 2nd test lab

Table 10: Of all customers 74 bought something, the rest 26 persons did not buy anything.

### Customers doing - Test lab 2

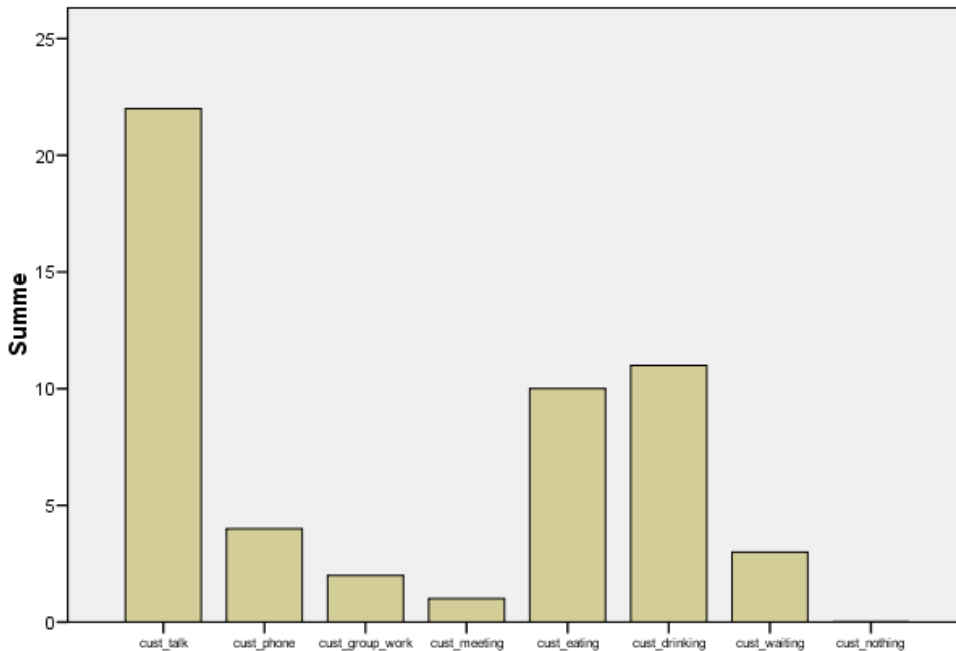


Image 31 - Test labs: Customers doing - 2nd test lab

From 100 observed guests, 31 persons stayed a while in the café. By considering the diagram (Image 31), the results of the question what customers do are viewable: 71 % (22) talked, 12,9 % (4) were on their phones, 6,5 % (2) were having group work, one (3,2 %) person was meeting somebody, 32,3 % (10) ate something, 35,5 % (11) drunk something, 9,7 % (3) were just waiting. Additional we observed that 6,5 % (2) were doing something on the pc, 1 (3,2 %) guest was reading, another one read the Laureamko (student representatives) info on the table, one (3,2 %) customer was searching money, 6,5 % (2) were just standing and one was standing in front of Café Beat.

#### 4.4.4 Results of this survey

##### Critics/Problems:

Customers felt sometimes observed and reacted artificially. Because of a lack of money it was not possible to create the multisensory environment like it was supposed to be, therefore improvising was necessary. The test labs were held to late. Holidays started and the frequency of guests decreased to the end. The weather was not each week the same, the mood, behaviour and buying decision were influenced by that, e.g. it became hotter and

the ice cream sales increased. The method was not enough developed, the survey has to be improved for future observations.

Potential for improvement:

To have a better undercover observation, cameras or an observing room with a semi-transparent mirror would be useful. Budget for creating the environment would make the realisation of the test labs easier, would save time and make the test labs more efficient. A complete planning and organisation of the labs beforehand, could avoid the gaps for planning of the test labs in between and save time. Future test lab observations should be held in the first semester months. When doing the observation it is important to try to have the determining conditions as equal as possible.

Results:

**Sales:**

Observing weeks	Number of Sales	Income in €
<b>Normal week</b>	3005	5078,50
<b>First test lab week</b>	2454	3867,80
<b>Second test lab week</b>	1927,5	2838,05

Table 11 - Test labs: Sales and Income for complete weeks

Considering the list of sales it was possible to calculate with the complete number of sales and income of the weeks (Appendix VI). Sales decrease during the time of test labs (Table 11). Reason could be that the semester was nearly over and many students and employees already left for holiday. The research criteria for making a valued evaluation were not given anymore because basic conditions changed. Therefore it is necessary to repeat the survey to get more reliable and valid results. Although the sales decreased I had the possibility to separate sales into subgroups. Having groups made it possible for me to calculate the balance between these groups if there had be increasing or decreasing for these single product groups. I separated them in: Sweets, hot beverages, cold beverages, milk products, fruits, snacks, pastries, lunch and ice cream. An error group was also included in the list. I could not see what products were included, but since they are influencing the number of sales and the income I considered them in my calculations.

The following table (Table 12) shows the amount of sales with percentage of sales of a product groups during the week. I can clearly see that the buys of ice cream increased, also cold beverages and milk products were more sold in the 2<sup>nd</sup> lab compared to a normal week. The reason could be that during the 2<sup>nd</sup> test lab the weather was really warm



and sun was shining. Snacks increased in both test labs from 3,8 % to 5,9 % in the first lab and 5,8 % in the second lab. The sales of sweets increased in the first lab from 14,2 % to 16 %, but decreased to 13 % while the second lab was held. The buys of hot beverage were not changing much during the first lab, but decreased a little during the second lab, reason might be the summer weather. Fruits were less sold during the both test labs. The amount of pastries decreased a little from 2,6 % to 2,1 % in the first test lab. In the second lab pastries had a value of 3,2 % compared to 2,6 % in the normal week. In the café were also sold 10 times tickets for the Bar Laurea lunch buffet. It decreased from 1,1 % to 0,7 % during the first lab and 0,3 % during the second lab. Reason for it might be again start of holidays and less population in the faculty. The reason for zero ice cream buys during the normal week is because there was no ice cream sold out during this time. By considering the table the error group is visible. Hence they are influencing the total amount of sales, they should be shown.

#### Amount of sales in pieces:

Pieces %	Sweets	Bev. hot	Bev. cold	Milk pr.	Fruit s	Snac ks	Pas-tries	Lunch	Ice cr.	Error gr.
<b>Normal week</b>	427	1305	638	51	63	115	78	34	0	294
	14,2%	43,4%	21,2%	1,7%	2,1%	3,8%	2,6%	1,1%		9,8%
<b>1<sup>st</sup> lab</b>	392	1073	452	34	30	146	51	18	27	231,5
	16%	43,7%	18,4%	1,4%	1,2%	5,9%	2,1%	0,7%	1,1%	9,4%
<b>2<sup>nd</sup> lab</b>	250	722	430	45	25	111	61,5	5	81	197
	13%	37,5%	22,3%	2,3%	1,3%	5,8%	3,2%	0,3%	4,2%	10,2%

Table 12 – Test labs: Amount of sales in number of sold pieces - Comparison

The next table (Table 13) shows the income during the normal week and the test lab weeks viewable. In my opinion it is important to separate the amount of sales and the income in €, because products have different prices and therefore the results will be different. For example there is a huge difference when considering the 10 times lunch tickets. The number of sales were not really high, hence they cost 26€/students and 45€/staff they had a great influence in the table of income. Different to the decreasing amount of sweets sales the income is increasing from 5,1 % to 5,8 % in the first lab and 7 % during the second lab. Hot beverages are in this table also decreasing while the income from cold beverages and ice cream is increasing, probably because of the summer weather. The amount of milk products was increasing while the income with little changes of +/- 0, 2% to the normal week value of 1 % does not change that much. Also the income for fruits is not

changing with -0,1 % so much. Snacks are increasing from 6,1 % in the normal week to 8,7 % in the first test lab and 8,8 % during the second test lab. Income of pastries decreased in the first lab from 1,7 % to 1,5 %, but increased in the second test lab week to 2,2 %. The 10 times lunch tickets have a big decreasing values from 18,4 % to 13,6 % in the first test week and 6,6 % while the second test week.

### Income in €:

€ %	Swee ts	Bev. hot	Bev. cold	Milk pr.	Fruits	Snacks	Pas- tries	Lunch	Ice	Error
<b>Nor- mal week</b>	256,2 5,1%	1733,6 34,1%	1107,3 21,8%	49,5 1%	21,2 0,4%	307,9 6,1%	88 1,7%	934 18,4%	0	580,8 11,4%
<b>1<sup>st</sup> lab</b>	225,5 5,8%	1302,6 33,7%	864,1 22,3%	29,4 0,8	12,4 0,3%	336 8,7%	59,5 1,5%	525 13,6%	16,1 0,4%	497,2 12,9%
<b>2<sup>nd</sup> lab</b>	197,5 7%	879,7 31%	758,5 26,7%	34,2 1,2%	9,1 0,3%	248,5 8,8%	63,25 2,2%	187 6,6%	47,5 1,7%	412,8 14,5%

Table 13 - Test labs: Income in € - Comparison

Income in € - Comparison

### Discussion:

Overall it is hard to say after these test labs if there was changing consumer behaviour. It would be necessary to repeat the survey under more equal basic conditions. Nevertheless after presenting the results of the observation, I can compare the differences between the normal week and the test lab weeks. Considering the table "Time complete-Comparison" (Table 14), I can see that there were not so many differences in duration of staying. Most of the observed guests stayed one to five minutes. 5 % to 7,8 % stayed six to ten minutes, 5,2 % to 7,1 % stayed 11 to 15 minutes, 2 % to 4,1 % stayed 16 to 20 minutes and 1% to 5,2 % stayed 21 to 25 minutes. Just few observed guests stayed about 26 minutes. At all there is not really a difference in time spending.

## Time complete:

Minutes	Normal week		Test lab 1		Test lab 2	
	Per cent	Cumulative	Per cent	Cumulative	Per cent	Cumulative
1-5	76,9%	76,9%	69,4%	69,4%	83%	83%
6-10	7,1%	84%	7,8%	77,2%	5%	88%
11-15	7,1%	91,1%	5,2%	82,4%	6%	94%
16-20	4,1%	95,3%	4,1%	86,5%	2%	96%
21-25	1,8%	97%	5,2%	91,7	1%	97%
26 <	3%	100%	8,3%	100%	3%	100%

Table 14 - Test labs: Time complete - Comparison

When considering the pie chart of what customers looking for and buying (Image 32 and 33), I can see that guests were looking less for beverages than in the normal week and also bought less than before. Compared to the results of the lists of sales, I can say that the amount and income of selling hot beverages decreased, but cold beverages where sold more. Also the ice cream was more sold than in the first test lab week. The looks fruits and the amount of buying fruits decreased. This was rough observable and the calculation before is showing that too. In the list of sales, the take away equipment was not recognizable because it was included in the prices for e.g. coffee. In the pie charts I can see that customers were less looking for take away equipment, but actual the sales increased.

## Customers were looking for:

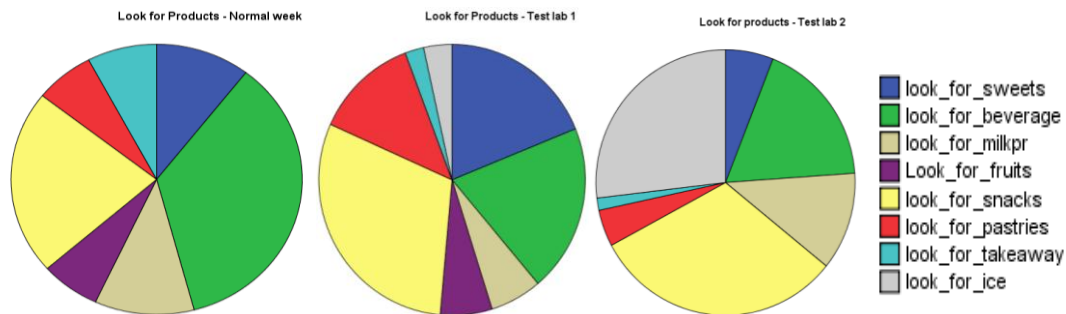


Image 32 - Test labs: Look for products - Comparison

## Customers bought:

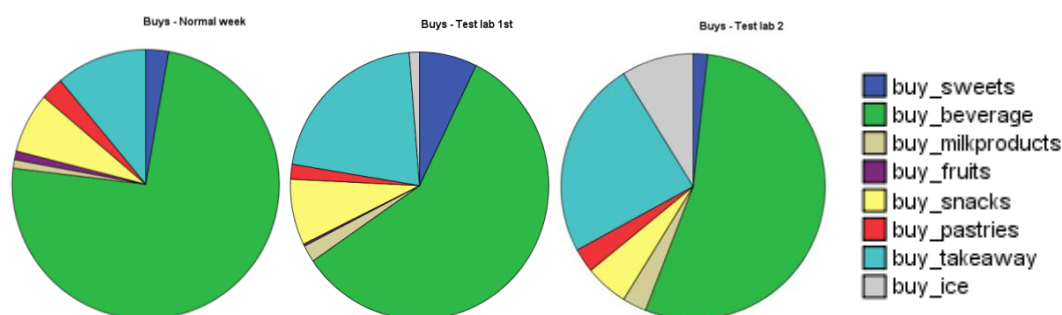


Image 33 - Test labs: Buys - Comparison

The time for decision was not like the time of staying in the café (Table 15). Most of the guests (over 50 %) knew what they wanted and did not even look for anything else. Many people needed one minute to decide. During the first test lab 35,2 % needed a minute compared to the 29,6 % during the normal week. While the second test lab was held 8 % of the guests needed two minutes to decide compared to the 6,5 % during the normal week. 5 % guests needed even three minutes compared to the 0,6 % in the normal week. During the first and the second test lab guests needed a little bit more time to decide what to buy. The difference of 0 minutes for decision is: 5,3 % between normal and first test lab week and 3,3 % between normal and second test lab.

## Time for decision:

	Normal week		Test lab 1		Test lab 2	
	Per cent	Cumulative	Per cent	Cumulative	Per cent	Cumulative
<b>0</b>	63,3%	63,3%	58%	58%	60%	60%
<b>1</b>	29,6%	92,9%	35,2%	93,3%	27%	87%
<b>2</b>	6,5%	99,4%	6,7%	100%	8%	95%
<b>3</b>	0,6%	100%			5%	100%

Table 15 - Test labs: Time for decision - Comparison

The observation of the amount of people in company did not show bigger differences; therefore I will not discuss it at this point again.

## Customer buys something:

	Normal week	Test lab 1	Test lab 2
<b>Bought Nothing</b>	18,3%	16,6%	26%
<b>Bought Something</b>	81,7%	83,4%	74%

Table 16 - Test labs: Customer buys something - Comparison

The question, if customers bought something or not (Table 16), did show a difference of 1,7 % between the normal week and the first test lab. But the difference between normal week and second test lab was 7,7 %.

### What customers do while staying:

	Normal week	Test lab 1	Test lab 2
<b>Talk</b>	68,8%	70,9%	71%
<b>Phone</b>	10,4%	8,1%	12,9%
<b>Group work</b>	6,5%	8,1%	6,5%
<b>Meeting</b>	9,1%	4,7%	3,2%
<b>Eating</b>	7,8%	18,6%	32,3%
<b>Drinking</b>	39%	34,9%	35,5%
<b>Waiting</b>	31,2%	17,4%	9,7%
<b>Doing nothing</b>	7,8%	7%	

Table 17 - Test labs: Customers do while staying - Comparison

What Café Beat customers do while staying, did not change that much. By considering the table (Table 17) there are bigger changes for meeting, eating and waiting. While 9,1 % of observed guest were in meetings during normal week, just 4,7 % during the first test lab and 3,2 % during second test lab were doing the same. The activity of eating seems to increase in time of the test labs. During the normal week were 7,8 % eating, the first test lab effected an increasing to 18,6 % and while the second test lab four times more (32,3%) people were eating while observed. A clear difference was also the decreasing amount of persons waiting for somebody. While 31,2 % were waiting during the normal week, 17,4 % waited during the first test lab and just 9,7 % were waiting in the café for somebody during the second test lab. By “doing nothing” is meant when a guest was just sitting or standing in the café without any activity. In future observations should “doing nothing” have another description, because in my opinion it is not possible to do nothing.

## 5. Ideas for multisensory design in Bar Laurea

After doing all researches first ideas for multisensory design should be created on fundament of the evaluated results. These ideas are in their first stadium and it is necessary to make more research before really developing them. They are suggestions for Bar Laurea; in the end it is their turn to decide what is best for them. I will take into consideration the ideas of the brainstorming and the results of the costumer profile survey. The expert interviews and benchmarking are helping to have the necessary knowledge for this project and giving my decisions a better fundament to discuss the outcome. In my considerations I will take 3 ideas. The first two ideas will be related to the results of the survey. The last one is a model with changing themes.

## 5.1 First idea: Finland meets World

This environment idea is related to the results of the customer profile survey. To use the results of the test labs there has to be more development first. Also the ideas of the brainstorming could influence the creating of this first model. In chapter 4.2.2 it was possible to define the target group. The target group prefers Rock and Pop music. Favourite countries are in Europe, America and Asia. Family, friends and spare time are the most important things in life. Aromatic, fresh or flowery odours are preferred. Favourite dishes are the European cuisine, especially Mediterranean and Scandinavian food, but also Asian cuisine and partly American. And the target group likes to spend time in familiar environments like home or geographical environments for example other countries. Nature is also a place where the target group feels comfortable.

The results of the brainstorming session with Bar Laurea staff were mostly to find ideas to create the test labs. But it gave me also some nice ideas I can use in this part to create an idea. Complete results can be found in chapter 4.3. Summing up the most useful details for the view could be more pictures/paintings, colours, lighting effects and some decoration. Touch could be homelike and inviting; staff should be more helpful and offer professional service. Odours were mostly mentioned food to stimulate the appetite, e.g. bakery products, fresh odours like meadow or clean air, were also mentioned. One person said it could be changing seasonal. Ideas for sounds were human sounds like from conversations, sounds of nature like a windy forest or waves, but somebody said also that Jazz music would be nice. The taste could be Finnish cuisine like reindeer, Indian with all its spices or international and fresh. I really liked the idea of weekly changing themes for food.

My Idea is to have a theme which includes familiar with the international aspect. Let's call it "Finland meets world" (Image 34). The target group likes the home environment of Finland, but is also international orientated. Laurea students are from Finland and many others are from all over the world. Two worlds are meeting each other all the time and have to cooperate together. To design an environment which includes these two worlds could be an interesting new mix. For the view should be pictures on the walls, like pictures and paintings from places of familiar places in Finland, e.g. Sauna, forest, places in Europe, America and Asia. Because of the importance of family and friends for the target group, I think there could be a wall with pictures of students and staff of Laurea, like at home people have pictures of their family and friends. Pictures of international and Finnish students could be in a mixed order to fit the theme. The decoration could be wooden and

in natural colours. Wood brings a warm atmosphere. To make the environment cosy, comfortable furniture like from a living room could help out. The furniture would have a design effect but also ensure living room atmosphere. I would place wooden chairs and tables, like in the forest, in front of the café area and inside design the café like a comfortable living room. In a corner could be a chill-out-corner with mood lighting. Small trees in the outside area and room plants in the inside area of the café would make the environment greener. International details could be for example the table decoration, hammocks in the chill-out-corner, plants or added together already in furniture design. Warm touch is already given by furniture and decoration, but customer treatment is also important. The staff should be considered like a friend. They should be helpful, warm, friendly, but at the same time professional. The guest should have a familiar feeling to the staff and should feel known and important. The odour should fit to the seasons. In winter aromatic and sweet scents of coffee, chocolate, cookies and cinnamon. During the spring flowery scents are perfectly fitting. The summer should be fresh, like the sea, citrus, rain and meadow. The autumn could have natural scents, like wood, forest, grass or hay. Rock and Pop music were the most popular types of music; hence a radio program would fit totally. The future intern could make a little survey, to find out what is the favourite radio program. For the taste there could be weekly or monthly changing themes like “Finland kisses Italy”, “Thailand vs. Finland” or “Finerica”. The themes and menus depend on what the student staff wants to develop. No limit for creativity.

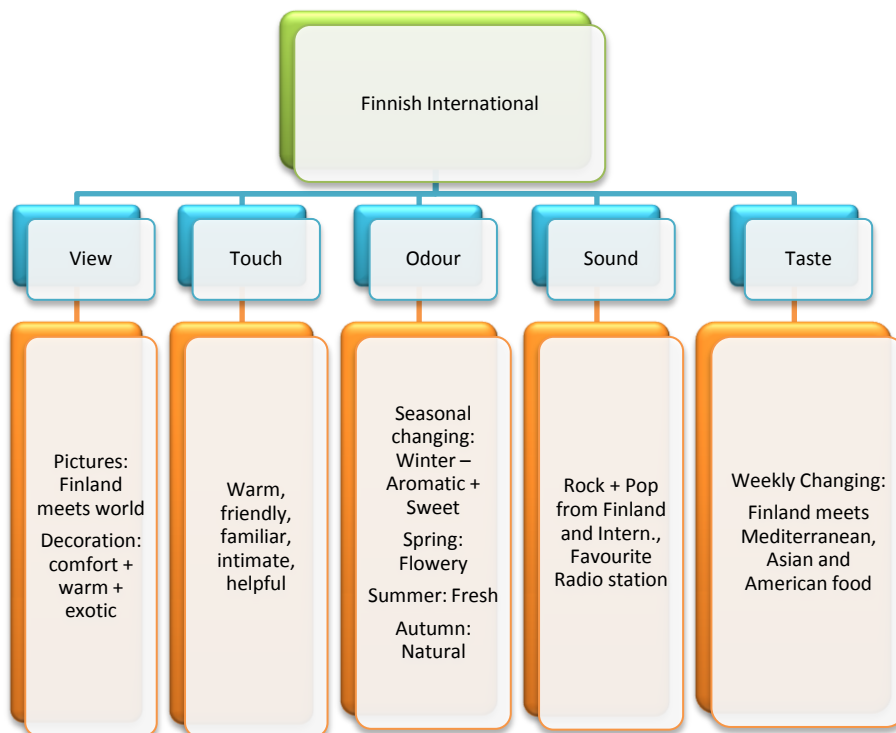


Image 34 - Multisensory idea: Finnish International

## 5.2 Second idea: Multisensory brand

The second idea is to develop the brand Bar Laurea. It should be an environment which reflects the desired image of Bar Laurea. Goal is to strengthen up the image of Laurea, by improving the brand Bar Laurea. Customers want to spend more time in Laurea and will spend more money for Bar Laurea products if they like Bar Laurea so much that they want to eat there instead home or anywhere else. That could have also a positive influence on the studying success because it is motivating group work, frequently visits of the lessons, studying for exams in Laurea building and doing some assignments in the computer room.

Depending on results of the customer profile survey this environment would be a fixed design which does not need to change. It will be a final version and should not have huge changes, because the design shape is presenting the brand "Bar Laurea". Improvements from time to time are necessary. But it should not be a total new concept. The main focus is improvement of Bar Laurea. Bar Laurea as brand is already very good developed with brand colours, extra Bar Laurea work clothes, decoration in brand colours. I would not change anything of these factors and concentrate more on improvement and completion to a multisensory environment.

From the customer profile survey, chapter 4.2.1, I know that most of the customers have a good opinion of Bar Laurea but just few think Bar Laurea is very good, hence there is potential for improvement. Café Beat and the lunch buffet are visited quite frequently, just Restaurant "Flow" is not visited from most of Bar Laurea guests; reason might be the high prices. But I would not change the concept and prices of Restaurant Flow because it offers better quality and more service and therefore the price is justified. Café Beat is visited by the most of the participants but there is still the possibility to increase the visits. Most of participants said they prefer the service of Bar Laurea to other possibilities. Approximately 1/3 responded with "no, I don't", but they choose Bar Laurea by reason of the price, time and location. I figured out in chapter 4.2.1 that some customers think Bar Laurea is crowded, noisy, boring and too busy; some would like to have more comfort and Bar Laurea as a place to relax.



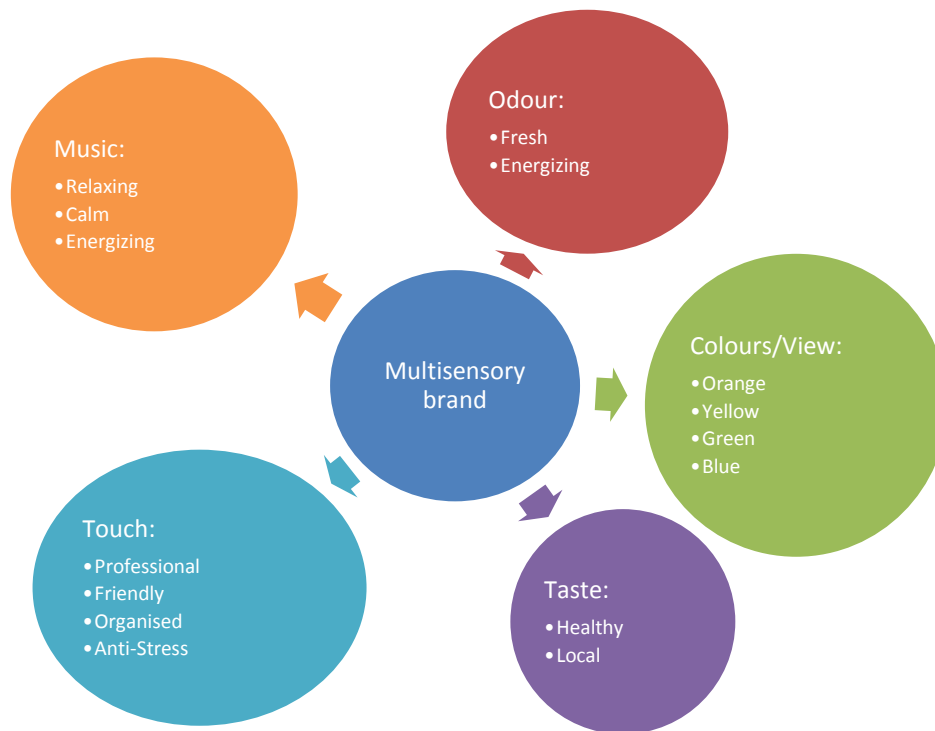


Image 35 - Multisensory "Bar Laurea" brand

Colours of Bar Laurea are orange, green, yellow and blue-gray. These colours could be more presented in the environment, like paintings, furniture, pictures. By having pillows in these colours the environment becomes more colourful and cosy at the same time. The design of a logo for Bar Laurea will make the brand more recognizable (Image 35). The colours orange, green, yellow and blue are fitting to fresh odours, e.g. citrus fruits, sea and grass. By reason that some customer thinks Bar Laurea is noisy, crowded and busy, calm and slow music could help to relax and feel different about the crowded breaks. Music can affect the mood and feelings; fast music makes people more impatient. By having calm relaxing music customers could feel like waiting passes faster and would not stress about. About the crowd is not that much to do because the break starts always at the same time. But by expanding the opening hours of the lunch buffet the possibility to eat later would be created and the crowd might become less. By boring could a lot be meant, e.g. the environment or the food. The bright brand colours might bring a little refreshment to the environment. Since Bar Laurea has bright colours and fresh odours which should be added, the cuisine should match to it as well. Bringing influences from the international cuisine to the selection the range of food choice could be increased. Producing food by considering the device "vital and healthy studying" would fit well to the bright brand colours. Healthy would be for example more fresh and local food; less fast-food or high fat dishes; more vegetables, salad and fruits. The customer touch point was from 2 of 80 persons in the customer profile survey criticised by saying Bar Laurea is unprofessional.

Special about Bar Laurea is that most of staff members are students and they are still learning how to work in hospitality management, therefore it is okay to make mistakes. But to improve the level of professionalism it is important to consider the preparation of working in Bar Laurea. Therefore it would be necessary to look deeper into the mechanism of Bar Laurea.

### **5.3 Third idea: Changing themes**

The third idea is not related to the surveys. I got this idea during the project and the meetings with my supervisor. By getting to know Laurea University of Applied Science and the concept of Bar Laurea, I was thinking that it would be useful to have temporary themes. Bar Laurea staff members are students of Hospitality Management and they should learn by working in Bar Laurea how the business of Hospitality Management in praxis works. By temporary themes there could be a group of students designing events and experiment the effect of these changes. The group does not have to be in the same formation for the duration they are working in Bar Laurea. The themes could change every month or could last for one week every month. It depends on what Bar Laurea wants and if they have the abilities to do that, because it means to have equipment for doing it and invest money and extra time. After every theme there should be an evaluation. This helps to find out what environments were successful. Feedback forms like they are already used in Bar Laurea might be good to find guest opinions out, but to get a wider range of customers an online survey could help by that.

Basically the idea is to have a group of students (e.g. Bar Laurea students) which develop a new environment monthly or weekly. In Laurea unit Tikkurila are some equipments which could be borrowed. Social studies use them to design international environments. The creation of an environment could include: costumes, customer treatment (role acting), furniture, lighting, pictures/painting, offers, decoration, events, music, odours and a menu which fits to the environment. Themes could be: Historical, International, Seasonal, Fantasy, Economical, Scientific, Cultural and more.

Important is to consider all details related to the theme to make the imagination more realistic. For example the staff should play their roles, wearing costumes and having a fitting style. The music and the acoustic background have to fit to the theme, e.g. if the theme is 80'ies, there cannot be music from today. Considering the touch point, details like temperature have to match as well. If the theme is a tropical island it would be quite difficult to get the right mood if the facilities are freezing cold. Supplies are good for the vision but

also good to touch; it makes the visit to an experience. Scents make the dive to another world easier, but careful with the choice and intensity, otherwise some guests might feel disturbed by the odour (Back, 2010).

My supervisor liked the third idea, because it would be very educational for the Bar Laurea staff to change the environment from time to time. On the other side it would be nice for the beginning to experience what is liked and what is disliked by the customer. On a later stadium it is still possible to have a fixed design. Important would be the documentation and evaluation of every environment to give future students and interns the possibility to avoid same mistakes and improve good environments.

## **6. Vision for the future**

My part in the project was the first research about the field and doing some surveys to find information related to the topic. In future more interns will come and continue my work. More information seeking is useful and the surveys I have already done could be repeated. The faults I did could be eliminated by starting the test lab weeks earlier in the semester and getting more financial support to buy the equipment which is needed. The customer profile could be earlier during the semester, when more people are actually in their study period. The next two research interns should get, besides these things which need improvement; already some design layouts. The first two environments I suggested could be tested in the test labs. In the end of the next two internships there will be one idea for multisensory design in Bar Laurea. The task of the third intern after me will be planning and organizing everything to fulfil the project goal. On this stadium it might be possible to get support from outside like funding or partnerships. Before this stage it was a useful ability to be creative. But on the stage of realizing, an intern who is very good in planning and organizing things should be the right person for this task. Support from designers or design students might be very useful to create the environment. When knowing how to do the project, it is possible to make a cost calculation. The intern should assure to get financial support by finding funding or getting all money from applicant. To be prepared not to get all money which is needed, they should have a plan B which is related to original but have cut the costs by having alternative methods and equipment. This planning will take the whole internship period of 6 months. The fourth intern has the possibility to fulfil the goal. The multisensory design will be ready in two to three years after my internship; if there will not be major changes.

## 7. Conclusion

By getting to know the basics about “Sense Marketing” and conducting a survey related to “Multisensory design” in service innovation, it was possible to get the first ideas for further developing Bar Laurea. During this thesis it became clear that my work is just the beginning of a series of changes for Bar Laurea and that it is still necessary to continue and partly repeat what I have done during my project. In this thesis I tried to give the foundation of future project work and I hope the purpose of these work is clear. I mentioned that “Sense Marketing” is an important field of Marketing which is narrow related to Neuromarketing. It got clear that it is important to get attention nowadays from customers but also to build a stronger relationship between brand and customer. In gastronomy multisensory design is not that new, but it was not really defined earlier like that. Especially the infliction of scents machines is new. Although “Sense Marketing” is easy to implement for restaurants and hotels, other business trees are putting more time and money in developing a marketing concept which includes all sense stimuli. The reason is the lack of money in the hospitality sector (Pine & Gilmore, 1999). This thesis made clear what is to do in the future to reach the project goal. What will happen depends on applicant and the work of future research intern.

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[With\\_Audible\\_And\\_Olfactory\\_Lures\\_One\\_Marketer\\_Helps\\_Pull\\_In\\_Punters.html](http://www.equalstrategy.com/News/The_Bali_Times-With_Audible_And_Olfactory_Lures_One_Marketer_Helps_Pull_In_Punters.html)

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## Appendix



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## I. Interview-report: Cino4

### Questions Tekniska Museet

Name of company: Tekniska Museet - National Museum of Science and Technology

Name of expert/s: Ulrika Forsberg; Mariana Back

Date of interview: 17.05.2010

Place of interview: Stockholm

Used media: Voice recorder

Given material: Pp-Presentation, Master thesis

- Since when exist Cino4?

Opening was January 2007

- What is the background of this idea?

We wanted to have an attraction. We wanted to create something unique in Sweden, to attract customers.

Trough Cino4 we gained many visitors. In 2006 we had 184000 customers and the following year we reached 300000 visitors. Cino4 was a huge customer attraction and still the amount of visitors is growing.

- How does it work?

I saw 4D cinema already when I went to US and Disneyland. The idea development started, when we wanted to create a customer magnet. First we were thinking to have a 3D cinema in the whole lecture hall. But then we went to Belgium, to Barco, and Scotland, but it was too expensive. Finally we decided to create something new for Sweden in the size for a whole school class or a little bigger and looked for simulators. When I was visiting an Exide meeting in Finland, I ran into that company "Smart Theater" from Israel and I went to Israel to visit one of their theatre and we just liked it. We decided to do it that way, because it was financially possible and possible from the technical point of view. They were willing to change the shows how Teskniska Museet wanted to have them. The very first show "Learning to fly" was adopted from one of their shows "My grading birds" and we decided what we would like to add. We added how and why we, the human, fly and added technical details and received the two mixed stories in "Learning to fly".

- Why do you think is this kind of multisensory environment important nowadays?

We have to follow the trend.

- How do these multisensory stimuli affect the customer?

Visitors of Cino4 love it, especially children. Adults have sometimes another point of view, but just few. They say for them it is too much.

- Do you see disadvantages in sense marketing or multisensory design?
- How does allergies and special needs have to be considered while creating a multisensory space?

Allergies are not shown for Cino4. Some people just don't like it and complain about scents, but I never had a case of allergies. But it shouldn't be ignored. There should be announcements, like Cino4 has on our webpage. It is good to be discreet with scents and not float it all over.

- We are designing a multisensory environment to support Laurea student identity and at best Laurea's own strategies and vision, what kind of advice would you give for this kind of purpose?

Avoid bad smells like e.g. smoke, unless it is not for a research  
 You could have food tasting sessions, maybe also without seeing anything; making a blind tasting session.  
 It is useful to add every possible detail to environment to make it seem real. The whole environment has to fit to the theme. The hostesses should have costumes, make-up and styling. Additionally they should do role plays.

## II. Benchmarking report: Thai multisensory environment

### Benchmarking: Thai multisensory environment in Laurea Tikkurila 9.5.2010

The intern Karla Böhland went on 9<sup>th</sup> of May 2010 to Laurea Tikkurila to an event to observe the Thai multisensory environment there. This event was a result of a social study project. The idea about this environment is to grow a multicultural society which is willing to learn about other cultures. People should get more tolerant by knowing more about other cultures and the integration of new cultures in a country could become easier.

#### The environment:

- In the background was traditional Thai music played
- The odour of sweets (durian fruit), tea (ginger) and dry lily flower was realized by entry the space
- The sense of touch was implemented by having utensils from Thailand which the visitors could touch. E.g. hat to try, elephant figure to play, flat carpet to sit on, pillows, grocery products and mortar pestle
- Some snacks, sweets, instant drinks, fish snacks were offered to imagine the taste of Thailand

- A slideshow on the wall gave the guest an idea about the many facets of Thailand

### III. Questionnaire: Customer profiles

Questionnaire: Customer profile

1.) What do you think about Bar Laurea in general?

Good	Ok	Not that good	Bad	Don't know
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2.) How often do you usually visit Bar Laurea during the week (number of visits)?

Cafe	
Flow restaurant	
Canteen	

3.) How long do you usually spend time in Bar Laurea as a customer?

Cafe	
Flow restaurant	
Canteen	

4.) Describe Bar Laurea in 3 words...

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5.) Why do you choose to use the service of Bar Laurea instead of other possibilities? If not, why?

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6.) What kind of music do you like?

Rock	Pop	Classic	Electro/Techno	Charts (Top 20 etc.)	Country/Folk	Hip Hop	Other
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7.) What are your 3 favourite countries?

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8.) What are your 3 favourite locations?

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9.) What are your 3 favourite odours? (E.g. fresh, sweet, musk, flower, exotic...)

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10.) What are your 3 favourite cuisines? (e.g. Finnish, Italian, French)

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11.) Which of following things are the 3 most important parts in your life?

Family	Friends	Relationship (partner)	Education/Work/Career
Health	Beauty	Nature	Pet
Money	Fun	Sport	Free time
Community	Independency	Traditions	Modernity
Others:			

12.) What environment or theme would you like to have in the Bar Laurea?

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13.) Do you have ideas to improve the Bar Laurea? Please list them.

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14.) Are you:             Student             Employee             Visitor

15.)What is your field of study?

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16.)Which university?

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17.)Age: \_\_\_\_\_

18.)Gender:     female         male

#### **IV.    Introduction online survey**

Dear Laurea Leppävaara students and personnel,

In SID Labs International there is an ongoing project led by two (2) research interns, a Finnish Hospitality Management student, Susa Wivolin and a German student Karla Böhland from HAW (Hochschule fuer Angewandte Wissenschaften Hamburg) university.

The project is titled “Multisensory Design at Bar Laurea”. It was launched in February 2010 and the current part will last until the end of June 2010. We hope to build an ongoing series of projects under the same focus.

Our aim is to develop the service and environment of Cafe Beat in Laurea Leppävaara lobby using new methods and innovative approach.

We have designed a questionnaire to support our design process, and we would kindly ask you to take part in the questionnaire to support our project work. Answering will last approximately until 5 minutes (5 min) of your time, but this small step for you will be a giant leap for our research. You may take part in the questionnaire until 31<sup>st</sup> May, 2010.

To answer our questionnaire, please follow the link:

<https://elomake3.laurea.fi/lomakkeet/2620/lomake.html>

For more information you could contact us:

[multisensory@laurea.fi](mailto:multisensory@laurea.fi)

[susa.wivolin@laurea.fi](mailto:susa.wivolin@laurea.fi)

[karla.bohland@laurea.fi](mailto:karla.bohland@laurea.fi)

## V. Test lab: Observation form

No.	Age	Gender	Duration of stay			Buying process				Time spending process			
			arriving time	leaving time	spending time complete	How customers are looking for products	What customers are looking for?	What the customer buy?	Time for decision	How many people are in company?	Did customer buy something?	How is customer behaviour?	What customer are doing while staying?
		1=female; 2=male	hh:mm	hh:mm	minutes	1=stressful, 2=calm, 3=immediately, 4=clueless; 5=others (how?)	1=Sweets; 2=Beverage; 3=Milkproducts; 4=Fruits; 5=Snacks; 6=Pastries; 7=Take away stuff	1=Sweets; 2=Beverage; 3=Milkproducts; 4=Fruits; 5=Snacks; 6=Pastries; 7=Take away stuff	minutes	number	0=No; 1=Yes	1 = relaxed, 2 = stressed, 3 = in hurry, 4 = shy, 5 = others	1= talking, 2=phoning, 3= group work, 4=meeting, 5=eating, 6=drinking, 7=waiting, 8=nothing, 9=others (what)
1													
2													
3													
4													
5													
6													
7													
8													
9													
10													
11													
12													
13													

## VI. List of Sales during test labs: Café Beat



**KAHVILA BEAT**  
002

Tuotemyynti

1 / 1

	12.4.2010 - 12.4.2010		13.4.2010 - 13.4.2010		Ero kpl	Ero
	Kpl	Myynti	Kpl	Myynti		
<b>30 RUOKA 22%</b>	<b>1,0</b>	<b>45,00</b>	<b>0,0</b>	<b>0,00</b>	<b>1,0</b>	<b>45,00</b>
9949 Henkilökunta lounasilpuke 10kp	1,0	45,00	0,0	0,00	1,0	45,00
<b>50 RUOKA 0%</b>	<b>267,0</b>	<b>560,20</b>	<b>447,0</b>	<b>687,40</b>	<b>-180,0</b>	<b>-127,20</b>
3 Kahvi	3,0	2,70	10,0	9,00	-7,0	-6,30
4 Kahvi mukaan	130,0	130,00	169,0	169,00	-39,0	-39,00
2003 Tee	20,0	10,00	41,0	20,50	-21,0	-10,50
2005 Cappuccino/ Latte	1,0	2,00	3,0	6,00	-2,0	-4,00
2013 kuuma vesi	2,0	0,20	6,0	0,60	-4,0	-0,40
2015 Annoskaakao	6,0	6,00	7,0	7,00	-1,0	-1,00
2016 Kahvikortti	19,0	133,00	14,0	98,00	5,0	35,00
2017 Teekortti	2,0	7,00	1,0	3,50	1,0	3,50
3001 KONVEHTI	10,0	1,00	52,0	5,20	-42,0	-4,20
3003 Fazerina	6,0	6,00	8,0	8,00	-2,0	-2,00
3005 MYNTHON	2,0	2,40	7,0	8,40	-5,0	-6,00
3007 Sisu	3,0	3,60	0,0	0,00	3,0	3,60
3008 AAKKOSET	2,0	3,00	1,0	1,50	1,0	1,50
3009 ELOVENA	1,0	1,00	1,0	1,00	0,0	0,00
3010 TWIX	4,0	4,00	7,0	7,00	-3,0	-3,00
3011 JIM	7,0	3,50	9,0	4,50	-2,0	-1,00
3012 Royal	6,0	6,00	5,0	5,00	1,0	1,00
3016 OMENAMEHU RAIKASTAMO	0,0	0,00	3,0	7,50	-3,0	-7,50
3020 PANTTERI	0,0	0,00	1,0	2,00	-1,0	-2,00
3022 RAHKA	3,0	4,50	8,0	12,00	-5,0	-7,50
3024 Lakrisal	2,0	1,60	3,0	2,40	-1,0	-0,80
4008 Kolmioletpä	10,0	30,00	24,0	72,00	-14,0	-42,00
4013 Pulla	6,0	6,00	15,0	15,00	-9,0	-9,00
4014 Berlinimunkki	0,0	0,00	7,0	10,50	-7,0	-10,50
4022 VIILI/JUGURTTI	5,0	3,00	9,0	5,40	-4,0	-2,40
4023 Hedelmä	7,0	2,80	19,0	6,40	-12,0	-3,60
4025 Täytetty patonki	1,0	4,00	11,0	44,00	-10,0	-40,00
9948 Opiskelija lounasilpuke 10kpl	7,0	182,00	6,0	156,00	1,0	26,00
9950 Avoin ruoka	1,0	4,00	0,0	0,00	1,0	4,00
9952 Avoin Kahvi	1,0	0,90	0,0	0,00	1,0	0,90
<b>80 VIRVOKE 0%</b>	<b>88,0</b>	<b>145,00</b>	<b>116,0</b>	<b>202,90</b>	<b>-28,0</b>	<b>-57,90</b>
2101 GRANDI	12,0	6,00	24,0	12,00	-12,0	-6,00
2102 BATTERY	21,0	58,80	39,0	109,20	-18,0	-50,40
2105 Vespulla	19,0	19,00	12,0	12,00	7,0	7,00
2106 Urju	36,0	61,20	41,0	69,70	-5,0	-8,50
<b>99 VIRHERYHMÄ</b>	<b>57,0</b>	<b>109,40</b>	<b>46,0</b>	<b>86,70</b>	<b>11,0</b>	<b>22,70</b>
2104 2104Error 7.10.2009 16:48:25	14,0	21,00	13,0	19,50	1,0	1,50
3028 3028Error 7.10.2009 16:48:28	1,0	1,00	2,0	2,00	-1,0	-1,00
4005 4005Error 7.10.2009 16:48:28	27,0	59,40	18,0	39,60	9,0	19,80
4016 4016Error 10.12.2009 17:24:43	5,0	6,00	3,0	3,60	2,0	2,40
4026 4026Error 7.10.2009 16:48:29	10,0	22,00	10,0	22,00	0,0	0,00
<b>Yhteensä:</b>	<b>413,0</b>	<b>859,60</b>	<b>609,0</b>	<b>977,00</b>	<b>-196,0</b>	<b>-117,40</b>





	14.4.2010 - 14.4.2010		15.4.2010 - 15.4.2010			
	Kpl	Myynti	Kpl	Myynti	Ero kpl	Ero
<b>30 RUOKA 22%</b>	<b>1,0</b>	<b>0,00</b>	<b>2,0</b>	<b>90,00</b>	<b>-1,0</b>	<b>-90,00</b>
9949 Henkilökunta lounasilpuke 10kpl	0,0	0,00	2,0	90,00	-2,0	-90,00
9977 HiO lounasilpu O-hinta	1,0	0,00	0,0	0,00	1,0	0,00
<b>50 RUOKA 0%</b>	<b>318,0</b>	<b>449,80</b>	<b>568,0</b>	<b>895,20</b>	<b>-250,0</b>	<b>-445,40</b>
3 Kahvi	3,0	2,70	30,0	27,00	-27,0	-24,30
4 Kahvi mukaan	133,0	133,00	246,0	246,00	-113,0	-113,00
2003 Tee	29,0	14,50	38,0	19,00	-9,0	-4,50
2005 Cappucino/ Latte	6,0	12,00	8,0	16,00	-2,0	-4,00
2008 Tupla espresso	0,0	0,00	1,0	2,00	-1,0	-2,00
2013 kuuma vesi	3,0	0,30	5,0	0,50	-2,0	-0,20
2015 Annoskaakao	8,0	8,00	6,0	6,00	2,0	2,00
2016 Kahvikortti	5,0	35,00	29,0	203,00	-24,0	-168,00
2017 Teekortti	1,0	3,50	1,0	3,50	0,0	0,00
3001 KONVEHTI	47,0	4,70	29,0	2,90	18,0	1,80
3003 Fazerina	4,0	4,00	13,0	13,00	-9,0	-9,00
3005 MYNTHON	3,0	3,60	9,0	10,80	-6,0	-7,20
3007 Sisu	0,0	0,00	3,0	3,60	-3,0	-3,60
3008 AAKKOSET	3,0	4,50	2,0	3,00	1,0	1,50
3009 ELOVENA	3,0	3,00	0,0	0,00	3,0	3,00
3010 TWIX	6,0	6,00	9,0	9,00	-3,0	-3,00
3011 JIM	2,0	1,00	29,0	14,50	-27,0	-13,50
3012 Royal	5,0	5,00	20,0	20,00	-15,0	-15,00
3016 OMENAMEHU RAIKASTAMO	2,0	5,00	7,0	17,50	-5,0	-12,50
3020 PANTTERI	0,0	0,00	1,0	2,00	-1,0	-2,00
3022 RAHKA	1,0	1,50	4,0	6,00	-3,0	-4,50
3024 Lakrisal	0,0	0,00	8,0	6,40	-8,0	-6,40
4008 Kolmioleipä	1,0	3,00	0,0	0,00	1,0	3,00
4013 Pulla	5,0	5,00	8,0	8,00	-3,0	-3,00
4014 Berlinimunkki	13,0	19,50	0,0	0,00	13,0	19,50
4022 VILIJUGURTTI	5,0	3,00	6,0	3,60	-1,0	-0,60
4023 Hedelmä	21,0	7,00	15,0	4,80	6,0	2,20
4025 Täytetty patonki	2,0	8,00	0,0	0,00	2,0	8,00
9948 Opiskelija lounasilpuke 10kpl	6,0	156,00	8,0	208,00	-2,0	-52,00
9950 Avoin ruoka	1,0	1,00	28,0	31,90	-27,0	-30,90
9952 Avoin Kahvi	0,0	0,00	5,0	7,20	-5,0	-7,20
<b>80 VIRVOKE 0%</b>	<b>101,0</b>	<b>169,80</b>	<b>184,0</b>	<b>322,50</b>	<b>-83,0</b>	<b>-152,70</b>
2101 GRANDI	20,0	10,00	26,0	13,00	-6,0	-3,00
2102 BATTERY	29,0	81,20	55,0	154,00	-26,0	-72,80
2105 Vesipullo	14,0	14,00	28,0	28,00	-14,0	-14,00
2106 Limu	38,0	64,60	75,0	127,50	-37,0	-62,90
<b>99 VIRHERYHMÄ</b>	<b>65,0</b>	<b>135,70</b>	<b>103,0</b>	<b>205,00</b>	<b>-38,0</b>	<b>-69,30</b>
2104 2104Error 7.10.2009 16:48:25	7,0	10,50	8,0	12,00	-1,0	-1,50
3028 3028Error 7.10.2009 16:48:28	2,0	2,00	10,0	10,00	-8,0	-8,00
4005 4005Error 7.10.2009 16:48:28	47,0	103,40	79,0	173,80	-32,0	-70,40
4016 4016Error 10.12.2009 17:24:43	0,0	0,00	4,0	4,80	-4,0	-4,80
4026 4026Error 7.10.2009 16:48:29	9,0	19,80	2,0	4,40	7,0	15,40
<b>Yhteensä:</b>	<b>485,0</b>	<b>755,30</b>	<b>857,0</b>	<b>1 512,70</b>	<b>-372,0</b>	<b>-757,40</b>



	16.4.2010 - 16.4.2010		26.4.2010 - 26.4.2010			
	Kpl	Myynti	Kpl	Myynti	Ero kpl	Ero
<b>30 RUOKA 22%</b>	<b>1,0</b>	<b>45,00</b>	<b>1,0</b>	<b>45,00</b>	<b>0,0</b>	<b>0,00</b>
9949 Henkilökunta lounasilpuke 10kp	1,0	45,00	1,0	45,00	0,0	0,00
<b>50 RUOKA 0%</b>	<b>485,0</b>	<b>660,30</b>	<b>342,0</b>	<b>437,80</b>	<b>143,0</b>	<b>222,50</b>
3 Kahvi	22,0	19,80	26,0	23,40	-4,0	-3,60
4 Kahvi mukaan	226,0	226,00	149,0	149,00	77,0	77,00
2003 Tee	31,0	15,50	29,0	14,50	2,0	1,00
2005 Cappuccino/ Latte	11,0	22,00	3,0	6,00	8,0	16,00
2008 Tupia espresso	0,0	0,00	1,0	2,00	-1,0	-2,00
2013 kuuma vesi	2,0	0,20	6,0	0,60	-4,0	-0,40
2015 Annostaakao	5,0	5,00	5,0	5,00	0,0	0,00
2016 Kahvikortti	13,0	91,00	11,0	77,00	2,0	14,00
2017 Teekortti	3,0	10,50	0,0	0,00	3,0	10,50
3001 KONVEHTI	25,0	2,50	18,0	1,80	7,0	0,70
3003 Fazerina	6,0	6,00	1,0	1,00	5,0	5,00
3005 MYNTHON	2,0	2,40	4,0	4,80	-2,0	-2,40
3007 Sisu	3,0	3,60	0,0	0,00	3,0	3,60
3008 AAKKOSET	3,0	4,50	1,0	1,50	2,0	3,00
3009 ELOVENA	0,0	0,00	2,0	2,00	-2,0	-2,00
3010 TWIX	6,0	6,00	4,0	4,00	2,0	2,00
3011 JIM	25,0	12,50	4,0	2,00	21,0	10,50
3012 Royal	15,0	15,00	4,0	4,00	11,0	11,00
3013 Klismet	0,0	0,00	3,0	3,00	-3,0	-3,00
3016 OMENAMEHU RAIKASTAMO	5,0	12,50	2,0	5,00	3,0	7,50
3020 PANTTERI	1,0	2,00	0,0	0,00	1,0	2,00
3022 RAHKA	5,0	7,50	3,0	4,50	2,0	3,00
3024 Lakrisal	7,0	5,60	2,0	1,60	5,0	4,00
3080 Tuutti+Puffet	0,0	0,00	12,0	12,00	-12,0	-12,00
3081 Muru eskimo	0,0	0,00	4,0	2,80	-4,0	-2,80
3082 Eskimo+Mehujää	0,0	0,00	3,0	1,50	-3,0	-1,50
4008 Kolmiolämpä	31,0	93,00	0,0	0,00	31,0	93,00
4013 Pulla	24,0	24,00	9,0	9,00	15,0	15,00
4014 Berlininmunkki	0,0	0,00	6,0	9,00	-6,0	-9,00
4022 VIILI/JUGURTTI	5,0	3,00	5,0	3,00	0,0	0,00
4023 Hedelmä	1,0	0,20	8,0	2,80	-7,0	-2,60
4025 Täytetty patonki	4,0	16,00	3,0	12,00	1,0	4,00
9948 Opiskelija lounasilpuke 10kpl	2,0	52,00	2,0	52,00	0,0	0,00
9950 Avoin ruoka	1,0	1,00	12,0	21,00	-11,0	-20,00
9952 Avoin Kahvi	1,0	1,00	0,0	0,00	1,0	1,00
<b>80 VIRVOKE 0%</b>	<b>132,0</b>	<b>224,60</b>	<b>97,0</b>	<b>184,10</b>	<b>35,0</b>	<b>40,50</b>
2101 GRANDI	18,0	9,00	0,0	0,00	18,0	9,00
2102 BATTERY	30,0	84,00	24,0	67,20	6,0	16,80
2105 Vesipullo	16,0	16,00	9,0	9,00	7,0	7,00
2106 Limu	68,0	115,60	63,0	107,10	5,0	8,50
9951 Avoin Virvoke	0,0	0,00	1,0	0,80	-1,0	-0,80
<b>99 VIRHERYHMÄ</b>	<b>23,0</b>	<b>44,00</b>	<b>48,0</b>	<b>104,20</b>	<b>-25,0</b>	<b>-60,20</b>
2104 2104Error 7.10.2009 16:48:25	6,0	9,00	2,0	3,00	4,0	6,00
3028 3028Error 7.10.2009 16:48:28	2,0	2,00	0,0	0,00	2,0	2,00
4005 4005Error 7.10.2009 16:48:28	15,0	33,00	33,0	72,60	-18,0	-39,60
4026 4026Error 7.10.2009 16:48:29	0,0	0,00	13,0	28,60	-13,0	-28,60
<b>Yhteensä:</b>	<b>641,0</b>	<b>973,90</b>	<b>488,0</b>	<b>771,10</b>	<b>153,0</b>	<b>202,80</b>



	27.4.2010 - 27.4.2010		28.4.2010 - 28.4.2010		Ero kpl	Ero
	Kpl	Myynti	Kpl	Myynti		
<b>30 RUOKA 22%</b>	<b>0,0</b>	<b>0,00</b>	<b>1,0</b>	<b>45,00</b>	<b>- 1,0</b>	<b>- 45,00</b>
9949 Henkilökunta lounasilpuke 10kpl	0,0	0,00	1,0	45,00	- 1,0	- 45,00
<b>50 RUOKA 0%</b>	<b>431,0</b>	<b>646,80</b>	<b>467,0</b>	<b>660,20</b>	<b>- 36,0</b>	<b>- 13,40</b>
3 Kahvi	10,0	9,00	13,0	11,70	- 3,0	- 2,70
4 Kahvi mukaan	172,0	172,00	195,0	195,00	- 23,0	- 23,00
2003 Tee	34,0	17,00	27,0	13,50	7,0	3,50
2005 Cappuccino/ Latte	3,0	6,00	3,0	6,00	0,0	0,00
2013 kuuma vesi	3,0	0,30	0,0	0,00	3,0	0,30
2015 Annoskaakao	5,0	5,00	10,0	10,00	- 5,0	- 5,00
2016 Kahvikortti	16,0	112,00	13,0	91,00	3,0	21,00
3001 KONVEHTI	69,0	6,90	44,0	4,40	25,0	2,50
3003 Fazerina	5,0	5,00	5,0	5,00	0,0	0,00
3005 MYNTHON	5,0	6,00	5,0	6,00	0,0	0,00
3007 Sisu	1,0	1,20	2,0	2,40	- 1,0	- 1,20
3008 AAKKOSET	0,0	0,00	1,0	1,50	- 1,0	- 1,50
3010 TWIX	4,0	4,00	9,0	9,00	- 5,0	- 5,00
3011 JIM	14,0	7,00	7,0	3,50	7,0	3,50
3012 Royal	2,0	2,00	10,0	10,00	- 8,0	- 8,00
3013 Klismet	4,0	4,00	3,0	3,00	1,0	1,00
3016 OMENAMEHU RAIKASTAMO	3,0	7,50	1,0	2,50	2,0	5,00
3020 PANTTERI	0,0	0,00	1,0	2,00	- 1,0	- 2,00
3022 RAHKA	2,0	3,00	5,0	7,50	- 3,0	- 4,50
3024 Lakrisal	0,0	0,00	3,0	2,40	- 3,0	- 2,40
3080 Tuutti+Puffet	8,0	8,00	19,0	19,00	- 11,0	- 11,00
3081 Muru eskimo	0,0	0,00	8,0	5,60	- 8,0	- 5,60
3082 Eskimo+Mehujää	0,0	0,00	10,0	5,00	- 10,0	- 5,00
4008 Kotiolelpa	18,0	54,00	10,0	30,00	8,0	24,00
4013 Pulla	8,0	8,00	8,0	8,00	0,0	0,00
4014 Berlininmunkki	2,0	3,00	5,0	7,50	- 3,0	- 4,50
4022 VILIJUGURTTI	4,0	2,40	9,0	5,40	- 5,0	- 3,00
4023 Hedelmä	6,0	2,20	7,0	4,00	- 1,0	- 1,80
4025 Täytetty patonki	7,0	28,00	8,0	32,00	- 1,0	- 4,00
9948 Opiskelija lounasilpuke 10kpl	6,0	156,00	5,0	130,00	1,0	26,00
9950 Avoin ruoka	20,0	17,30	21,0	27,30	- 1,0	- 10,00
<b>80 VIRVOKE 0%</b>	<b>87,0</b>	<b>175,50</b>	<b>113,0</b>	<b>210,20</b>	<b>- 26,0</b>	<b>- 34,70</b>
2102 BATTERY	32,0	89,60	26,0	72,80	6,0	16,80
2105 Vesipuljo	9,0	9,00	15,0	15,00	- 6,0	- 6,00
2106 Limu	44,0	74,80	72,0	122,40	- 28,0	- 47,60
9951 Avoin Virvoke	2,0	2,10	0,0	0,00	2,0	2,10
<b>99 VIRHERYHMÄ</b>	<b>50,0</b>	<b>106,20</b>	<b>71,0</b>	<b>153,60</b>	<b>- 21,0</b>	<b>- 47,40</b>
2104 2104Error 7.10.2009 16:48:25	2,0	3,00	2,0	3,00	0,0	0,00
3028 3028Error 7.10.2009 16:48:28	2,0	2,00	1,0	1,00	1,0	1,00
4005 4005Error 7.10.2009 16:48:28	11,0	24,20	31,0	68,20	- 20,0	- 44,00
4026 4026Error 7.10.2009 16:48:29	35,0	77,00	37,0	81,40	- 2,0	- 4,40
<b>Yhteensä:</b>	<b>568,0</b>	<b>928,50</b>	<b>652,0</b>	<b>1 069,00</b>	<b>- 84,0</b>	<b>- 140,50</b>

	29.4.2010 - 29.4.2010		30.4.2010 - 30.4.2010		Ero kpl	Ero
	Kpl	Myynti	Kpl	Myynti		
<b>30 RUOKA 22%</b>	<b>1,0</b>	<b>45,00</b>	<b>0,0</b>	<b>0,00</b>	<b>1,0</b>	<b>45,00</b>
9949 Henkilökunta lounasilpuke 10kpl	1,0	45,00	0,0	0,00	1,0	45,00
<b>50 RUOKA 0%</b>	<b>430,0</b>	<b>531,50</b>	<b>106,0</b>	<b>115,20</b>	<b>324,0</b>	<b>416,30</b>
3 Kahvi	16,0	14,40	5,0	4,50	11,0	9,90
4 Kahvi mukaan	186,0	186,00	56,0	56,00	130,0	130,00
2003 Tee	35,0	17,50	12,0	6,00	23,0	11,50
2005 Cappucino/ Latte	2,0	4,00	0,0	0,00	2,0	4,00
2013 kuuma vesi	1,0	0,10	1,0	0,10	0,0	0,00
2015 Annoskaakao	10,0	10,00	2,0	2,00	8,0	8,00
2016 Kahvikortti	8,0	56,00	1,0	7,00	7,0	49,00
2017 Teekortti	3,0	10,50	1,0	3,50	2,0	7,00
3001 KONVEHTI	37,0	3,70	1,0	0,10	36,0	3,60
3003 Fazerina	3,0	3,00	3,0	3,00	0,0	0,00
3005 MYNTHON	1,0	1,20	3,0	3,60	-2,0	-2,40
3007 Sisu	0,0	0,00	1,0	1,20	-1,0	-1,20
3008 AAKKOSET	3,0	4,50	0,0	0,00	3,0	4,50
3010 TWIX	11,0	11,00	1,0	1,00	10,0	10,00
3011 JIM	18,0	9,00	0,0	0,00	18,0	9,00
3012 Royal	8,0	8,00	2,0	2,00	6,0	6,00
3013 Kismet	7,0	7,00	1,0	1,00	6,0	6,00
3016 OMENAMEHU RAIKASTAMO	2,0	5,00	0,0	0,00	2,0	5,00
3024 Lakrisal	3,0	2,40	1,0	0,80	2,0	1,60
3080 Tuutti+Puffet	11,0	11,00	0,0	0,00	11,0	11,00
3081 Muru eskimo	1,0	0,70	0,0	0,00	1,0	0,70
3082 Eskimo+Mehujää	1,0	0,50	0,0	0,00	1,0	0,50
4008 Kolmioletpä	11,0	33,00	2,0	6,00	9,0	27,00
4013 Pulla	8,0	8,00	1,0	1,00	7,0	7,00
4014 Berlininmunkki	4,0	6,00	0,0	0,00	4,0	6,00
4022 VIILI/JUGURTTI	5,0	3,00	1,0	0,60	4,0	2,40
4023 Hedelmä	9,0	3,40	0,0	0,00	9,0	3,40
4025 Täytetty patonki	10,0	40,00	1,0	4,00	9,0	36,00
9948 Opiskelija lounasilpuke 10kpl	2,0	52,00	0,0	0,00	2,0	52,00
9950 Avoin ruoka	14,0	20,60	9,0	10,80	5,0	9,80
9952 Avoin Kahvi	0,0	0,00	1,0	1,00	-1,0	-1,00
<b>80 VIRVOKE 0%</b>	<b>114,0</b>	<b>207,10</b>	<b>33,0</b>	<b>67,20</b>	<b>81,0</b>	<b>139,90</b>
2101 GRANDI	11,0	5,50	4,0	2,00	7,0	3,50
2102 BATTERY	33,0	92,40	17,0	47,60	16,0	44,80
2105 Vesipullo	14,0	14,00	4,0	4,00	10,0	10,00
2106 Limu	56,0	95,20	8,0	13,60	48,0	81,60
<b>99 VIRHERYHMÄ</b>	<b>45,5</b>	<b>95,20</b>	<b>17,0</b>	<b>38,00</b>	<b>28,5</b>	<b>57,20</b>
2104 2104Error 7.10.2009 16:48:25	7,0	10,50	0,0	0,00	7,0	10,50
4005 4005Error 7.10.2009 16:48:28	34,5	75,90	13,0	28,60	21,5	47,30
4026 4026Error 7.10.2009 16:48:29	4,0	8,80	2,0	4,40	2,0	4,40
4033 4033Error 30.4.2010 14:55:31	0,0	0,00	2,0	5,00	-2,0	-5,00
<b>Yhteensä:</b>	<b>590,5</b>	<b>878,80</b>	<b>156,0</b>	<b>220,40</b>	<b>434,5</b>	<b>658,40</b>

	17.5.2010 - 17.5.2010		18.5.2010 - 18.5.2010			
	Kpl	Myynti	Kpl	Myynti	Ero kpl	Ero
<b>30 RUOKA 22%</b>	<b>1,0</b>	<b>45,00</b>	<b>1,0</b>	<b>45,00</b>	<b>0,0</b>	<b>0,00</b>
9949 Henkilökunta lounasilpuke 10kp	1,0	45,00	1,0	45,00	0,0	0,00
<b>50 RUOKA 0%</b>	<b>264,0</b>	<b>315,30</b>	<b>185,0</b>	<b>233,60</b>	<b>79,0</b>	<b>81,70</b>
3 Kahvi	14,0	12,60	19,0	17,10	-5,0	-4,50
4 Kahvi mukaan	88,0	88,00	69,0	69,00	19,0	19,00
2003 Tee	8,0	4,00	10,0	5,00	-2,0	-1,00
2005 Cappuccino/ Latte	2,0	4,00	2,0	4,00	0,0	0,00
2013 kuuma vesi	1,0	0,10	0,0	0,00	1,0	0,10
2016 Kahvikortti	5,0	35,00	4,0	28,00	1,0	7,00
2017 Teekortti	0,0	0,00	1,0	3,50	-1,0	-3,50
3001 KONVEHTI	9,0	0,90	7,0	0,70	2,0	0,20
3003 Fazerina	2,0	2,00	1,0	1,00	1,0	1,00
3005 MYNTHON	4,0	4,80	1,0	1,20	3,0	3,60
3008 AAKKOSET	2,0	3,00	1,0	1,50	1,0	1,50
3009 ELOVENA	1,0	1,00	0,0	0,00	1,0	1,00
3011 JIM	3,0	1,50	4,0	2,00	-1,0	-0,50
3012 Royal	4,0	4,00	3,0	3,00	1,0	1,00
3013 Klismet	3,0	3,00	0,0	0,00	3,0	3,00
3016 OMENAMEHU RAIKASTAMO	2,0	5,00	0,0	0,00	2,0	5,00
3017 MUSTIKKAKEITTO	1,0	1,00	0,0	0,00	1,0	1,00
3024 Lakrisal	4,0	3,20	0,0	0,00	4,0	3,20
3080 Tuutti+Puffet	27,0	27,00	9,0	9,00	18,0	18,00
3081 Muru eskimo	14,0	9,80	4,0	2,80	10,0	7,00
3082 Eskimo+Mehujää	11,0	5,50	2,0	1,00	9,0	4,50
4008 Kolmioletpä	18,0	54,00	7,0	21,00	11,0	33,00
4013 Pulla	14,0	14,00	16,0	16,00	-2,0	-2,00
4014 Berlininmunkki	1,0	1,50	0,0	0,00	1,0	1,50
4022 VIILIJUGURTTI	12,0	7,20	8,0	4,80	4,0	2,40
4023 Hedelmä	3,0	0,60	1,0	0,50	2,0	0,10
4025 Täytetty patonki	3,0	12,00	1,0	4,00	2,0	8,00
9948 Opiskelija lounasilpuke 10kpl	0,0	0,00	1,0	26,00	-1,0	-26,00
9950 Avoin ruoka	6,0	7,60	14,0	12,50	-8,0	-4,90
9952 Avoin Kahvi	1,0	1,50	0,0	0,00	1,0	1,50
9954 Avoin Makelset	1,0	1,50	0,0	0,00	1,0	1,50
<b>80 VIRVOKE 0%</b>	<b>92,0</b>	<b>156,80</b>	<b>49,0</b>	<b>94,30</b>	<b>43,0</b>	<b>62,50</b>
2101 GRANDI	2,0	1,00	2,0	1,00	0,0	0,00
2102 BATTERY	14,0	39,20	16,0	44,80	-2,0	-5,60
2105 Vesipullo	16,0	16,00	6,0	6,00	10,0	10,00
2106 Limu	58,0	98,60	25,0	42,50	33,0	56,10
9951 Avoin Virvoke	2,0	2,00	0,0	0,00	2,0	2,00
<b>39 VIRHERYHMÄ</b>	<b>52,0</b>	<b>109,00</b>	<b>49,0</b>	<b>103,90</b>	<b>3,0</b>	<b>5,10</b>
2006 2006Error 27.10.2009 16:30:13	0,0	0,00	2,0	4,00	-2,0	-4,00
2104 2104Error 7.10.2009 16:48:25	6,0	9,00	5,0	7,50	1,0	1,50
3028 3028Error 7.10.2009 16:48:28	1,0	1,00	0,0	0,00	1,0	1,00
4005 4005Error 7.10.2009 16:48:28	21,0	46,20	27,0	59,40	-6,0	-13,20
4026 4026Error 7.10.2009 16:48:29	24,0	52,80	15,0	33,00	9,0	19,80
<b>Yhteensä:</b>	<b>409,0</b>	<b>626,10</b>	<b>284,0</b>	<b>476,80</b>	<b>125,0</b>	<b>149,30</b>

	19.5.2010 - 19.5.2010		20.5.2010 - 20.5.2010		Ero kpl	Ero
	Kpl	Myynti	Kpl	Myynti		
<b>30 RUOKA 22%</b>	<b>1,0</b>	<b>45,00</b>	<b>0,0</b>	<b>0,00</b>	<b>1,0</b>	<b>45,00</b>
9949 Henkilökunta lounasilpuke 10kpl	1,0	45,00	0,0	0,00	1,0	45,00
<b>50 RUOKA 0%</b>	<b>237,0</b>	<b>293,90</b>	<b>317,0</b>	<b>367,50</b>	<b>- 80,0</b>	<b>- 73,60</b>
3 Kahvi	19,0	17,10	13,0	11,70	6,0	5,40
4 Kahvi mukaan	90,0	90,00	138,0	138,00	- 48,0	- 48,00
2003 Tee	6,0	3,00	12,0	6,00	- 6,0	- 3,00
2005 Cappuccino/ Latte	1,0	2,00	6,0	12,00	- 5,0	- 10,00
2015 Annoskaakao	0,0	0,00	1,0	1,00	- 1,0	- 1,00
2016 Kahvikortti	4,0	28,00	10,0	70,00	- 6,0	- 42,00
3001 KONVEHTI	4,0	0,40	21,0	2,10	- 17,0	- 1,70
3003 Fazerina	2,0	2,00	4,0	4,00	- 2,0	- 2,00
3005 MYNTHON	2,0	2,40	2,0	2,40	0,0	0,00
3008 AAKKOSET	0,0	0,00	1,0	1,50	- 1,0	- 1,50
3010 TWIX	0,0	0,00	2,0	2,00	- 2,0	- 2,00
3011 JIM	3,0	1,50	11,0	5,50	- 8,0	- 4,00
3012 Royal	2,0	2,00	2,0	2,00	0,0	0,00
3013 Klismet	6,0	6,00	4,0	4,00	2,0	2,00
3016 OMENAMEHU RAIKASTAMO	1,0	2,50	5,0	12,50	- 4,0	- 10,00
3022 RAHKA	0,0	0,00	3,0	4,50	- 3,0	- 4,50
3024 Lakrisal	1,0	0,80	1,0	0,80	0,0	0,00
3080 Tuutti+Puffet	22,0	22,00	29,0	29,00	- 7,0	- 7,00
3081 Muru eskimo	13,0	9,10	4,0	2,80	9,0	6,30
3082 Eskimo+Mehujää	8,0	4,00	6,0	3,00	2,0	1,00
4008 Kolmioleipä	4,0	12,00	0,0	0,00	4,0	12,00
4013 Pulla	4,0	4,00	16,0	16,00	- 12,0	- 12,00
4014 Berlinimunkki	2,0	3,00	0,0	0,00	2,0	3,00
4022 VIILI/JUGURTTI	6,0	3,60	5,0	3,00	1,0	0,60
4023 Hedelmä	2,0	0,60	10,0	3,20	- 8,0	- 2,60
4025 Täytetty patonki	5,0	20,00	5,0	20,00	0,0	0,00
9948 Opiskelija lounasilpuke 10kpl	1,0	26,00	0,0	0,00	1,0	26,00
9950 Avoin ruoka	29,0	31,90	6,0	10,50	23,0	21,40
<b>80 VIRVOKE 0%</b>	<b>75,0</b>	<b>135,10</b>	<b>117,0</b>	<b>205,60</b>	<b>- 42,0</b>	<b>- 70,50</b>
2101 GRANDI	4,0	2,00	0,0	0,00	4,0	2,00
2102 BATTERY	17,0	47,60	22,0	61,60	- 5,0	- 14,00
2105 Vesipullo	9,0	9,00	25,0	25,00	- 16,0	- 16,00
2106 Limu	45,0	76,50	70,0	119,00	- 25,0	- 42,50
<b>39 VIRHERYHMÄ</b>	<b>18,0</b>	<b>36,30</b>	<b>43,0</b>	<b>89,40</b>	<b>- 25,0</b>	<b>- 53,10</b>
2104 2104Error 7.10.2009 16:48:25	3,0	4,50	4,0	6,00	- 1,0	- 1,50
3028 3028Error 7.10.2009 16:48:28	1,0	1,00	2,0	2,00	- 1,0	- 1,00
4005 4005Error 7.10.2009 16:48:28	14,0	30,80	36,0	79,20	- 22,0	- 48,40
4026 4026Error 7.10.2009 16:48:29	0,0	0,00	1,0	2,20	- 1,0	- 2,20
<b>Yhteensä:</b>	<b>331,0</b>	<b>510,30</b>	<b>477,0</b>	<b>662,50</b>	<b>- 146,0</b>	<b>- 152,20</b>



	21.5.2010 - 21.5.2010		24.5.2010 - 24.5.2010		Ero kpl	Ero
	Kpl	Myynti	Kpl	Myynti		
<b>50 RUOKA 0%</b>	<b>305,5</b>	<b>348,95</b>	<b>391,0</b>	<b>574,97</b>	<b>- 85,5</b>	<b>- 226,02</b>
3 Kahvi	25,0	22,50	27,0	24,30	- 2,0	- 1,80
4 Kahvi mukaan	142,0	142,00	176,0	176,00	- 34,0	- 34,00
10 Lounas opiskelija	0,0	0,00	1,0	2,60	- 1,0	- 2,60
11 Kelatuki	0,0	0,00	1,0	1,67	- 1,0	- 1,67
2003 Tee	19,0	9,50	17,0	8,50	2,0	1,00
2005 Cappucino/ Latte	2,0	4,00	2,0	4,00	0,0	0,00
2008 Tupla espresso	1,0	2,00	0,0	0,00	1,0	2,00
2013 kuuma vesi	1,0	0,10	0,0	0,00	1,0	0,10
2015 Annoskaakao	2,0	2,00	3,0	3,00	- 1,0	- 1,00
2016 Kahvikortti	7,0	49,00	2,0	14,00	5,0	35,00
3001 KONVEHTI	7,0	0,70	5,0	0,50	2,0	0,20
3003 Fazerina	2,0	2,00	3,0	3,00	- 1,0	- 1,00
3005 MYNTHON	1,0	1,20	3,0	3,60	- 2,0	- 2,40
3010 TWIX	0,0	0,00	4,0	4,00	- 4,0	- 4,00
3011 JIM	5,0	2,50	7,0	3,50	- 2,0	- 1,00
3012 Royal	0,0	0,00	9,0	9,00	- 9,0	- 9,00
3013 Kismet	1,0	1,00	1,0	1,00	0,0	0,00
3016 OMENAMEHU RAIKASTAMO	3,0	7,50	1,0	2,50	2,0	5,00
3022 RAHKA	5,0	7,50	12,0	18,00	- 7,0	- 10,50
3024 Lakrisal	3,0	2,40	3,0	2,40	0,0	0,00
3080 Tuutti+Puffet	24,0	24,00	14,0	14,00	10,0	10,00
3081 Muni eskimo	0,0	0,00	8,0	5,60	- 8,0	- 5,60
3082 Eskimo+Mehujää	19,0	9,50	2,0	1,00	17,0	8,50
4008 Kolmioleipä	6,0	18,00	11,0	33,00	- 5,0	- 15,00
4013 Pulla	8,0	8,00	9,0	9,00	- 1,0	- 1,00
4014 Berlininmunkki	0,5	0,75	9,0	13,50	- 8,5	- 12,75
4022 VIILI/JUGURTTI	6,0	3,60	7,0	4,20	- 1,0	- 0,60
4023 Hedelmä	9,0	4,20	7,0	2,80	2,0	1,40
4025 Täytetty patonki	6,0	24,00	16,0	64,00	- 10,0	- 40,00
9948 Opiskelija lounasilpuke 10kpl	0,0	0,00	1,0	26,00	- 1,0	- 26,00
9950 Avoin ruoka	0,0	0,00	28,0	118,30	- 28,0	- 118,30
9954 Avoin Makelset	1,0	1,00	2,0	2,00	- 1,0	- 1,00
<b>80 VIRVOKE 0%</b>	<b>86,0</b>	<b>139,20</b>	<b>108,0</b>	<b>178,20</b>	<b>- 22,0</b>	<b>- 39,00</b>
2101 GRANDI	5,0	2,50	9,0	4,50	- 4,0	- 2,00
2102 BATTERY	15,0	42,00	17,0	47,60	- 2,0	- 5,60
2105 Vesipullo	25,0	25,00	19,0	19,00	6,0	6,00
2106 Limu	41,0	69,70	63,0	107,10	- 22,0	- 37,40
<b>99 VIRHERYHMÄ</b>	<b>35,0</b>	<b>74,20</b>	<b>42,0</b>	<b>83,20</b>	<b>- 7,0</b>	<b>- 9,00</b>
2104 2104Error 7.10.2009 16:48:25	4,0	6,00	8,0	12,00	- 4,0	- 6,00
3028 3028Error 7.10.2009 16:48:28	0,0	0,00	3,0	3,00	- 3,0	- 3,00
4005 4005Error 7.10.2009 16:48:28	22,0	48,40	12,0	26,40	10,0	22,00
4026 4026Error 7.10.2009 16:48:29	9,0	19,80	19,0	41,80	- 10,0	- 22,00
<b>Yhteensä:</b>	<b>426,5</b>	<b>562,35</b>	<b>541,0</b>	<b>836,37</b>	<b>- 114,5</b>	<b>- 274,02</b>

## **Affirmation (Eidesstattliche Erklärung)**

Herein I declare that I have written this thesis independently and without unauthorized help. Further, I assure that I have used no other sources, auxiliary means or quotes than those stated.

Ich versichere, dass ich vorliegende Arbeit ohne fremde Hilfe selbständig verfasst und nur die angegebenen Hilfsmittel benutzt habe. Wörtlich oder dem Sinn nach aus anderen Werken entnommene Stellen sind unter Angabe der Quelle kenntlich gemacht.

Hamburg, 24.6.2011 Karla Böhland

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