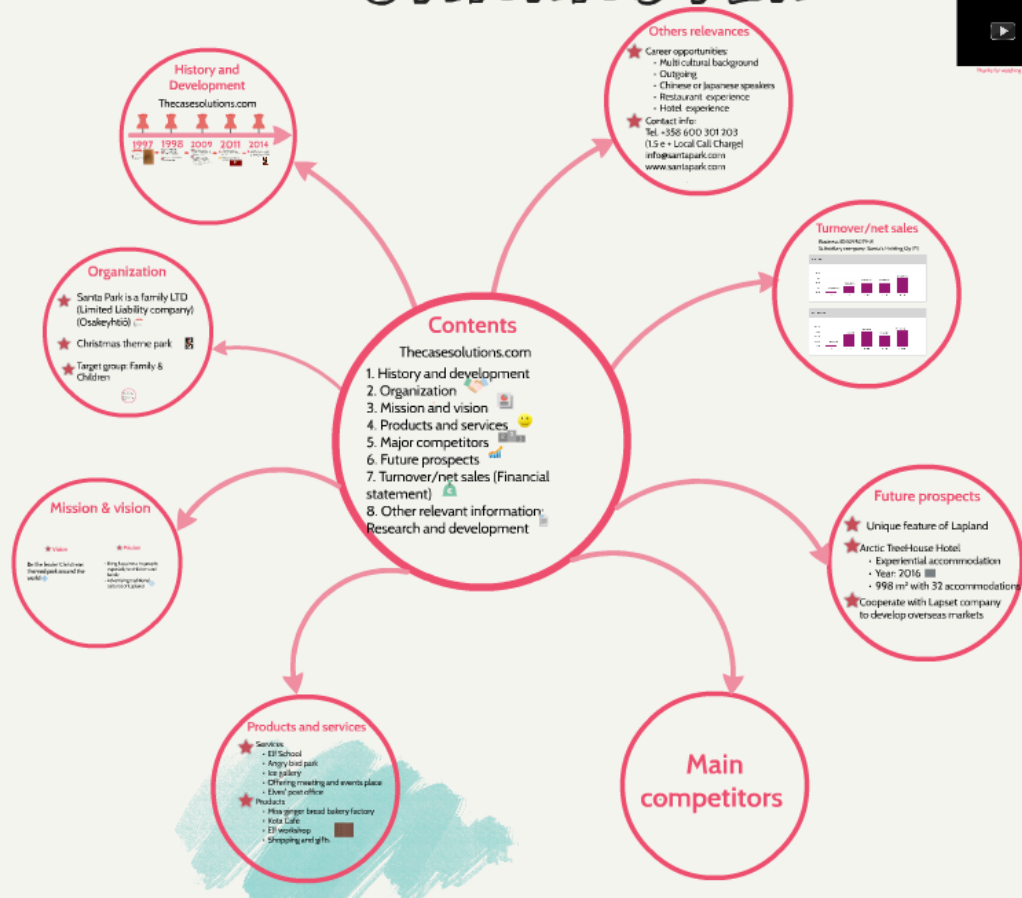


NOTE ON HUMAN BEHAVIOR: SITUATION VERSUS CHARACTER



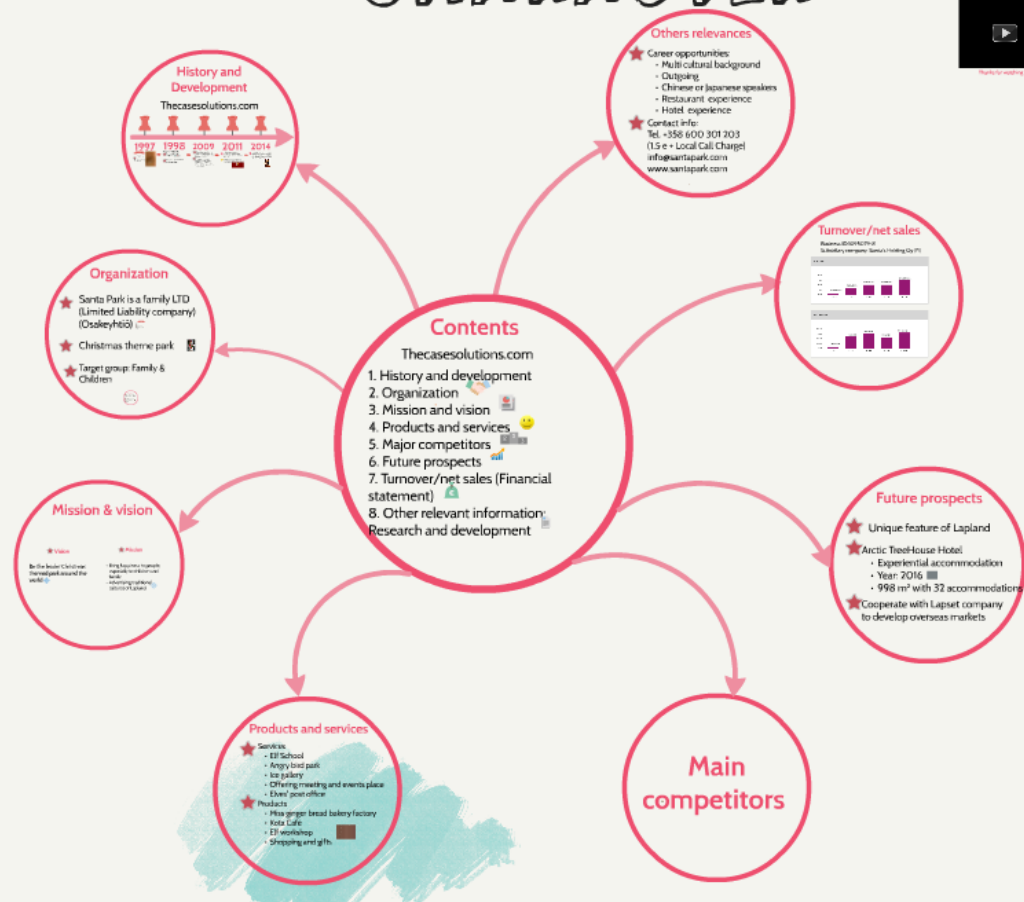
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Shen Junjie - A1301716
Huyen Hoang - A1601442
Nhi Nguyen - A1601437

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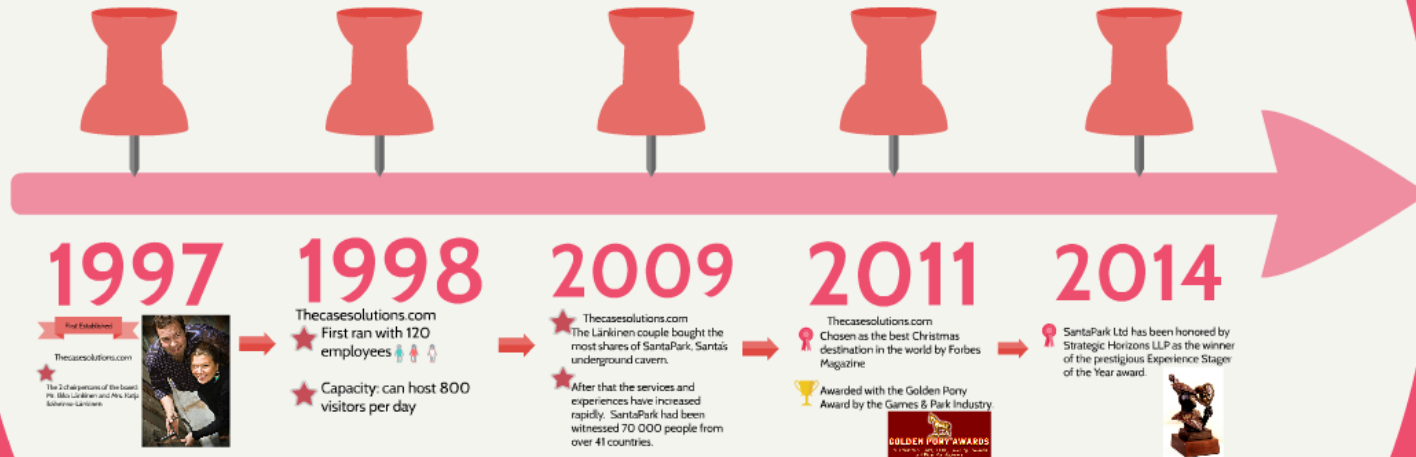
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2. Organization 
3. Mission and vision 
4. Products and services 
5. Major competitors 
6. Future prospects 
7. Turnover/net sales (Financial statement) 
8. Other relevant information:
Research and development

History and Development

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1997

First Established

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



1998

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First ran with 120 employees



Capacity: can host 800 visitors per day



2009



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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

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



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

