



COMPANY ANALYSIS

iKEA

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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EXECUTIVE SUMMARY

IKEA is a worldwide business based in the Netherlands that manufactures and distributes ready-to-assemble furniture, kitchen appliances, and home furnishings, as well as other items and services. Mirror is one of their most well-known products. Their mirrors are available in a range of sizes, designs, prices, and functions. A home is incomplete without a mirror as it has a various of uses such as for reflection, brighten up the space and also for a decoration. In the meantime, people dress up to be ready for their office. With just a normal mirror, people likely to waste their time. The smart mirror gives users something to utilize their spare time. Smart mirror is the way to quickly transform the use of smartphones as an interactive device that helps you check updates easily, the same as mobile phones for stock updates, weather or traffic using sensors that save you a lot of time. The smart mirror may appear to be comparable to other smart gadgets such as smart phones, smart televisions, smart watches, and so on. According to the SWOT analysis, there is a huge problems where people are busy and likely must to do multitasking. As a result, a smart mirror is the greatest solution for resolving the problems. If they make some innovations into their existing mirror, the IKEA brand will have additional prospects in the business sector. Purpose of this project is to conduct a company analysis with the explanation about the advantages and the benefits of the product.

2.4 Products/Services

Category	Product Name	Descriptions
Wardrobes	 <p data-bbox="402 590 967 659">KLEPPSTAD Wardrobe with sliding doors, white 117x176 cm</p>	<ul style="list-style-type: none"> - The clothes rail holds about 10-12 shirts on hangers. - One shelf holds about 20 pairs of folded trousers or 40 T-shirts.
Tables & desks	 <p data-bbox="402 1024 1019 1094">EKEDALEN / EKEDALEN Table and 6 chairs, dark brown/Orrsta light grey 180/240 cm</p>	<ul style="list-style-type: none"> -Every table is unique, with varying grain pattern and natural colour shifts that are part of the charm of wood. -1 person can quickly and smoothly extend the table before the guests arrive. -The smart design means that the table top has no seams when you use the table without extending it. -The extra leaf can be stored within easy reach under the table top.
Decoration	 <p data-bbox="402 1476 867 1507">NISSEDAL Mirror, black 65x65 cm</p>	<ul style="list-style-type: none"> -Provided with safety film – reduces damage if glass is broken. -Suitable for use in most rooms, and tested and approved for bathroom use. -Hang the mirror using the wall brackets on the back of the mirror, according to the assembly instructions. Use screws suitable for the wall material in your home, sold separately.