



اَوْبُوْ رَسِيْمِي تِيكُوْلُوْ كِي مَارَا
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TEKNOLOGI
MARA



COMPANY ANALYSIS

IKEA

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

**FACULTY & PROGRAMME: FACULTY OF COMPUTER AND MATHEMATICAL
SCIENCES**

SEMESTER : PART 6

PROJECT TITLE : CASE STUDY OF SMART COFFEE TABLE TECHNOLOGY

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EXECUTIVE SUMMARY

This case study has been carried out to gather as much information regarding the company named as IKEA, which is one of the famous furniture companies nowadays that produces drawer, ceiling fan, coffee table, mattress, closet and more. The products that have been produce by this company are known worldwide because of the reputations and the brand name.

From this study, we can learn to analyze, apply the knowledge, reasoning and drawing conclusions in order to understand this company even more. The first part of this case study consists of background of the study, problem statement and purpose of the study. Through the analysis, there are some problems that could be identified with the uses of coffee table for home. These problems were studied, and then came out with some solutions.

The second part of the case study focuses on the company's background, organizational structure, products, services, business marketing and operational strategy. Therefore, this part focusing on collecting the company information. It will cover from what the company does, how they operate, how they do their marketing strategy that make Ikea being known by customers from all around the world.



For the third part, based on the information has been gathered, SWOT analysis has been performed. SWOT stand for strength, weaknesses, opportunities and threats that could be found in the product of coffee table. It helps company to build on what they do well, to address what they are lacking, to minimize risks, and to take the greatest possible advantage of chances for success.

The fourth part of this study is about findings and discussion about coffee table. This section analyses the current problems of the product according to reviewers around the web then identify alternative solutions for the problems. Next, recommendation and improvement section. Improvement was proposed to achieve a better-quality product that can enter global market. Finally, conclusion which is explaining the case study in brief.

2.3 Products/Services

Ikea have a huge range of products with different fashion design that offers almost 10 000 home furnishing items. Here are some examples of Ikea's products:

Table 1 List of Product

No.	Product	Description
1.	<p>Drawer</p> 	<ul style="list-style-type: none"> • The high chest of drawers has lots of storage space and spacious drawers of different depths. • The small drawer holds about 10 pairs of folded trousers or 20 T-shirts. • The big drawer holds about 15 pairs of folded trousers or 30 T-shirts.
2.	<p>Coffee Table</p> 	<ul style="list-style-type: none"> • May be completed with FIXA self-adhesive floor protectors; protect the underlying surface against wear. • Max load on tabletop: 20 kg. • Can be use as separate shelf for magazines, etc. • Easy to assemble, lift and move around