

The background of the slide is a light pink color with several large, expressive brushstrokes in a slightly darker shade of pink. These strokes are layered and overlap, creating a sense of movement and artistic flair. The main title is centered within the upper part of these strokes.

Culinary Team Final Presentation

TASTE EUROPE ON THE
GO BARCELONA 2021

Culinary Team Finland

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Culinary Team Spain

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Caterina Balaguer, 20, CETT

Joan Vingut, 21, CETT



The project







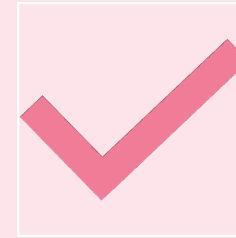
The outcome of the project



Lower sales than expected
because of the lack of customers
interest of the product



Feedback of the product was
good



We found good solutions

Challenges of the project



Reaching the
customers



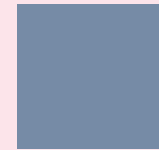
Communication in
a big group



Lack of the whole
project leader –
Who is responsible?



Working with
different cultures



Cold weather and
cold product

What did we learn from the project?

Customer segmentation beforehand is super important

Understanding the dynamics of multicultural projects

Working together with different teams

Problem solving and innovation

Importance of communication beforehand and during the project

The most valuable in the project



The experience of working in
an international environment



Networking opportunities

The most valuable in the project



Being able to overcome
challenges quickly



Creativity with problem
solving

Competitor Analysis



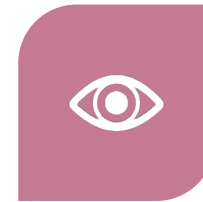
OTHER FOOD TRUCKS MAY HAVE READY CUSTOMERS



HIGH PRICING



KNOWLEDGE OF THE DYNAMICS



PROFESSIONAL STANDS WITH BEAUTIFUL VISUALS



SELLING MOSTLY COMFORT FOOD – NOTHING NEW?