



## A Strategic Case Analysis of Ice-Fili

By Christian Vögtlin

GRIN Verlag Aug 2016, 2016. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2006 in the subject Business economics - Business Management, Corporate Governance, grade: 1,3, University of Constance, course: Strategic Management, 5 entries in the bibliography, language: English, abstract: This paper analyses the performance of the company Ice-Fili at the end of fiscal year 2002. It's the oldest Russian ice cream producer. It originated from the former state-run Soviet company Moshladokombinat N 8. In 1992 it was privatised and registered as a private jointstock company under the name Ice-Fili. Its CEO is Anatolij Vladimirovich Shamanov. He transitioned the company to a privatized for-profit firm after the dissolution of the Soviet Union in 1991. The transition was successful; it could hold its good market position and remains the largest Russian ice cream producer in the year 2002. 24 pp. Englisch.



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