## **Competitor analyzis**

During winter 2019-2020 I visited in every lunch restaurant of Kupittaa and collected some information about them. I didn’t eat in every place (amistoteles, Taito, Pohjola Sairaala and Upseerikerho) but I collected same information. Based on that information we made competitor analyzis. Most of lunch restaurnats of Kupittaa are student restaurants (Assarin ullakko, Dental, Delica, Linus, Sodexo).

This competitor analyzis includes restaurants: Assarin Ullakko, Mauno, Deli Pharma, Delica, Sodexo Lemminäinen, Linus, Taito, Detal, Amistoteles, Pohjola Sairaala and Upseerikerho. So totally eleven restaurant. Stastics that we compeared based to prices, opening hours, collection, services and spaces. For students there are big differences between these restaurants because to all of theme there are no student discounts. Mauno, Taito, Pohjola Sairaala and Upseerikerho are places that doesn’t got dicounts. In Deli Pharma prices are little bit higher than other places but there’s student discount. Deli Pharmas strengths are also that there’s large salad collection, and that it’s longer open than Mauno, Taito, Amistoteles, Pohjola Sairaala or Upseerikerho. So that it is actually strenght of whole Unica that it is open long for customers.

Mauno and Deli Pharma are significant competitors to each other because they are so close, Deli Pharma and Mauno restaurants Electro- and BioCity are opposite sides of street so very close to each other. Mauno has also third restaurant in Trivium city but it is very small.

## **Statistics restaurant by restaurant:**

**TAITO:**

Taito is only place of this analyzis that has service at table. It menus costs 9,00 € and it has daily two options in menu plus starter. That soap etc. costs 6,80 €. Taito is open from 10.30 until 13.00. So 2,5 hours totally. In Taito dessert takes 2,50 € but coffey is included to price. Capacity in Taito is about 150 person.

**AMISTOTELES:**

Amistoteles is located in same bilding and on the same floor than Taito. It has student discounts (2,60 €) and also coffey is included to price. There’s also 2 options in menu which is smallest diversity of student restaurants. It is open same hours than Taito. When you actually step to bilding it is at the beginning difficult to recognize that there is two different restaurant even they look very different and are totally different. Also in Amistoteles capacity is around 150 persons.

Without student discount lunch in Amistoteles coasts 6,80 €. In salad selection there’s 4-5 options. Similar than in Taito.

**Joukahainen Pohjola Sairaala**

In Pohjola Sairaala there is three options in menu. It has no discounts and lunch costs 10,20 € which includes dessert and coffey. It’s open from 11 ’til 14.00. So totally three hours. It has six differents salad in diversity. Pohjola Sairaala is small restaurant where is place for 80 customers.

**Deli Pharma**

In Deli Pharma selections are big. In salad selection there is fiveteen different alternatives. In lunch selection there is normally five alternatives. Deli Pharma has completely largest and biggest selection of Kupittaa. Meal in Deli Pharma costs 8,90 €. With student discount lunch in Deli Pharma takes 4,95 €. Soap lunch costs between 5,80 € and 6,10 €. For student soap lunch takes that typical student price 2,60 €. Dessert and coffey are included to lunch. Deli Pharma is open from 10.45 until 14.00. Deli Pharma is longer open and it is cheaper than Mauno, which is maybe the main competitor to Deli Pharma. At twelve in Deli Pharma there is sometimes big queues. Capacity is 156 customers. Take away is possible. Location of Deli Pharma is pretty good because of short distance to ICT and Lemmikäinen and it is in pretty center of Kupittaa.

**Mauno**

Mauno has three restaurants. One in Electro City, other in Bio City and third in Trivium city. Bio – and electro City are beside each other but they have different menus. In Trivium city there is same menu than in Bio City. Trivium City is small place which capacity is around 40-50 customers. Trivium city is quiet place. Bio City is popular and it is very close to Deli Pharma. In Bio City capacity is 180, Electro City is a little bit smaller but not much.

In Mauno there is four options. One of those is salad buffet and another is vegetarian option. Then there is two other options in menu. In Trivium city there is just two options. Lunch in Mauno costs 10,70 €. Mauno offers buffets and plates are also little bit bigger than in student restaurants. Coffey and dessert are included to price. In Bio City there is possible to reserve rooms. Even Mauno is popular and it isn’t open than just two hours still queues aren’t so long.

**Sodexo Lemminkäinen**

Sodexo is student restaurant in kampus of Lemminkäinen. There is large selection. Usually there is five options in menu. Soap, Deli, vegetarian and two other options. For students lunch takes 2,60 without discount 5,70 €. It includes coffey (also for student) but dessert 1,50 €. Sodexo is open from 10.30 until 13.30. Queues are big around twelve o’clock. Capacity in Sodexo is almost biggest of this list, 210 customers. Still restaurant is around twelve o’clock pretty full.

**Upseerikerho**

In Upseerikerho there is three options in menu and seven different salad. There is no discounts. Coffey is included to price, dessert taked 1,50 €. Lunch costs 7,30 € between 8,50 €. Upseerikerho is open also from 10.30 to 13.30. Upseerikerho is pretty big and its capacity is 187 customer.

### **Student restaurants:**

**LINUS (ICT City)**

Linus is located in ICT-City and it is student restaurant 2,60 lunch for students and 6,50 € or 7,50 € otherwise. In Linus there’s Deli lunch possibility. It costs 4,95 € for students and without discounts 8,70 €. There is totally four different options for lunch and also four different salad. In Linus there is possibility for take away. Linus is open from 10.30 until 14.30. So four hours. Dessert takes 1,50 € and coffey is 1,00 €. Obviously there is possible to book rooms. At least in ICT building it is possible.

**Delica**

Delica is in the same building than Deli Pharma. Delica is student restaurant so also here lunch for student costs 2,60 €. Otherwise lunch costs 6,30 € or 7,10 €. There is no deli lunch because Deli Pharma offers deli lunches. Totally in Delica there is daily three lunch options in menu. In salad selection there is six alternatives. Coffey costs one euro. There is no desserts in Delica. Capacity in Delica is 160 customer. It is open from 10.15 until 14.30.

**Assarin ullakko**

Actually Assarin ullakko doesn’t locate in Kupittaa, but it is pretty near of it. Adress is Rehtorinpellonkatu 4 A. Assarin ullakko is one of student restaurants of Unica and it seems to be the most popular of them. Assarin ullakko has many strengths: It is longest open, from 10.30 until 20.00 o’clock at the evening. There is big selection and its capacity is 220 customers. Accordingly it is also biggest restaurant of the list. Typically there is four alternatives i menu. Then usually there is offered soup or porridge. Prices are 2,60 € for student, otherwise 6,30 € or 7,30 €. Coffey and also dessert costs 1,00 €.

**Tottisalmi**

Tottisalmi is pretty far from Kupittaa. It is almost closer to Ylioppilaskylä. From Deli pharma it takes 15 minutes to walk to Tottisalmi. Tottisalmi is small student restaurant. Its adress is Kirkkotie 13. Its capacity is about 100 customers. It is usually very queit place despite twelve o’clock. But practically there is no rush hours. There is also newspapers that can be read. In selection there is five different options. One is deli lunch which pays 4,30 € for student and 8,10 € without discounts. There is four different salad in the selection. And naturally salad is included in price as in all the other places. Normal lunch is 2,60 € for students and 6,30 €/ 7,30 € for workers. In Tottisalmi there is no desserts but coffey is included to price. Also for student price. Tottisalmi is also pretty long open: from 10.30 until 17.30 o’clock

**Dental**

Dental is near of Deli Pharma. Student restaurant. Lunch 2,60 € for student and 6,30 or 7,30 € without discoutns. There is Deli lunch option and it takes 4,95 € for students and 8,30 € for workers. It is open from 10.30 until 2 pm. So totally three and half hours. In Dental there is sometimes big queues and it is not the quickest place to eat at twelve o’clock. Depends of the day there is three or four options. Also vegetarian options as practically in every place of the list. Coffey costs one euro.