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Author(s)	Tarja Montus	Student number	
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Supervisor (s)	D. Sc. Urpo Kivikari M. Sc. Elina Pelto		

Abstract

Although Russia is one of the most important business partners of Finland, there is not much written about marketing of Finnish products in Russia. The purpose of this study is to describe and compare the marketing strategies of two Finnish companies, Raisio Nutrition Ltd and Valio Oy, in Russia. In order to achieve the purpose of the study firstly the international marketing literature is thoroughly reviewed and the reasons to possible differences in marketing strategies are described from the theoretical point of view. Secondly, to understand the speciality of the market, special features of the marketing environment and marketing mix in Russia are described. The theoretical framework of the study is then built combining the two parts. In the next step the empirical data is collected by qualitative research methods to analyse the marketing strategies of the two case companies in Russia and to find out the differences/similarities between the two strategies.

It must be noted that the applicability of the results of this study may be somewhat restricted mainly for three reasons. Firstly, this study deals only with marketing of grocery products, precisely foodstuffs. Secondly, it is only about marketing foodstuffs in Russia, so the specifics of this market have to be taken into account. And thirdly, this study consists of two case companies. However, since the decisions dealing with marketing of goods abroad are very company and situation specific, even if the practices of several companies were studied, it would still not be possible to give any exact rules regarding these decisions. Also as both case companies are the biggest Finnish players in the Russian food market some generalisations may be made concerning the particular market in which the companies are marketing their products. Therefore, the aim of this study is to provide general guidelines for food producing companies dealing with the question of marketing their foodstuffs in Russia or for those, who are simply interested in the Russian market.

Key words	Russia, food market, international marketing, foodstuffs, marketing mix
Further information	