

Appendices of the Report:

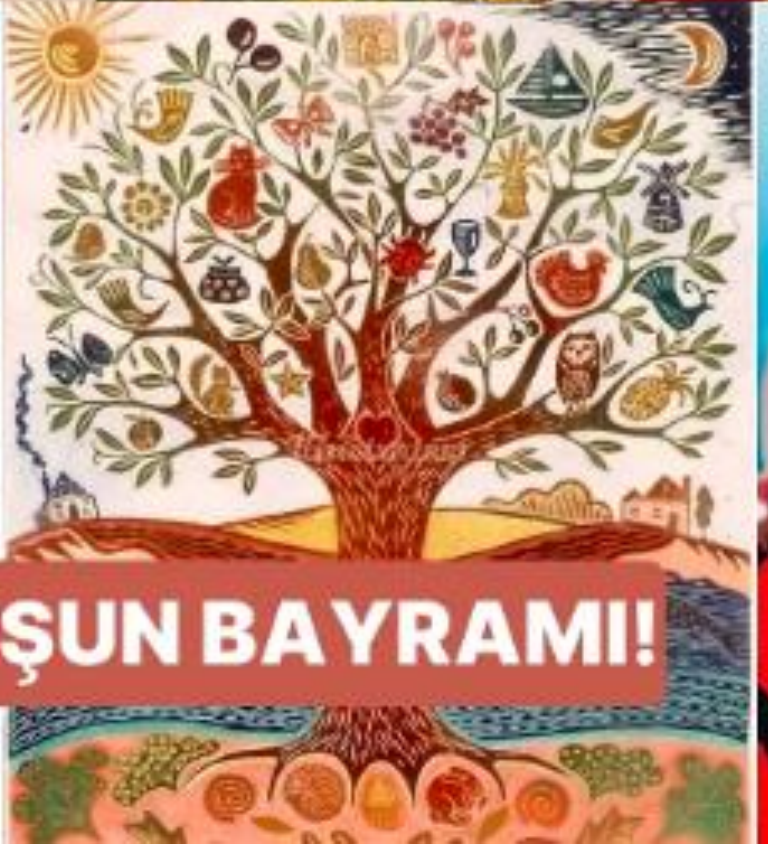
Strategic Marketing of Traditional Turkish
Gastronomy in the Netherlands

Yusuf Bayraktaroglu

A1 - Results of the Pressure Cooker







YENİDEN DOĞUŞUN BAYRAMI!







VMR VERIFIED
MARKET
RESEARCH

Global Vegan Fast Foods Market

2021-2028

BEYOND Fried Chicken

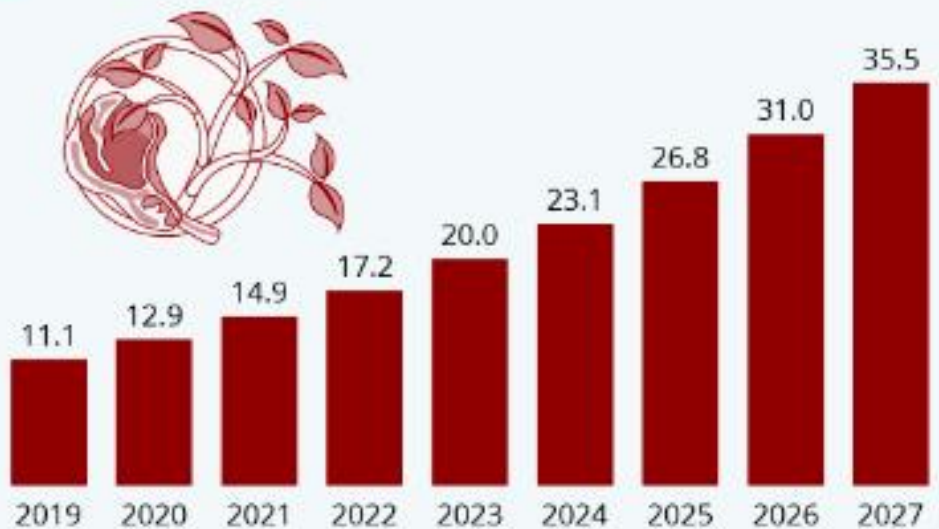
A Kentucky Fried Miracle





Large Chains Push Plant-Based Meat Value

Forecasted global market value of plant-based meat, 2019-2027 (in billion U.S. dollars)



Sources: Statista, Polaris Market Research



Broad Bean



Okra - Gombo



Celery



Chard



Surprisingly
Tasty

High nutritious
values

Diverse health
benefits

Barburrya




Orchid Roots



Threatened
with extinction

Traditionally
consumed by
locals



 ye-mek.net

Daha Hafifini Yapana Kadar En Hafifi Bunlar Olan 15 Zeytinyađlı Yemek Tarifi

Zeytinyađlı Yemek Tarifleri nasıl yapılır? Kolayca yapacağınız Zeytinyađlı Yemek Tarifleri tarifini adım adım RESİMLİ olarak anlattık. Eminiz ki Zeytinyađlı Yem

 SUNKEA





Traditional
Mediterranean

Green



Traditional Mediterranean Herbs and Veggies

Traditional Motives, Recipes, Ingredients



n = Tasty



Traditional
Mediterranean



Example:
Christmas
Special
Offers

Traditional
Mediterranean *tasty edible*
CHRISTMAS ORNAMENTS



Best
served
with Raki



A2 - Research Protocol of Context Research

Protocol of the Research: The Current Context of Turkish Restaurants in Den Haag

Contact 2 restaurants from each cluster (8 in total, minimal 5). Arrange 40 minutes meeting times for the following 2 weeks. Observe the selected restaurants for ~20min before and after the main interview to collect tacit information (representation, neighborhood, daily context etc.) and to find customers for further interview. After meeting the restaurant manager, order food, introduce yourself, and ask for their consent.

Identity:

1. How would you describe your restaurant?
2. How did you start and how is the evolution process looks like? What has changed and what has kept the same from the beginning? Why?
3. How would you describe your company goals, values, and responsibilities? (Are you content?) (This question is also about meaning 'Production')
4. What are the global fast-food trends in the world, what do you do to keep up with these trends?
5. How would you describe your restaurant's relationship with Dutch culture and values?
6. How would you describe your restaurant's relationship with Turkish culture and values?
7. What are the other cultures you are influenced by and have strong connections with?

Representation:

8. These are my initial observations about your restaurant (critical yet soft observations) from outside, how much attention do you pay to these subjects?
 - a. If applicable, why Turkish name?
 - b. If applicable, why plain text?
 - c. If applicable, why red only?
 - d. If applicable, why cheap LED lightings?
 - e. If applicable, why not Christmas decorations?
 - f. If applicable, why 'halal' logo?
 - g. If applicable, why only men workers?
9. What are the other presentations you use like clothing, package, bags etc.?
10. How do you decide on what to present inside/outside your restaurant and what not to present?
11. How do these representations (and branding of your restaurant) influence consumer preferences? (To check how much they are aware of the importance of branding)

Regulations and Production:

12. Could you describe the regulations you need to follow?
13. What are the limitations you face regarding the regulations? Any forced opening-closing times?
14. What are the hidden rules in this business, absolute do's and don'ts? (What if a drunk person comes in, or something that doesn't align with the restaurant culture) what is not acceptable?
15. How would you describe the quality of food you sell here? Do you eat here?

Consumption:

16. What about your consumers, how are their relationships with you like? (CBBE)
17. Who is your target audience and what is your strategy for customer satisfaction and loyalty?

18. Which group of people are not intended? (We are not a place for these people, definitely)
19. What is the demographic of your actual consumers and what are their consumption habits?
20. What are the other ways for your consumers to experience your brand without eating?
21. Who is the biggest unintended consumer group? If applicable, what are the consumer requests you couldn't cover?

At the end of the interview, I ask for a permission to take picture inside the restaurant and ask them to choose 3 cards that best describes the restaurant out of the desk.

After finding consumers in/around the restaurants with/out the help of the manager, I will introduce myself, inform them about the research, and ask for 10 minutes of their time, and their consent. It is important to find diverse demographic groups of people to evaluate and compare different perspectives about the subject. 1-2 consumer participants per restaurant is aimed as default to further support the consumption analyzes. (The participant could also be a passerby to just ask their idea about the restaurant, since this could also be a useful insight)

Consumer

1. How often do you eat at this restaurant?
2. How would you describe this restaurant?
3. What are the things you like the most about this restaurant?
4. What are the things you like the least about this restaurant?

Non-consumer

1. How often do you pass by this street?
2. How would you describe this restaurant?
3. Why haven't you tried this restaurant yet?
4. What do they need to do better to attract you?

A3 - Results of the Context Research

Perla - café & restaurant

Initial observations:

Small place, some attention on interior design with nice decoration on roof and wooden theme of the walls, counter desks, and accessories. Bright yet comfortable. Visible kitchen, not many customers, some attention to marketing with poster advertisements on street, distinctive logo, halal sign on the window, Turkish music is playing with varying genres. The food offerings are not Turkish, but more international kitchen with Turkish tinge.

How the owner describes:

Taste, affordable pricing, quality, and speed. The restaurant places itself between fast food and fine dining.

History:

Opened quite recently at the end of 2021, with the goal of realizing the owner's dream of having his own restaurant. From the beginning, the restaurant kept its profitability. At the beginnings, the restaurant has variety of free treats of international kitchens to promote its name. Later, this has been lifted after obtaining the initial burst and royal customers. The prices of the foods are kept the same from the beginning. The opening hours has been changed a lot. First it was 12:00-24:00, then 15:00-24:00. After realizing that the street is getting busier during the night times, the owner decided the new opening times as 15:00-04:00. Due to the hardship of finding personnel for work, now it is 17:00-04:00. At the beginning there was no marketing at all, now they are paying explicit attention to marketing with an active presence on Instagram and Facebook. It has 600 Instagram followers, and it is growing. The restaurant works with a professional photographer to promote its offerings digitally, spending 50 euros/week on online advertising with 412.500 views, and it has a 10% discount on website orders.

Goals, values, responsibilities:

Being happy and content. Proving himself to his social environment. Feeding people. Fulfilling his responsibilities for his family. Selection of cards by the owner to describe the restaurant (at the end of the interview): 1. Islam, 2. Love, 3. Chicken.

Fit with global trends:

Fast-food habits are changing. Much more attention on the look, popularity, sharing on social media. There is not much attention to price. Hard to find reliable quality work force.

Fit with Dutch culture:

Married with a Dutch woman and has two daughters. He knows the Dutch culture and how to treat Dutch customers. For example, not judging if someone ordered just a coffee but nothing else. There should be no effort to sell something extra. Understanding the sense of humor, for example a man could do a sexual joke to his wife, it should be accepted as normal. And Dutch people are very direct, especially young ladies. They can give you honest direct complements. The owner knows how to take it.

Fit with Turkish culture:

Accepting the customers like they are his guests. If the bill is 17.55 euros, he asks 17.50 by rounding it. They have free treats like cookies next to coffee. Presenting a 'cevsen' (an Islamic talisman believed to protect the carrier from bad things) a gift from his mom. The restaurant plays Turkish music, mostly instrumental Turkish art music to create a complete Turkish experience. Restaurant keeps its root of Turkish culture not with the foods but with the ambience, feeling, thought.

Fit with other cultures:

Islamic culture shapes the restaurant's atmosphere. The personnel have strong Islamic connection. The restaurant uses Islamic figures and talismans. Strict rules of keeping the food halal, no tolerance for alcohol. For example, beverages from outside are tolerated if it is alcohol free.

Representations:

If there is no 'halal' sign they get lots of phone calls about it. They were using their logo on their work dress, but they lifted it for some regulation practicalities. For using logo on package deliveries, they were in contact with a company, but the company asked too much money and wanted to sell too much quantity at once, but the restaurant has no storage for that. Later, they found a better dealer. Now, working on it. For this restaurant, it is not always clear for customers that this is a restaurant. They are thinking of more advertising outside the restaurant. Besides, the menu screens on top of the counter desks are facing the wrong direction. It would be better to place them on the wall facing the entrance. Overall, the restaurant is aware of the importance of marketing and branding, and actively working on it.

Hidden rules:

Customer satisfaction is the priority. They should be fed. No one has the right to disturb another in this restaurant. No place to smack talking. No tolerance for alcohol nor drunk people. No place for pets or LGBTQ+. He shares an anecdote of how he rousts out a gay couple out of his restaurant.

Consumption:

He doesn't know them in person but pays close attention to intimacy and close conversation with them, keeping eye contact and warm attitude. The restaurant is suitable for couples, singles, but not specifically for families. They are not intending on a fine dining experience with wine next to it. The consumers are 60% diverse ethnicities, 20% Turk, and 20% Dutch. The age varies from 25 to 40. The biggest unintended consumers are the sex workers. 50-70% is package delivery, the percentage differs by the day of the week. "It is annoying to have customers ask doner, lahmacun (Turkish pizza) just because we are Turkish, doesn't mean we would sell doner" the owner states. I also had a chance to interview with a consumer which is also Turkish, 30 years old construction worker. He is a daily visitor and very happy with the quality and the variety of options offered. Nothing to state as improvement points.



Ensar – Doner Kebab

Initial observations:

The kitchen is right in front of the window, everything is visible. The food looks low quality. The name of the place is originated from an Islamic history. There is some attention to branding with a nice logo. There is an outside advertising board. The interior is uncomfortably and brightly lit. No special attention to interior design. Low quality decoration and furniture. There is also a small snack shop available inside. Two images from Istanbul on the walls. It is a small family business with all men. Three of the owners are friendly and cheerful, but the person I am directed to was rude and not helpful. I had a hard time collecting valuable insights from this person. Luckily, during the long interview other people also participated in the conversation and even helped me to find another restaurant to interview. At the entrance, there is a text 'welkom', welcoming the people in Dutch language.

How the owner describes:

"We offer doner and lahmacun (Turkish pizza) to feed people. Nothing more!" states the owner.

History:

When they first bought the place, it was a 50% bakery and 50% market. They transformed the place into a doner restaurant. At the beginning, there were only in-store purchases but now they are also doing home deliveries.

Goals, values, responsibilities:

Providing quality food in a hygienic and clean environment. Their motto is 'not sell anything that you don't eat'. They pay special attention to increasing the quality. Selection of cards by the owner to describe the restaurant (at the end of the interview): 1. Turk, 2. Bakery, 3. Love.

Fit with global trends:

The owner declares they are not following the global trends. Later another owner added, they have a vegetarian section which they developed themselves.

Fit with Dutch culture:

Making the doner in 'kapsalon' form. Also selling snacks, pataat, and bummy. So, they are mainly including some Dutch offerings to keep up with the culture.

Representations:

The restaurant had a place in Spanish media once. They use a deep Islamic name 'ensar'. It means the 'people of Madinah' who welcomed the Prophet Muhammed and his followers from Mecca, back in time. Parallel to this meaning, they help people and prevent them eating haram food. Plus, it is a well-known name, and it contributes to their image. "We don't do Christmas decorations or anything such." Big no. "We don't have any women because they don't know the job" the owner states. The food is visible from the outside, increasing transparency. No Instagram nor Facebook. Only based on word-of-mouth. Price and quality are much more important than ambience, they believe.

Hidden rules:

The rule number one is hygiene, cleanness and not selling anything that they don't eat. Using ingredients of low quality would disturb the customers. This is common for this industry; to not let low quality in.

Consumption:

With some customers they are like neighbor/family and for some customers they are official. They do not distinguish any people from others, so no target consumers. But their consumers are mainly tourists and students. Sometimes they host the member of Dutch parliament in the restaurant and sometimes attorneys and judges from Turkiye. 50% of the consumers are Turk, 30% diverse ethnicities, and 20% Dutch. Some consumers have funny requests like; asking way too many ingredients that couldn't fit in, doner inside croissant, heated baklava in bread etc. They do their best to cover them as well.



Amin – Snackbar

Initial observations:

Very small place, not even visible from outside if you don't pay attention. The inside of the restaurant smells so heavy and disturbing. The name Amin is the Arabic version of 'Amen', with a religious meaning. A small advertising sign board is attached on the street to increase the visibility of the restaurant. The interior design of the restaurant was poor, and the food seemed low quality. When I asked for an interview, he refused to participate and dismissed me a bit rudely by telling me what to do like "go out of this restaurant, turn left etc.". Even if you don't have time and don't want to make time, you shouldn't behave in such a way, especially if you are a place owner. This may seem like a detail but one of the most important acts that contributes to the brand equity of the firm. Nothing more to say!

Consumption:

Before I enter, I see two Turkish kids aged 15-16 in front of the restaurant waiting for their food to be prepared. I took the chance of interviewing them about the restaurant. They both indicated they like the food in the restaurant, and they visit at least once a week to eat there. They have nothing to say as an improvement point for the restaurant.



Aksu – Turkse Specialiteiten & Uw Warme Bakkerij

Initial observations:

First impression: 'where is the entrance?!'. The plain red text used for the name with neon LED's are very popular amongst the Turkish restaurants in the city and this is another example. In this case, there is a logo as well increasing the brand equity by company side. The interior is small, with no place to sit down, making it hard to create an interview setting. There was no attention to interior design and the bright lights were disturbing. The young owner was extremely nice, welcoming, and helpful.

History:

It is the oldest Turkish bakery in the Hague. The young owner took the place from his father. Nothing much changed from the first day till now. They increased the quality and variety over time.

Goals, values, responsibilities:

Affordable prices, feeding the local neighbors. Selection of cards by the owner to describe the restaurant (at the end of the interview): 1. Turk, 2. Love, 3. Bakery.

Fit with global trends:

The new trend is showing off on social media. We are not doing it.

Fit with Dutch culture:

Some Dutch customers visit for a conversation and dialog not for food. There are also loyal Dutch consumers who regularly visit for food. They are selling Dutch snacks and pataat as well.

Fit with Turkish culture:

They don't run away from the workload this job charges them. They work hard. They are very hospitable and offer Turkish food and beverages.

Representations:

The name of the place is old. That's just the way it goes till they exist. The 'Aksu' brand has a local strength. When the owner's father decided to open this place, there was another Aksu in Rotterdam. Local knows of its quality and there is a value of the brand. So, they wanted to take that advantage. They use their logo on home deliveries. This neighbor is mostly Muslim, they are addressing them. They don't use 'halal' sign because it is obvious that they are a Turkish restaurant, and the food is therefore halal.

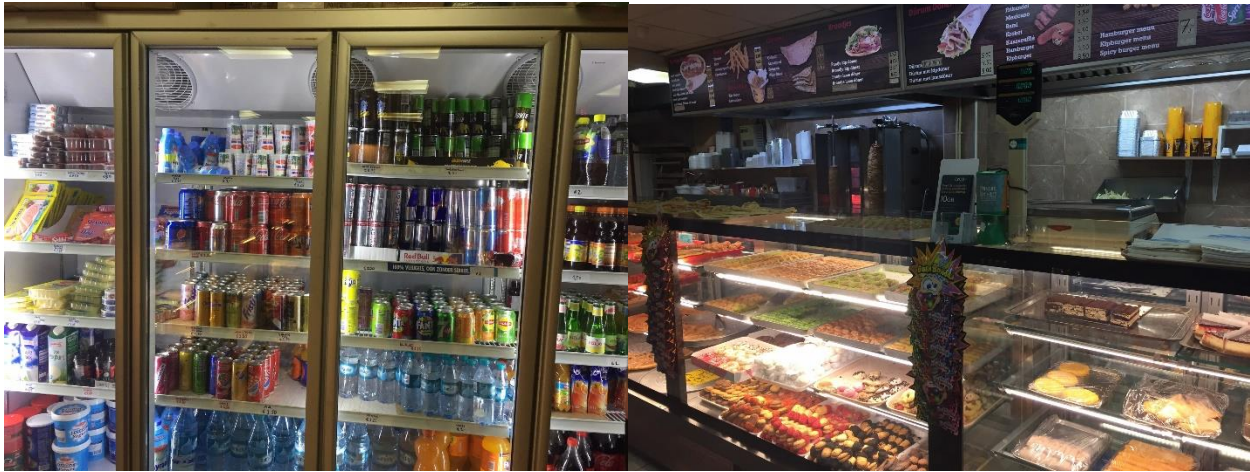
Hidden rules:

Their motto is 'the customer is the boss'. The owner states: "We cannot argue with them in any circumstances. Even if they use bad language, we assume a humble attitude. It is crucial to keep quality, honesty, and respect."

Consumption:

For drunk people they don't have any special treatment unless s/he is being aggressive. They have high tolerance for everyone. They are social with their customers and target everyone with an open attitude.

The customers are 90% Turk, 10% others. While I was there, I have talked with a customer, Turkish woman, around 35 years old, she was buying food for her husband, and she said her husband doesn't eat anything else then the food sold in this place.



Reflection 2

After this restaurant I decided to make a reflection session to 'see if I am collecting useful information' and to 'refine the questionnaire for more convenient interviewing experience'.

The new structuring of the interview setting: After getting verbal consent, asking the following questions: Describe your restaurant, explain the evolution of the restaurant, trends and cultural connections, asking the reasons of observed elements (# of customers, halal sign, decorations etc.), how do they do branding, hidden rules (attitude towards alcohol, gender minorities, pets etc.), customer relations, demographics of customers, other ways to experience the brand without eating, which meal is covered and unintended consumers. At the end of the interviews, they are asked to pick three cards that best represent the restaurant from the desk I prepared earlier and finally the permission to take photos. It is basically the same interview as the previous ones, but a more compact version. Most importantly following the flow of the story the owner tells. Hoping to collect more tacit knowledge.

Emirdag Koftecisi

Initial observations:

The standard, low-cost branding outside the restaurant with red plain text and neon LED's. There was a small advertising sign board next to the window, clearly highlighting some food options. Besides, there are advertising signs on the window. The outside look of the restaurant is above average, but the interior design is again not considered proper. When I first entered the restaurant, I saw a bunch of children playing around with no adults in the restaurant. This made me feel like I entered a family house. The lights are again an uncomfortable bright white. The owners are nice, and they invited me to a meeting later. I have conducted the interview with two owners one male one female.

How the owner describes:

They are addressing families, providing the warmth of a home with smiling faces to them.

History:

Opened three years ago; one in Rotterdam and one here. From the beginning till now, they never changed. Everything has been kept the same.

Goals, values, responsibilities:

Feeding people! They have kofte on plate, kofte in bread, and lentil soup. Selection of cards by the owner to describe the restaurant (at the end of the interview): 1. Islam, 2. Turk, 3. Cow.

Representations:

The restaurant is a Franchise. The head office is in Belgium. They are active on Instagram, using Instagram advertisements. They do home delivery as well. They spent 4000 euros for electronic advertising signs used in the Restaurant. 254 followers on Instagram.

Hidden rules:

Raw food cannot be accepted in this industry. No tolerance for alcohol or pets. A smiling face and polite behavior are essential. Discounts and treats are a plus. "We don't do Christmas decorations; it doesn't align with our values" she states. This statement triggered me, and I talked about the history of Christmas culture, to also check their response. Then I realized, they are not aware of their own culture unfortunately. They are basically assimilated by Islamic culture.

Consumption:

They have a very personal relationship with their customers. They know what their customers like already. For example, people from Elazig province like their meat well-done. They prepare the food according to their preferences. Sometimes, they just round up the bills quite generously, especially if it's a loyal customer they know. They have a high Google review of 4.8. They appeal to everyone who eats meat. "People who try once, get addicted to our food and come back again." The owners state. Customers are 50% Turks, 20% Dutch, and 30% diverse ethnicities. While I was there, a customer came in and asked for chicken. But the restaurant doesn't sell chicken. He got disappointed and left.



Konya Tandir

Initial observations:

Poor branding, no attention to interior design. Super bright white illumination with continuous irregular blinks which was challenging to stand. Two kids on the counter desk faced me when I approached. Their father is working in the kitchen. It is a family business. The owner is very friendly and has a positive welcoming attitude. He also likes to talk, ignoring my structure and continuing his story. Fantastic food and nice music taste: Turkish art music.

How the owner describes:

“This is a different restaurant” the owner states. They are doing oven kebab specialized in Konya region of Turkiye. Special attention to the originality of the food. There are also two other traditional authentic options in the menu: ‘Mersin tantuni’ and ‘Konya etli ekme’.

History:

He is an old master-chef of this special kebab in the city Konya. Before he move to the Netherlands, he attended some food festivals to introduce this kebab to Europe in Germany, France, and Belgium. He is in love with what he does. After he moves to the Netherlands, he worked 6 months to catch the same quality in Konya and now he gets replies like ‘it is even better than what we have in Konya’. He states that he could not install a black stone oven, which influences the taste up to 50%. However, he is doing his best to keep the originality. When he moved to the Netherlands, his fans followed him to here to get the same taste. He is literally contributing to Dutch economy by attracting tourists from abroad. He attempted to get bigger. But when he hires someone as a cook, they are not achieving the same quality as him and this cause customer dissatisfaction. He tried multiple times to teach his skills, but it didn’t work out. His kids seem not interested in learning it either. The owner lost his faith in finding someone who can learn. He also started home delivery some time ago, but he later cancelled it because of the high demand. He says it is impossible to cover the demand. His current strategy is to produce according to his personal limits and with no intention of covering all the demands.

Goals, values, responsibilities:

He feels responsible for introducing his food culture to the world. Unfortunately, he lost his faith to impart his knowledge to the next generation. He values traditional Turkish gastronomy a lot and he is overly critical of the other Turkish restaurants because they maintain the same unoriginal, low quality food services (This guy just made my day because he is 100% right). Selection of cards by the owner to describe the restaurant (at the end of the interview): 1. Gokturk, 2. Bakery, 3. United Nations.

Representations:

His reputation reaches abroad and Turkiye. There are some TV channels that want to interview him, but he refuses constantly. He has no intention to get more popular than he is now. Therefore, he explicitly not investing in marketing and branding.

Hidden rules:

This business is hard. You don't have a chance to attend funerals or weddings. It takes so much time, and it requires persistence and determination.

Consumption:

He is always having conversations with his customers. Most of the customers visit outside the city. Some even from abroad; France Germany, Belgium. There are some customers who ask him to move closer by arranging his location etc. Worth mentioning the 4.8/5 google review, despite all the discomfort of the interior. He doesn't accept punks in his restaurant. When I specifically ask for them, he said 'Disrespectful Youth Moroccans' he replied with a smile. 95% of his customers are Turkish. When I was there, a ~40 years old Dutch man and ~25 years old two Turkish men visited. I have spoken with them to understand the consumption more in detail. The Dutch man visits 2-3 times a week to order 'Konya etli ekme' a food close to Turkish pizza. He thinks it tastes much better than any other locations he tried. He is a gourmet loyal customer from the Hague. The Turkish men state the location is a meeting spot for them. Some of their friends come from Amsterdam just for this food and they hang out afterwards. They are from Rotterdam.



Taste of Istanbul

Initial observations:

When I first visited this restaurant, it seemed very busy. But I still ask for an interview. The owner kindly told me to visit another day, and I did. When I visited again, another person welcomed me and invited me to the kitchen of the restaurant where is located at the end. While he was working on some tasks, he answered my questions with curiosity and close attention. There was another person, which the other restaurants crew treat respectfully. I realized he was another owner. He also participated in our conversation frequently. This resulted in a thick and deep insight. The guys who participated in the interview were very talkative and they insisted on their communication structure most of the time. Still, when I have the opportunity I steer the conversation. The restaurant seems neat, clean, and comfortable. They have an attention to branding to a certain degree. It looks like a restaurant placed between fine dining and fast-food, a bit closer to fine-dining. Nice plant decorations and above average furniture quality.

How the owner describes:

The restaurant is all about customer satisfaction. They are not focusing on the competitor's but rather focusing on their work. They kept everything the same from the opening of the restaurant.

Goals, values, responsibilities:

They criticized themselves as: "There are couple of reasons why we, as Turkish restaurants, are not successful as we are aiming. We are not paying enough attention to commercialization. Including our restaurant. Commercialization should be the number one priority. We have no investment or intention to do so. Another reason, especially for the Netherlands, is that the quality of people. The Turkish people here are 90% suburbs. It is not like the same in the Germany or England. This prevents us from succeeding. Apart from these, we can also criticize our own culture, attitude, and the kitchen. We are trying to increase the number of offerings we have, but this has led to a drop in quality. To be successful, we need to specialize in one product. We don't approach things systematically. The Turkish kitchen is not suitable for this. It is based on charcoal and fire. We are flexible in following rules, and we are not following the procedures. These all prevent us providing proper, standardized offerings. Selection of cards by the owner to describe the restaurant (at the end of the interview): 1. Love, 2. Turk, 3. Cow, 4. Ottoman.

Fit with global trends:

The trend in this sector is to keep the price affordable, on the budget of your consumers. Another one is to pay attention to visual quality of the foods. This is the most important. They are understanding this from 'fitting with global trends.'

Representations:

They have a nice name and logo. In the logo there is a figure of Galata Tower which is a symbolic image from Istanbul. The name clearly tells, it is a Turkish restaurant and it is nice that it is in English. So, it is addressing everyone. There is no explicit attention to online branding and Instagram profiles. Yet, they do online selling and home delivery.

Hidden rules:

There is no 'No' to customers, no 'It is over'. Drunk people could order as take away. Pets are not allowed due to hygiene concerns. Cleanliness is the golden rule.

Consumption:

Our customers are middle-aged people. 1-2% Dutch, 30-35% Turk, 40% Bulgarian, 25% diverse ethnicities. Not addressing luxury consumers, nor young generations (generation Z). They are also looking for luxury btw. They are addressing working class, average socio-economic status people. People with lots of money are not visiting anyway, they state. At the end of my visit, I have talked with a customer, 54 years old Bulgarian woman who is a loyal customer. She feels very welcome in this restaurant, visits the kitchen freely, opens 'only stuff' doors etc. She left with me, and when leaving she said goodbye to every single person. She says she is not only a customer but also wants to help the restaurant in anyway she can. She feels like it is her house, and she enjoys spending her evenings hanging out in this place. She says it would be better if they had more plant-based food. Sometimes, she makes special requests to the kitchen.



Adam Broodjeszaak

Initial observations:

Crowded advertising boards outside the restaurant. The name is in Dutch and they use lots of orange color. The food looks low quality. The halal logo is visible both in Latin and Arabic alphabets. The interior seems clean, neat, and open. I visited this restaurant two times, but the owner's tune was not very welcoming and even rude. In my first visit it was a Saturday evening, and it was crowded. The owner, a woman worker (probably his wife), and another man worker were busy. I saw that I couldn't get a chance to interview but still asked and rejected. I decided to come back, although not invited. It was morning, and he was alone preparing some stuff in the kitchen. He asked me rudely 'what do you want from me' and he refused to participate. He was very narrow-minded and it was a very unpleasant interaction. I still include this in the research because there is a lesson to be learnt in this.



Bogazici – Restaurant

Initial observations:

From the outside, this place doesn't look like a restaurant. The name itself says it is a restaurant and in the lower level of the outside window, there are some food pictures. Entry of the restaurant is not welcoming. There is an arrow pointing to the entry and it says 'ingang' at the entrance. The windows are dark, the grey color of frames is not presenting a friendly vibe. The name of the restaurant is used differently in different places, the font, color etc. The interior is clean, it has a serious tune. Some interior elements are not coherent with the general vibe, such as the sauce bowls and colorful refrigerator. The restaurant offers fine dining with fast-food options. In my first visit, it was extremely crowded. I saw a guy that seemed like the owner, asked him for a meeting. He invited me for another day, and I visited again on that day. On my second visit, a nice young lady directed me to an empty table and gave me free treats, I refused some of them. At that table I waited 45 minutes for the owner to join. The restaurant plays traditional Turkish music and arabesques. The atmosphere clearly addresses certain type of Turkish people. The restaurant is illuminated white and bright even in the early morning.

How the owner describes:

Trust, strong customer connections, deep-seated.

History:

The restaurant has a 30 years of history. Therefore, it is well-known in the Netherlands. Lots of things have changed by then. There were 20 people at the beginning, now 130 people. Still, it is one restaurant, no correspondent. They have started offering food for funeral services, religious ceremonies, weddings etc. They are providing such outside services, now. When people started to know about them, the demand increased over time. They were working with 2 companies at the beginning, now they work with 50 companies.

Goals, values, responsibilities:

It is not important what the restaurant offers, but how it offers. It is not the food that makes people full and satisfied, but the warmth and intimacy. Yet, they have special attention to food quality. The owner says it is his duty to carry on his own locality and culture. Selection of cards by the owner to describe the restaurant (at the end of the interview): 1. Islam, 2. Ottoman, 3. Turk.

Fit with global trends:

The restaurant owner believes Turkish culture is at the center of the world. So, if he keeps its values, he is doing good with catching up with global trends. He says Dutch people are already familiar with Turkish food. Sometimes, they know better than themselves.

Fit with Turkish culture:

The restaurant is keeping strong connections with Turkish culture and Turkish community in the Netherlands. They have a very conservative vibe that you can smell in the air, representing strong Turkish-Islamic culture. I observe lots of similarities between a Turkish conservative Islamic culture and this restaurant's own culture; in the way people behave and the ambient.

Representations:

There are no advertisements. The restaurant has no intention of addressing new consumers.

Hidden rules:

There is no tolerance for pets, alcohol. If there is a behavior of a customer that doesn't align with the restaurant's culture, it is with intention. They have zero tolerance for discourteousness. They use lights outside the restaurant during Christmas times. The owner believes, you cannot gain without sacrifice.

Consumption:

The restaurant is preferred mostly for dinner time after 4:30 pm. 95% of the customers are regular. 95% of them are taskmasters, families. The customers are leaving their houses specifically to visit this place, daily. They see the restaurant as their home. It is not addressing the street by-passers. There are no new customers. They are like a family with their customers. They prepare their own salads, go behind the service desk, go to kitchen, do the self-services although there are waitresses. Customer satisfaction is the priority. The customers are 50% Turk, %50 Arabic. During my wait for the owner, I have interacted with two customers having their breakfast next to me. They were ~50 years old Turkish males with thick south-eastern Turkish accent. They are regular customers, enjoy the atmosphere and food. Later, when we were talking, a friend of theirs entered the restaurant and they reacted loudly. They spoke about the day before in an intimate way. The two men asked him to join them, but he refused kindly. It was clear that these guys were feeling very comfortable and welcomed there.



Saray Restaurant

Initial observations:

Good one! The quality of the food is good. Small yet cozy place. From the outside, they have red awnings with their logo and name on them. Large size poster advertisement on the walls. Delivery motorcycles waiting outside the restaurant. I visited this place couple of times, it always have customers and the doner is the best in the Netherlands. It is like the doner in Turkiye. The interior is designed with attention to detail. Lots of figures from Turkish cultures and Turkish radio is playing. There are also modern looked Turkish girls working as waiters. There are also large pictures on the walls from different places in the Netherlands and Turkiye. The crew is very friendly and hospitable. Although it is very crowded, they agreed to participate.

How the owner describes:

This restaurant is open for five years and it provides Turkish kitchen, grill from the region of Igdir, Kars, and Erzurum. They offer special dishes, soups, and fast foods. Their specialty 'doner' is categorized as fast-food.

History:

In 1992 the first 'Saray Restaurant' has been opened in another location (less popular district). Later, in 2018 this second restaurant opened. There was no home delivery at the earlier times, but now it is providing home deliveries. At the earlier times, they were also using the upstairs for hosting customers but later they closed it. They have a limited capacity of production.

Goals, values, responsibilities:

Basically, to feed people. Selection of cards by the owner to describe the restaurant (at the end of the interview): 1. Love, 2. Turk, 3. Cow, 4. Bakery, 5. Nazar.

Fit with global trends:

Time to time, they are offering food from Italian and Suriname kitchens by interpreting it with the today's modern kitchens. They enjoy the diversity of different kitchens and cultures. They use special packaging suitable with global trends with special attention to service quality. For that reason, they have a special pressing machine.

Fit with Dutch culture:

The food is not Dutch, but they use elements from Dutch culture in their interior decoration and they are creating an atmosphere in which Dutch people feel welcomed and enjoy their food.

Fit with Turkish culture:

The food offerings are truly Turkish and keep their authentic origins which makes it strong and desirable by the customers from all around Europe.

Fit with other cultures:

For Arabic customers, they use halal sign.

Representations:

They are active in social media, having 1800, 2000 followers on Instagram and Facebook respectively. There is a value of the brand. They have customers abroad specifically for their food. They use their logo and name on package deliveries and on the dresses of the waitresses and kitchen workers.

Hidden rules:

There is no special treatment for drunk people unless they disturb others. During last Christmas, they hadn't thought of installing decoration due to over crowdedness. Pets are allowed outside the building. They have some seats available outside for good weather.

Consumption:

They describe their relations with their customers as 'family'. They have close, intimate, and strong relationships with their customers. The customers are 70% Turk, 20% diverse ethnicities, 10% Dutch. It addresses everyone. In the mornings people prefer to drink soups, and in the afternoon mostly doner. Lentil soup is one of the most popular foods. Doner finishes around 6 pm, although they are open till 10 pm. Sometimes they have requests that they couldn't cover. For example, 'sometimes people ask for watermelon' the owner states. During my other visits I interacted with customers of varying ages and genders, and they were all very satisfied with the restaurants. One of them told me it is his favorite restaurant in the world. Another one really enjoys the free treats served after your food. There is an unlimited tea service offered for free. There was a couple enjoying the pieces on the walls, taking pictures and selfies, talking about them and sharing stories. Overall, it is visible the customers are very happy and enjoying this lovely atmosphere.



Hilal Patisserie

Initial observations:

By the name, I recognized this place is a Turkish restaurant. From the outside it looks friendly and welcoming. But it is not clear if it is a food location except the name 'patisserie' and an image on the lower side of the window. The outside design is playful and joyful. They have a small advertising board on the street, which is helping. The inside is neat, clean, and designed carefully. Comfortable illumination. There is another name and logo inside the restaurant. When I asked about it, the owner said it is from the previous owner. The young owner is friendly, welcoming, and helpful. He invited me to the kitchen on the back and answered my questions with his colleague while he prepared something.

How the owner describes:

Beautiful, decent, small, quite

History:

The place is open for four years. The concept has been kept the same, the interior, tables. They change the offerings frequently. The owner pays attention to providing different and new desserts, occasionally.

Goals, values, responsibilities:

Keeping the production transparent, open to customers. Doing 'everything' for customer satisfaction. Selection of cards by the owner to describe the restaurant (at the end of the interview): 1. Nazar, 2. Ottoman, 3. Bakery.

Fit with global trends:

The restaurant offers different desserts from different cultures. For example, San Sebastian cheesecake from Italy, Waffle from the Netherlands, Apple Pie from United States, Cream Brulee from France etc.

Fit with Turkish culture:

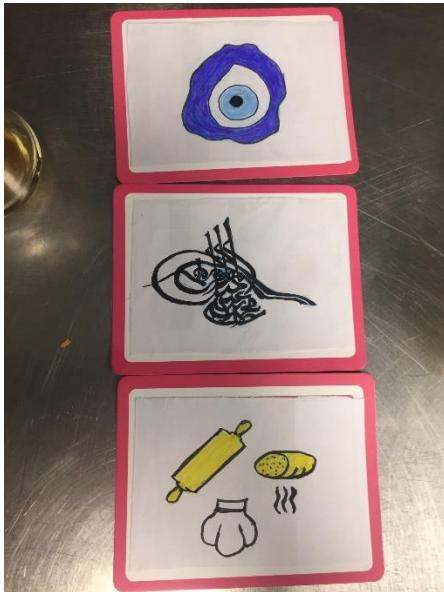
People visit this place to experience a different culture. The restaurant doesn't stick with the well-known baklava only but providing other desserts from traditional Turkish gastronomy to its customers.

Representations:

The restaurant spends 250 euros per month on marketing. They have nearly 3500 followers on Instagram and Facebook. The owner provides a free tasting menu for the customers. There is a bakery with the same name across the same street, increasing the brand equity.

Consumption:

75% of the customers are regular and 25% are circulated. 75% Turk, 15% diverse ethnicities, 10% Dutch. Cakes and milk desserts are popular. Preferred during middays and evenings (after work) as take away. Not appealing to Hindu culture. I interviewed with a 26-year-old Dutch male who was waiting for his order. He likes 'kunefe' and visits this place from time to time. He enjoys the frequency of changes in the offerings, enabling him to try different desserts from different kitchens.



Cigkoftem

Initial observations:

From the outside, the place looks chaotic. It is not clear what is in this place. You can guess it is a food place, but you do not really know what kind of food. The name is Turkish, so I know this place sells 'Cigkofte' which is a vegetarian food made with bulgur. But there are other images attached on the outside window as well, which makes it a bit confusing and chaotic. It also says 'falafel' in the middle of the window. It is really a mixed bag. At the door it write 'welcome' in English. They use the slogan vegan & fresh. In my first visit, there were three people and they were hesitant to help me. They asked me to come another time. For my second visit, when I entered the place, I see a woman working on the food. I asked her to participate in my interview, but she has not answered me for a while. Then, she said she had no time kindly. I said, I want to ask one thing, she confirmed with body language.

Consumption:

The consumers are 80% Turkish, 10% Dutch, 10% diverse ethnicities.



Shoarma Osman Grillroom

Initial observations:

The entrance in the middle, end windows on the sides with the name of the restaurant centered and printed huge. On each side of the entrance, there are advertisement signs printed on a yellow background. On the left side of the windows, there is a traditional carpet with traditional motives. The interior has a cozy vibe, yet also a chaotic vibe to it. Lots of religious signs and a map of the Ottoman Empire were attached to the walls. The owner was rude and unclear. When I entered, there were four kids waiting for their food to eat in. I took a seat to ask my questions and told him to ignore me if there was a customer. He told me not to push him too much, I said 'ok, you don't need to share sensitive information and you don't need to hurry'. I felt I was not welcome there, but I insisted on staying for the sake of the interview. He answered my questions half and at some point, I decided to leave by saying 'good luck'.

How the owner describes:

"Street number 9" the owner's description of his restaurant.

History:

From the beginning till now, nothing has changed. Everything stayed the same. Even the name belongs to the previous owner. He didn't change the name nor logo.

Representations:

The place sells 'cag kebab' which is a special type of kebab made only out of sheep meet on wood fire. This is not well communicated in in-store advertisements. Apart from this specialty, they have frozen foods and other offerings too, which is shown on the advertisement boards on top of the counter desk and outside boards.

Consumption:

When I was sitting, a mentally handicapped ~40 years old Pakistani male has been entered and sit close to me. The owner reacted strongly to him and tried to dismiss him. But he insisted on staying. The atmosphere got even denser. He didn't order anything but just waited next to the stove and said things loudly and repeatedly, which I didn't understand. The owner tried to take him off physically by pulling and pushing, but it didn't work out. And he gave up and let him stay. I ignored what just happened and focused on my interview. When I asked my remaining questions, he directed me to the children. He asked them to help me in a weird way. I took the opportunity to learn about consumption. The kids like the place and they told me they like the conversations with the owner, interestingly. They asked me why I am doing this, I explained. When I asked them 'what could be better', I interrupted with the owner 'leave the kids alone, so they can enjoy their food'. Later, two ~30 years old Dutch males entered and took a seat. But the atmosphere inside was so disturbing and they realized it and left after 5 minutes, although the owner realized they were leaving and insisted them to stay. In short, the attitude of the owner is improper and unprofessional like, which influenced the customers' comfort and willingness to stay.



Ses Doner

Initial observations:

Located very central next to the 'Grote Markt'. Small, yet very busy restaurant. Two advertisement boards outside the restaurant were placed on the street. There are small halal signs on these advertisement boards. The contrast between the food and the background is too much on these advertisement boards, making it aesthetically unpleasing. There are small print outs like 'WC=0,50', 'COFFEE=1,00' etc. placed irregularly around the outside of the place. In short, it is not appetizing. When I got accepted for an interview, although they were busy, I went inside and took a seat. The owner is very friendly and has a smiling face.

How the owner describes:

The first doner restaurant in the Hague with 23 years of history.

History:

During the early times of 'Ses Doner' there was no pataat option. Now, there is. This could also be interpreted as an adaptation to the Dutch culture. Lahmacun (Turkish Pizza) has also been added to the menu. So, there are some additions to the menu during the evolution of the restaurant. The brand equity was bigger in the past, but by time they decided to scale down from 5 restaurants to only 1.

Goals, values, responsibilities:

Selection of cards by the owner to describe the restaurant (at the end of the interview): 1. Turk, 2. Chicken, 3. Cow.

Fit with global trends:

The owner states "There are some activities big global fast-food restaurants such as McDonalds are doing good, such as training their personnel and enforcing their system with a top-down approach. They have a big history and strong brand equity." But he doesn't answer how or why.

Representations:

The name 'Ses' means 'voice' in Turkish. The reason why they pick is to increase the visibility of the brand, the owner argues. He gave an example of how a foreign name is catchy for Turkish people in Turkey, 'Ses' name is interesting for people here. They use halal logo for the Muslim people. They like to see it. Otherwise, they receive too many questions if the food is halal. No special spending on marketing, online advertising, and no social media accounts.

Consumption:

10% of the customer are Turk, 20% Arabs, 10% African, and 60% Dutch. They are addressing families who visit the city center for shopping. It is not addressing old Turkish people (he smiles), because they don't have the habit of eating outside. They like to have conversations with their customers and as they describe themselves; they 'complete their chat with their meat'. I have talked with two ~50 years old Dutch women who enjoys their food. They said the restaurant is easily reachable by them, it is cheap, tasty, and quick. They usually visit the restaurant when they meet each other on Sundays.



Meram – Street Food

Initial observations:

This is a very central (next to Grote Markt), and successfully branded Turkish restaurant in a certain extend. The name says 'street food' but the menu outside the restaurant doesn't include street foods. Instead, they have regular kebabs, pasta, salads etc. The outside design is very attractive and inviting. They have a professionally designed logo with the letter 'M' on the center. Outside the restaurant, they have a flag. On the flag it says 'Meram café & restaurant' but the restaurant name is 'Meram – Street Food' which is inconsistent. The decorations are aesthetically pleasing. The interior design is also very comfortable and neat. When I asked the nice young lady on the register for help, she directed me to someone else from upstairs. He was also very friendly and had a smiling face.

How the owner describes:

This is a franchise Turkish restaurant with 11 locations. That made them proud of their culture.

History:

The number of customers has increased exponentially. There are small changes on the menu throughout the development process. At first, they were keeping standard opening hours. Later the 10 pm closing time is adopted from Sundays to Wednesdays, and 11 pm for the rest of the week.

Goals, values, responsibilities:

Respect, smiling face, and devotion are the values. Selection of cards by the owner to describe the restaurant (at the end of the interview): 1. Turk, 2. Cow, 3. Europe.

Fit with global trends:

Global trends are hamburgers and fried chicken. They could be comparable to their offerings.

Fit with Turkish culture:

Adana kebab, doner, kunefe. Playing up to date Turkish pop music.

Representations:

They have more than a thousand followers on Instagram, reaching up to 2 thousands.

Hidden rules:

Alcohol is not tolerated. Disrespectful behaviors are not tolerated. Halal sign is very important for them, it also indicates their alcohol sensitivity. Pets are not allowed inside the restaurant. No discrimination to gender minorities.

Consumption:

They are targeting the shopkeepers on pauses and people on shopping. After 5pm, it transforms into a restaurant. 60% of the customers are Turk, 10% Dutch, and 30% diverse ethnicities. Apart from feeding people, it is crucial to provide trust and warmth to their customers.



Simit Sarayi

Initial observations:

The brand equity of this company is the best of all participants. There is one small store in the center of Den Haag. The store is compact, no place to sit, quick order and go. From outside it looks simple and attractive with all the visible foods on the fridge along the store. Inside, a friendly lady with Islamic dress. She enjoyed the interview a lot and gave genuine answers. The place is busy. I told her to ignore me when there is a customer. But, sometimes she gave more attention to me than customers. I even observe customers getting annoyed by this a bit. Simit Sarayi feeds 1 million people every day, across 2 countries with 11250 employees.

How the owner describes:

“Simit Sarayi is a chain of fast-food franchise bakeries, which is rapidly expanding across Europe and the Middle East. Having begun in 2002 in Istanbul, it opened its first European franchise in 2010. The company reportedly wants to be the next McDonalds.”

History:

Started in Istanbul in 2002. In 2004, it reached 18 stores in Istanbul. The first simit factory in the world opened in 2005. Transitioned to franchising system in 2007. Opened a branch in the Netherlands, in 2010. Founded a cake factory in 2012. 2013, entered to the airline catering services. 2014, the first store in New York and the second on Dam Square. 2015, opened a store in Oxford Street. Joined a strategic partnership with Fawaz Alhokair Group in 2017. At the beginning, it was all about simit but now they have a wide range of offers.

Goals, values, responsibilities:

“Dream to serve fresh simits”, “bake with love” are the slogans of the company. Customer satisfaction is the number one priority. Food safety, occupational health, and safety, environmental, quality and halal policy. Selection of cards by the owner to describe the restaurant (at the end of the interview): 1. Islam, 2. Love, 3. Bakery.

Fit with global trends:

Good at following up the trends by offering lots of vegetarian options and variety. The packaging is trendy. Selling “70 percent Turkish products and 30 percent local products”. The Turkish products are well adopted to international context without losing its traditional authentic origin.

Fit with Turkish culture:

Simit is maybe the most popular street food in Turkey. It is a topic of songs, calculations of minimum wage, a strong part of everyday culture. In that sense, the company is very much connected with the Turkish cultural values and commercialize it successfully on a global level.

Representations:

Strong brand equity across the world and in the Netherlands. Lots of media appearances. Professionally designed website. “Simit Sarayi has a presence in 22 countries including the US, England (London),

Belgium, the Netherlands, Sweden, Serbia, Germany, Iraq, Lebanon, UAE, Bahrain, Turkiye, Saudi Arabia and Azerbaijan.” They use the logo successfully on packages, uniforms, and in-store elements. There are so many stores in all around the Netherlands, contributing to the brand equity and visibility of the brand. Besides, they are also successful in online appearances in social media, managed by professional personnels. Celebrities are also contributing to brand equity by sharing pictures from the store.

My personal comment: Simit is deeply connected with the Turkish culture and this solely fueled the brand’s initial success. This is another evidence proving my branding theory: A brand should be connected to a cultural motive. I see this company doing amazing work and I take them as role models. What they could do better is to have a vision that aims to solve a societal challenge. Stay strong on controversial elements to have a stronger identity and brand equity.

Consumption:

During my visit to the store, I saw it is very busy. Lots of Dutch people are visiting and enjoying the food. She states it is addressing shopping people, people on transport, and people working in close vicinity. The food is suitable for fast-food context, consuming on to go.



A4 - Research Protocol for Demand Research

Research Protocol: Exploring Fast Food Consumption and Untapped Demands in the Netherlands

I. Introduction:

The purpose of this research is to explore the contexts and consumer scenarios in which fast food is consumed in the Dutch market and to uncover any untapped fast food demands in the Netherlands. In order to achieve this, a qualitative methodology will be utilized, including participant sketching as a creative data collection technique.

II. Objectives:

- To identify the primary contexts and consumer scenarios in which fast food is consumed in the Netherlands.
- To explore the attitudes and beliefs of fast food consumers in the Netherlands.
- To uncover any untapped fast food demands in the Netherlands.

III. Methodology:

A qualitative methodology will be employed to achieve the research objectives. The following data collection techniques will be utilized:

1. In-depth interviews: In-depth interviews will be conducted with a sample of fast food consumers in the Netherlands. The interviews will aim to uncover the primary contexts and consumer scenarios in which fast food is consumed and to explore the attitudes and beliefs of fast food consumers in the Netherlands.
2. Focus groups: Focus groups will be organized with a sample of fast food consumers in the Netherlands. The focus groups will provide a platform for participants to discuss their fast food consumption habits and to uncover any untapped fast food demands in the Netherlands.
3. Participant sketching: Participants will be asked to sketch their ideal fast food consumption scenario, including any untapped fast food demands they would like to see met. This will provide a visual representation of the untapped fast food demands in the Netherlands.

IV. Sample:

The sample for this research will consist of a purposive sample of fast food consumers in the Netherlands. The sample will be selected based on the following criteria:

- Residence: The Hague and/or Delft
- Frequency of fast food consumption: At least once a week

V. Data Analysis:

The data collected through in-depth interviews, focus groups, and participant sketching will be analyzed using a thematic analysis approach. The themes that emerge from the data will be used to identify the primary contexts and consumer scenarios in which fast food is consumed in the Netherlands and to uncover any untapped fast food demands in the Netherlands.

VI. Conclusion:

This research is expected to provide a deeper understanding of fast food consumption and untapped demands in the Netherlands. The findings of this research will be useful for fast food businesses in the Netherlands to tailor their products and services to meet the demands of fast food consumers in the Netherlands.

A5 - Results of the Demand Research

| | Frequency? | Context? | Likes? | Dislikes? | Desires? |
|--|------------------------|---|--|---|--|
| 22 yo- student- American, male | Once a week | During a night out at Fridays and Saturdays | Tastes & Price | Could be more healthier | More home made, fresh, Greek street foods |
| 52 yo- Engineer- Dutch, male | Rarely ever | Depends on many things, not anything specific | - | Taste is not good, and it is unhealthy most of the time | If it is fast food, I don't have any expectation or belief on it |
| 23 yo- student- Indian, female | Once in two weeks | Alone, friends, events, night out, valentines day etc. & when there is no time to cook | Burgers, KFC | the bread of the burgers can be better | Price can be cheaper, there could be some Indian street food, spicy foods |
| 27 yo, part time worker- student, Dutch, female | 3-4 times per month | driving home, no time, feel like no cooking, after volleyball matches | Time saving | limited options | not much variety, especially on highways. there are only KFC, McDonalds etc. All same |
| 24 yo, student, Dutch, male | Once in a week | During a night out or when hangover around 2pm, 50% home delivery, 50% go out. | practical, tasty | Not fast anymore! | There could be more pasta options as fast food |
| 48 yo, HR - culture director, Dutch, female | Once a month | when I want to treat myself, when there is no time, | taste | not healthy | healthier alternatives, Turkish food is not well presented (she know I am Turkish) |
| 24 yo, student, Mexican, female | 1-2 times per week | when i go out with my friends | good pizzas | not vegan | not much vegan options |
| 37 yo, talent partner, Dutch, female | Once a week | On Saturdays, we have a family tradition to go out for pataat | - | unhealthy | healthy food, the way it prepared, other alternatives, vegetables, and more |
| 38 yo, talent partner, Dutch, female | 2 times a week | After work, in the weekends, during a night out | Burgers, its ready to eat and easy going | could be healthier | healthier vega options, cheaper and smaller portions |
| 22 yo, student, Turkish, male | 2 times a week | When I feel lazy, when I go out with friends | lots of interesting sauces | no cheap options, low quality of meat, loads of toppings, weird things | no steamed burger, no toast with quality bread |
| 21 yo, student, Turkish, female | 3 times a week | When I feel lazy, home delivery, filling your stomach cheap, or during a night out | hamburger, pizza, doner | expensive, low quality, unhealthy | tantuni, quality doner, quick soups |

A6 - Scanning the Kitchen to Find a Fit



Haslanmis misir is a traditional Turkish snack made from boiled corn on the cob. It's a popular street food that's often sold by vendors in Istanbul's Taksim Square. The corn is cooked until it's tender and served hot with a sprinkling of salt and a squeeze of lemon juice.

Simit is a type of bread that's similar to a bagel. It's made from flour, water, yeast, and a little bit of sugar. The dough is rolled into rings, dipped in a solution of molasses and water, and then coated in sesame seeds. Simit is a popular breakfast food in Turkey and is often served with cheese, olives, and tea.

Kestane kebab is a unique Turkish dish that's made from roasted chestnuts. The chestnuts are cooked over an open flame until they're tender and then seasoned with a blend of spices. Kestane kebab is often served as a street food in Turkey and is a popular snack during the fall and winter months.

Kokorec is a traditional Turkish dish made from lamb intestines that are wrapped around a mixture of seasoned offal and grilled over charcoal. It's often served with a variety of spices, including cumin, oregano, and red pepper flakes. Kokorec is a popular street food in Turkey and is often enjoyed as a late-night snack.

Kumpir is a baked potato dish that's typically served as a street food in Turkey. The potato is baked until it's tender and then split open and filled with a variety of toppings, including butter, cheese, olives, and sausage. Kumpir is a hearty and satisfying meal that's perfect for a quick lunch or dinner. Sutlac is a creamy rice pudding that's flavored with vanilla and cinnamon. It's a popular dessert in Turkey and is often served cold.

Sutlac is made by simmering rice in milk until it's thick and creamy, and then sweetening it with sugar and flavoring it with vanilla and cinnamon. Hamsi tava is a fried fish dish that's made with anchovies. The fish are dipped in a batter made from flour, egg, and water, and then fried until they're crispy and golden brown.

Hamsi tava is a popular seafood dish in Turkey and is often served with a side of lemon wedges. Icli kofte is a type of meatball that's made from ground beef, bulgur wheat, and a variety of spices. The meatballs are typically filled with a mixture of onions, parsley, and walnuts, and are then deep-fried until they're crispy and golden brown.

Icli kofte is a popular appetizer in Turkey and is often served with a side of yogurt. Cig kofte is a traditional Turkish dish that's made from raw ground beef mixed with bulgur wheat, tomato paste, and a variety of spices. The mixture is typically kneaded by hand until it's soft and pliable, and then shaped into small balls.

Cig kofte is often served as an appetizer or snack and is typically accompanied by lettuce leaves and lemon wedges.

Balik ekmek is a popular street food in Istanbul that consists of a grilled fish fillet served on a piece of bread. The bread is typically toasted and then filled with the fish, along with lettuce, tomato, and onion. Balik ekmek is a simple but delicious meal that's perfect for a quick lunch or snack.

Biber dolma is a popular Turkish dish that consists of stuffed bell peppers. The peppers are typically filled with a mixture of ground meat, rice, onions, and spices, and then baked until tender. Biber dolma is often served as a main course, and is a flavorful and filling dish.

Nokul is a type of pastry that's similar to a croissant. It's made from a yeast dough that's rolled out and then filled with a mixture of cheese and herbs. The dough is then rolled up and baked until it's golden brown and flaky. Nokul is a popular breakfast food in Turkey and is often served with tea or coffee.

Kaz tridi is a traditional Turkish soup that's made from the meat of the Kaz (goose). The meat is slow-cooked with vegetables and herbs until it's tender and flavorful. Kaz tridi is often served during special occasions, and is a hearty and satisfying dish.

Bamya kizartmasi is a dish made from fried okra. The okra is coated in a mixture of flour and spices, and then fried until it's crispy and golden brown. Bamya kizartmasi is often served as a side dish, and is a delicious way to enjoy this popular vegetable.

Kabak tatlisi is a sweet dessert made from pumpkin. The pumpkin is boiled until it's soft, and then mixed with sugar, milk, and cinnamon. The mixture is then baked until it's caramelized and golden brown. Kabak tatlisi is a popular dessert in Turkey, and is often served during the fall and winter months.

Yaprak sarma is a dish made from stuffed grape leaves. The grape leaves are filled with a mixture of rice, onions, and spices, and then rolled up and simmered until tender. Yaprak sarma is a popular appetizer in Turkey, and is often served with a side of yogurt.

Bafra pidesi is a type of Turkish pizza that's made with ground beef, onions, and tomatoes. The pizza is typically baked in a wood-fired oven, which gives it a crispy crust and a smoky flavor. Bafra pidesi is a popular street food in Turkey, and is often enjoyed as a quick and satisfying meal.

Tavuk pilav is a classic Turkish dish made from chicken and rice. The chicken is slow-cooked with a variety of spices, and then served on a bed of fragrant rice. Tavuk pilav is a hearty and filling meal that's perfect for a family dinner or special occasion.

A7 – Non-Disclosure Agreements

NON DISCLOSURE AGREEMENT

This Agreement, made and entered into by and between:

1.student of Delft University of Technology, the Netherlands, hereinafter referred to as: "Student";

and
2., having its registered office at, hereinafter referred to as: "Company";

Together referred to as Parties,

WHEREAS:

- Parties wish to have various discussions in order to investigate a certain relationship;
- Parties are prepared to disclose information to the other Party under an obligation of secrecy and confidentiality;

WHEREBY IT IS AGREED AS FOLLOWS:

1. INFORMATION as used herein shall mean all mutual information and knowledge of both parties on the topic of the design concept of Student, which one Party, hereinafter referred to as: "DISCLOSING PARTY", discloses to the other Party, hereinafter referred to as: "RECEIVING PARTY" in writing or by means of a confidential sample and which is marked at the time of disclosure to indicate it is confidential, or if it is disclosed in any other manner, is identified and described in writing within thirty (30) days following such disclosure and is marked as confidential.
2. Each Party hereto agrees to receive INFORMATION from the other Party for the sole purpose of evaluating the same to determine their respective interests in a possible co-operation.
3. The RECEIVING PARTY agrees to keep secret and confidential the INFORMATION and refrain from disclosing it to any third party and will disclose it only to those of its employees who have a need to know for the purpose mentioned under clause 2 and who will exert the same efforts to keep it a secret and confidential within their own organisation as is usual with respect to their own proprietary INFORMATION.
Copying, analyzing and reproducing of the Information needs the previous written consent of the DISCLOSING PARTY.
4. The agreement to keep secret and confidential is operative for a period of five (5) years from the date of last signature of this Agreement. The obligations of secrecy last until 5 (five) years after the last disclosure date.
5. RECEIVING PARTY agrees to keep secret and confidential, in accordance with the above, any and all of the INFORMATION, except:
 - a. INFORMATION which at the time of disclosure is in the public domain;
 - b. INFORMATION which after disclosure becomes a part of the public domain by publication or otherwise, except by breach of the Agreement by RECEIVING PARTY;
 - c. INFORMATION which RECEIVING PARTY can prove it was in its possession at the time of disclosure by DISCLOSING PARTY;

- d. INFORMATION which RECEIVING PARTY lawfully obtains from a third party;
 - e. INFORMATION which is disclosed by DISCLOSING PARTY on an unrestricted basis;
 - f. INFORMATION which is developed by the RECEIVING PARTY independently of any INFORMATION received from the DISCLOSING PARTY;
6. All materials including, without limitation, documents, drawings, models, apparatus, sketches, designs and lists furnished to RECEIVING PARTY by the DISCLOSING PARTY and which are proprietary to one Party, shall remain the property of such Party and shall be returned to such Party promptly at its written request with all copies made thereof.
 7. This Agreement shall in all respects be construed and the legal relations between both Parties determined in accordance with the laws of The Netherlands.
 8. All disputes arising out of or in connection with the present contract shall be finally settled under the Rules of Arbitration of the International Chamber of Commerce by one or more arbitrators appointed in accordance with the said Rules. In case of all Dutch parties all disputes arising in connection with the present contract or further contracts resulting thereof, shall be finally settled by arbitration in accordance with the Rules of the Netherlands Arbitration Institute (Nederlands Arbitrage Instituut).

IN WITNESS WHEREOF the Parties have executed this Agreement in duplicate,

| | <u>Student</u> | | <u>company name</u> |
|-----------|----------------|-----------|---------------------|
| Signature | _____ | Signature | _____ |
| Name | _____ | Name | _____ |
| Title | _____ | Title | _____ |
| Date | _____ | Date | _____ |

A8 - Verification for the Deman Research

How often do you consume fast-food?

- Almost every day: 13.6% (3 participants)
- 4-5 times a week: 9.1% (2 participants)
- 2-3 times a week: 22.7% (5 participants)
- Once in a week: 27.3% (6 participants)
- Once in a while: 22.7% (5 participants)
- Never: 4.5% (1 participant)

In which context do you consume fast-food? (multiple options possible)

- At home (delivery): 63.6% (14 participants)
- In the car: 27.3% (6 participants)
- Dining in at fast-food restaurants: 68.2% (15 participants)
- At my workplace / school: 36.4% (8 participants)
- During a night out with friends/family: 50.0% (11 participants)
- Outdoors: 22.7% (5 participants)
- At the local mall / shopping district: 31.8% (7 participants)
- At airports/ train stations / bus stops: 18.2% (4 participants)
- At amusement parks: 9.1% (2 participants)
- Other: 4.5% (1 participant)

What is the best thing about the fast-food you prefer to consume?

- Taste: 54.5% (12 participants)
- Convenience: 18.2% (4 participants)
- Price: 9.1% (2 participants)
- Menu variety: 18.2% (4 participants)

What could be better about the fast-food you prefer to consume?

- Healthier options: 50.0% (11 participants)
- Quality of ingredients: 13.6% (3 participants)
- Waiting times: 18.2% (4 participants)
- More innovative menu items: 18.2% (4 participants)

Is the current market provides rich fast-food options, what is missing?

- Yes, the market provides rich fast-food options: 63.6% (14 participants)
- Other: 36.4% (8 participants)

Age and gender demographics:

- 18-30: 54.5% (12 participants)
- 30-45: 22.7% (5 participants)
- 45-60: 13.6% (3 participants)
- 60-75: 4.5% (1 participant)
- Older than 75: 4.5% (1 participant)
- Female: 59.1% (13 participants)
- Male: 40.9% (9 participants)

A9 - Comparing Alternative Logos on Semantic



Diverse

Inclusive

Welcoming

Healthy

Delicious

Environmental

Overall
quality

2.5

1.9

1.9

1.3

2.1

1.2

4.6

Scale



4.8

1.8

2.5

2.8

3.2

4.8

5.2

5.1

2.5

3.8

2.5

4

4

2.7

A10 - QR_for payment in entrepreneurship in action activity

Scan de QR-code om € 5,00 te betalen voor
midye.

Gebruik de Camera App op je telefoon.

De QR-code is geldig tot 25 augustus 2023.



[https://betaalverzoek.rabobank.nl/betaalverzoek/?id=HMcv_
wORQ7mP7IbCOaECEg](https://betaalverzoek.rabobank.nl/betaalverzoek/?id=HMcv_
wORQ7mP7IbCOaECEg)

A11 - Selection of the Participating Companies to Context Research

A11 - Selection of the Participating Restaurants to the Context Research

i. Selection criteria

To make the initial categorization of the restaurants, they are evaluated based on their first impression. This categorization aims to include restaurants with varying conditions, and direct owners of the restaurants will be contacted for this research, when possible. In some cases, the research may involve multiple owners or individuals designated by the owner, or even group conversations with the owner and other personnel. In the case of a franchise, the research will be conducted with the restaurant owner rather than the brand owner.

Four rating criteria have been developed to make the initial categorization of the restaurants. These criteria include brand equity, traditional authentic fit, integration with Dutch culture, and fit with global trends (They are based on the results of the pressure cooker session). The restaurants are rated on a typical 5-point Likert scale based on these four criteria to make the initial categorization. This helps to determine the profiles of companies that are suitable for the research.

Brand equity: If the company is world known with strong brand equity it scores 5, if it is known globally but not as strong it scores 4, If it is known in the country it scores 3, if it has a strong equity in local neighbor it scores 2, and otherwise it scores 1.

Traditional authentic fit: if the company is great at reflecting the Turkish gastronomy it scores 5, if it has strong traditional authentic connection but sacrifice its quality for the sake of integration it scores 4, if it at least presents an original traditional Turkish cultural element it scores 3, if it sells Turkish food it scores 2, otherwise it scores 1.

Integration with Dutch culture: if the company is great at reflecting the Dutch culture it scores 5, if it has strong authentic connection but sacrifice its quality for the sake of integration it scores 4, if it at least presents Dutch cultural elements it scores 3, if it sells Dutch food it scores 2, otherwise it scores 1.

Fit with global trends: if the company follows the world trends closely and competitive in doing so it scores 5, If it is following it with the attention on multiple elements such as packaging, service etc. it scores 4, If it is attempting to follow the trends in the industry but not as competitive it scores 3, if there is an effort it scores 2, otherwise it scores 1.

In conclusion, selecting the right restaurants for the research is a critical aspect of conducting the study effectively. The selection criteria developed, along with the initial categorization process, will help ensure that the research covers a diverse range of restaurants that are most relevant to the research objectives.

ii. Restaurant rating

At the outset, 12 fast-food restaurants were initially considered for inclusion in the research project. These 12 restaurants were evaluated using the selection criteria defined earlier, and their performance is depicted in Figure 2. Among these restaurants, 'Durumcu' is the pilot company, and the owner was contacted before the start of the research. Based on the selection criteria, a few restaurants could be categorized as exemplary (remarkable), and it is intended to include a couple of these restaurants in the context research.

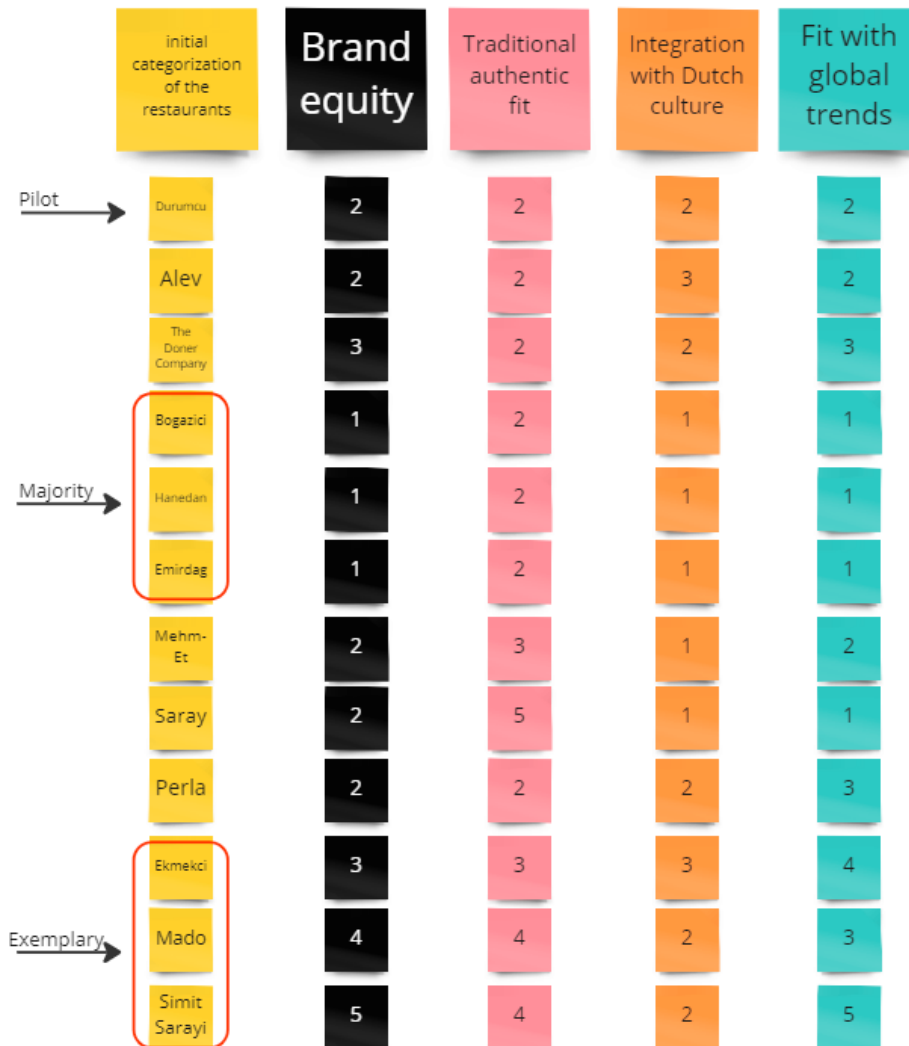


Figure 2: Rating scores of 12 Turkish fast-food restaurants in Den Haag on four criteria

Apart from the majority and exemplary restaurants, there are other restaurants that exhibit different characteristics, and it is also aimed to include a few of these restaurants in the research to increase the diversity of the participating restaurants. However, most of the restaurants selected are from the 'majority' cluster as they represent the majority and are the target restaurants for this project.

By including a few restaurants that stand out from the majority, the research can provide a more comprehensive view of the Turkish fast-food restaurant industry in Den Haag. The diverse selection of

restaurants will allow the researchers to gain insights into the various factors that influence brand equity, traditional authentic fit, integration with Dutch culture, and fit with global trends.

Furthermore, including exemplary restaurants in the research will enable the researchers to study best practices and determine the key factors that contribute to their success. By incorporating these factors into the analysis, the research can provide valuable insights that can be utilized by other fast-food restaurants to improve their brand equity and overall performance.

In conclusion, the selection of the participating restaurants in the research project was based on a defined set of selection criteria, which helped ensure that the chosen restaurants represent a diverse range of characteristics. By including a mix of majority and exemplary restaurants, the research can provide a comprehensive view of the Turkish fast-food restaurant industry in Den Haag, and valuable insights can be derived from the analysis.