



اَوْنِيُوْزْ سَيِّيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

Inter IKEA System B.V.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY : FACULTY ARCHITECTURE, PLANNING AND SURVEYING

PROGRAMME : BACHELOR OF SURVEYING SCIENCE AND GEOMATICS (HONS).

SEMESTER : 8

PROJECT TITLE : MODERN HOME DESK

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Bismillahirrahmanirahim,

In the name of Allah, the Most Gracious and Most Merciful.

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EXECUTIVE SUMMARY

IKEA is one of the world's largest retailers in the world. They have managed to make their products and services more popular based not only on price but by creating a unique shopping experience for the customers. The IKEA Group belonging to the Foundation Stichting INGKA is the leading supplier and retailer of furniture and home appliances worldwide. IKEA Group was formed by Ingvar Kamprad, Ingvar, seven decades ago in the Swedish southern part of Småland. The purpose of this study is focussing on the home desk that is produced by the IKEA Group that to be investigate, identified, and analysed along with their current problems and come out with solutions. This study will gather general data from the business, including company backgrounds, technologies used, and various types of furnishings produced by the company in the first part of the project study. Through the SWOT review, it will discern the power, vulnerability, opportunities, and risks of the business in the second part of the project study and identify a better approach for technological systems that can be apported in the firm to address the current problems facing the company. In market creation, policy, and preparation for improving the current structure are essential.

2.3 Product/Services

i. Furniture and Homeware

Table 2.1 Product/Service Provided by Inter IKEA Systems B.V.

Type of Product/ Service	Classification of Product/ Service	Description
	Coffee Table	<p>This rustic coffee table of metal and solid wood has a separate shelf for example magazines, so you always have them close at hand. Wood is a natural living material, and variations in the grain, colour and texture makes each piece of wood furniture unique.</p>
	Fabric Sofa	<p>MURUM fixed cover is made of polyester with a protective polyurethane surface that makes it both soft and firm, while the cover is very durable and easy-care at the same time. The cover is easy to keep clean as it can be wiped clean with a damp cloth. This cover's ability to resist abrasion has been tested to handle 50,000 cycles. 15,000 cycles or more is suitable for furniture used every day at home. Over 30,000 cycles mean a good ability to resist abrasion. The cover has a lightfastness level of 5 (the ability to resist colour fading) on a scale of 1 to 8. According to industry standards, a lightfastness level of 4 or higher is suitable for home use.</p>