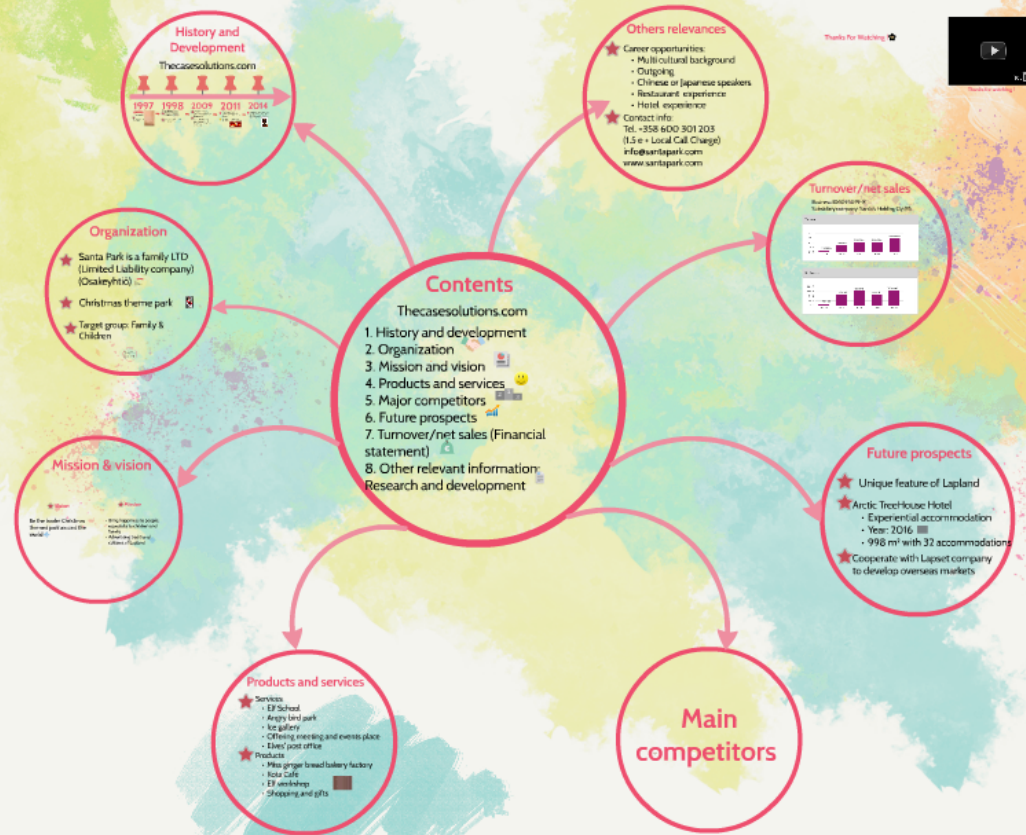


# LANCE ARMSTRONG AND LIVESTRONG

## FOUNDATION: RISING AGAIN AFTER THE FALL



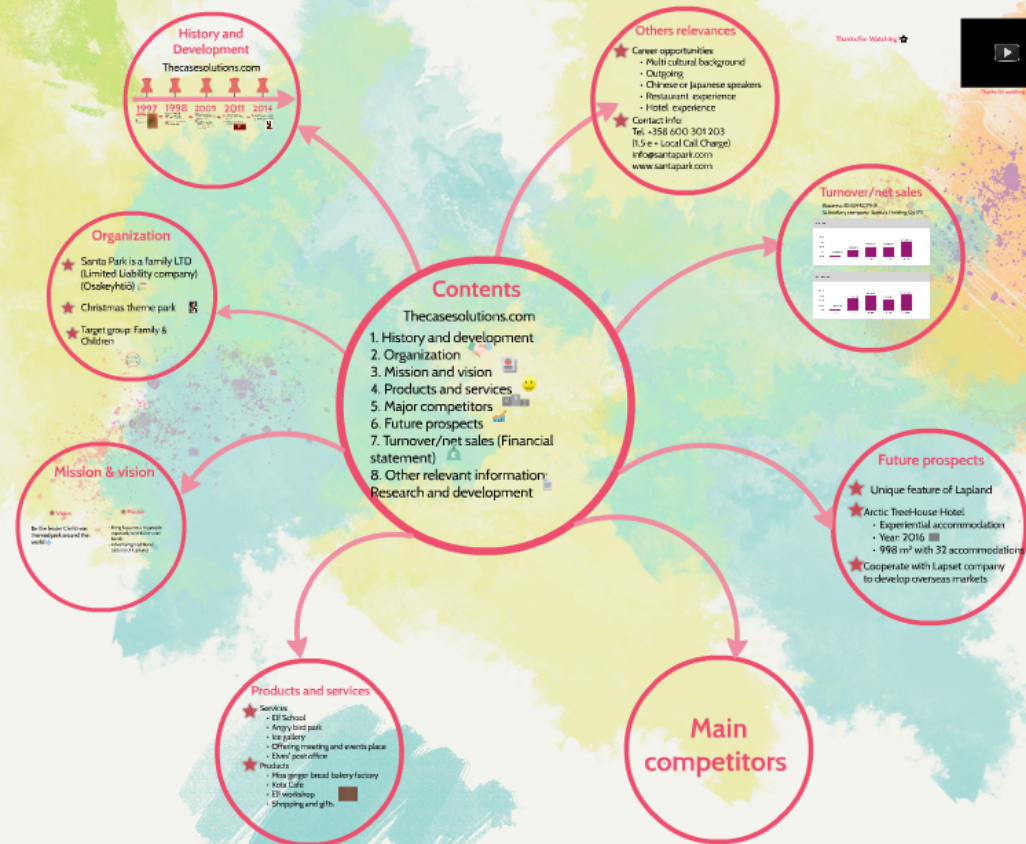
Presented by:

Thecasesolutions.com

Thu Le - A1601439  
Shen Junjie - A1301716  
Huyen Hoang - A1601442  
Nhi Nguyen - A1601437

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1. History and development
2. Organization 
3. Mission and vision 
4. Products and services 
5. Major competitors 
6. Future prospects 
7. Turnover/net sales (Financial statement) 
8. Other relevant information:  
Research and development 

# History and Development

## Thecasesolutions.com



# 1997

First Established

[Thecasesolutions.com](http://Thecasesolutions.com)



The 2 chairpersons of the board:  
Mr. Ilkka Länkinen and Mrs. Katja  
Ikäheimo-Länkinen



# 1998

Thecasesolutions.com



First ran with 120 employees



Capacity: can host 800 visitors per day

# 2009



Thecasesolutions.com

The Länkinen couple bought the most shares of SantaPark, Santa's underground cavern.



After that the services and experiences have increased rapidly. SantaPark had been witnessed 70 000 people from over 41 countries.





# 2011

Thecasesolutions.com



Chosen as the best Christmas destination in the world by Forbes Magazine



Awarded with the Golden Pony Award by the Games & Park Industry.



**GOLDEN PONY AWARDS**

for Amusement Parks, FECs, Travelling Showmen  
and Rides Manufacturers