



اَوْنِبُوْرَسِيْتِيْ بِاْتِيْكَوْلُوْكَىْ بِاْمِيْاْرَا
UNIVERSITI
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MARA



COMPANY ANALYSIS

IKEA

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : FACULTY OF COMPUTER AND MATHEMATICAL
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SEMESTER : 6

PROJECT TITLE : SMART THERMOS WITH TEMPERATURE
CONTROLLER

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EXECUTIVE SUMMARY

IKEA is a Swedish Company, which is one of the largest furniture retailers. It sells high quality furniture at a low price, and which are designed in Scandinavian style. The company operates in several countries, and it has a work force of around 76000. It provides about 12000 items to the home furnish market worldwide. It offers a wide range of products including ready-to-assemble furniture, kitchen appliances and home accessories. The company has penetrated several countries across Europe, Asia, Middle East, North America and Australia. It has attracted many customers across the world. This is because of its unique concept of selling products at a low price, wide range of products and flat pack packaging.

In this case study, it is focusing on the kitchen appliances which is thermos bottle that produced by IKEA company to be analysed, investigate and identify their current problems and figure out a better solution that can be implemented in the IKEA company to improve their existing product. There are several competitors that faced by IKEA such as Walmart, Amazon, Wayfair, Tesco and others. Thus, I have come out with latest improvisation in term of physical features which are the user can control or adjust the temperature of thermos according to their desired and it is equipped with HD LCD touch screen for prompting real-time water temperature display.

Therefore, some analysis and implementations have been done for the blueprint. Moreover, SWOT analysis also been drew out to enhance the strength that company has and also to find initiatives to improve company's weakness.

2.3 Product/Service

IKEA have variety of products which can classify into 18 types. Most of the type, there are consist more than 10 products. Here are some examples of every type of products.

Type of Products	
Furniture	
Kitchen Cabinet & Appliances	
Kitchenware & Tableware	