

# CASE STUDY



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# BOSS

*WOMEN IN FAMILY BUSINESSES*



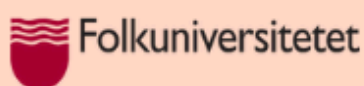
TRAINING PROGRAMME FOR LEADER WOMEN

IN EUROPE FAMILY BUSINESSES

MODULE 1 :Leadership & Management

**PRACTICAL PART**

**2022-1-SE01-KA220-ADU-000087596**



## CASE STUDY

NAME OF CASE STUDY	PerfettoFood: Reviving Dreams - The Kherson Cake Success Story
LEARNING OBJECTIVES	Strategic decision making, Adapting to adversity, Resilience in transition, Entrepreneurial relocation, Leveraging previous experience
DESCRIPTION	<p>1. General description of procedure</p> <p>PerfettoFood, a family-run craft food production business, faced the challenge of displacement due to the invasion of Ukraine by Russian troops. The enterprise was founded by Anna and Konstantyn Voskoboynyk and began with a range of unique ice cream flavors. However, they soon diversified their offerings, including pastries and cakes, and even ventured into the restaurant business. Their signature Kherson cake, with its intricate recipe and delightful taste, has become the highlight of their craft food repertoire. Despite the hardships, the Voskoboynyk family's resilience and passion for their homeland led them to establish a successful gelateria cafe in Vinnytsia, where they continue to delight customers with their delectable creations.</p> <p>2. The Challenge</p> <p>After the occupation of their hometown, Anna and Konstantyn faced a crucial decision - whether to move abroad or stay in Ukraine and rebuild their business from scratch. During the occupation of Kherson, the Voskoboynyk family was forced to close all their establishments and give away all the food stocks from restaurants and cafes. They managed to take out only part of their equipment from the occupied territories - refrigerated trucks for transporting ice cream with small appliances. All restaurant equipment remained under occupation. After several decades of active work and a successful business, Anna Voskoboynyk found herself in a situation where she temporarily lost her favorite job, goals, and plans and faced uncertainty about the future.</p> <p>Relocating to Vinnytsia (about 500 km from their hometown), Anna and Konstantyn encountered the challenge of starting</p>

anew, requiring funding for renovations, equipment, and additional resources. With prior experience opening chain stores, they knew the importance of establishing a strong foundation for their new venture.

### 3. The Solution

With a firm intention to stay in Ukraine, Anna and Kostiantyn decided to open a pastry shop in Vinnytsia specializing in Kherson cake. They used their experience and creativity to fill the gelateria with a diverse menu that included their famous ice cream, specialty cakes with a unique recipe that bears the name of their hometown, cookies and craft chocolate.

The Voskoboinyk family received the first tranche of the project under the state financial support program and invested the money in their business in Vinnytsia. Anna believed in her business, and the first time she opened the confectionery, she was constantly in her establishment, telling people about the products and what ice cream and cakes were made of. In addition, Anna actively established contacts with local authorities and NGOs, participating and speaking at events organized for IDPs and relocated businesses. The family drew on the experience of previous projects and enlisted the support of their dedicated team members, who moved with them to Vinnytsia to ensure PerfettoFood's success in the new location.

#### Result:

With the introduction of the Kherson cake, PerfettoFood's gelateria cafe in Vinnytsia experienced a significant boost in popularity. The cake quickly became a sought-after delicacy, attracting customers from all city. PerfettoFood's reputation grew, drawing attention to its other offerings, including craft production products. The success of the Kherson cake opened doors for potential expansion and export opportunities, thanks to its unique technology and recipe. Currently, there are two Perfetto establishments in Vinnytsia. The couple also moved their production to the city. The confectioneries offer their visitors more than 100 types of ice cream, up to 30 kinds of cakes, a line of natural cookies, and craft chocolate.

	<p>Perfetto employs up to 30 people. 11 employees are IDPs from the occupied territories. Eight are people from the Kherson team of the Voskoboinik family's establishments.</p> <p>Conclusion:</p> <p>PerfettoFood's journey is a testament to the resilience and creativity of Anna Voskoboinyk and her family. Despite the difficulties, they made their dreams come true, rebuilding a successful business that not only delights customers with Italian ice cream but also presents a signature cake that has become an integral part of their brand identity. PerfettoFood's story demonstrates the power of innovation, determination, and the ability to adapt to new circumstances, leading to a thriving business with promising prospects for further growth and international recognition.</p>
Bibliography	<ul style="list-style-type: none"> <li>• <a href="https://perfettofood.com.ua/en">https://perfettofood.com.ua/en</a></li> <li>• <a href="https://vinnytsia.city/perfetto-tse-ne-lyshe-tort-herson-a-j-ponad-100-smakiv-morozhyva/">https://vinnytsia.city/perfetto-tse-ne-lyshe-tort-herson-a-j-ponad-100-smakiv-morozhyva/</a></li> <li>• <a href="https://vezha.ua/u-seredmisti-vinnytsi-vidkrylas-kondyt-erska-vid-pereselentsiv-z-hersonu-foto/">https://vezha.ua/u-seredmisti-vinnytsi-vidkrylas-kondyt-erska-vid-pereselentsiv-z-hersonu-foto/</a></li> <li>• <a href="https://evacuation.city/articles/239666/nashi-zakladi-u-hersoni-vidzhali-yak-peresenci-vidkrili-konditersku-z-to-rtom-vizitivkoyu-u-vinnic">https://evacuation.city/articles/239666/nashi-zakladi-u-hersoni-vidzhali-yak-peresenci-vidkrili-konditersku-z-to-rtom-vizitivkoyu-u-vinnic</a></li> </ul>