



اَوْنَبُوْدُ سَيِّتِي بَاتِي كُنُو لُو كِي مَبَارَا
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MARA



TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY OF IKEA DAMANSARA

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GROUP MEMBERS

- | | |
|--|------------|
| 1. ADLAN BIN KHAIRULFAZI | 2014649516 |
| 2. SITI NUR SAKINAH BINTI AHMAD MALIKI | 2014616748 |
| 3. NUR ZULAIKHA BINTI MOHD ZAIN | 2014271742 |
| 4. FAEZUL KAMIL BIN NASIR | 2014205036 |

LECTURER : MADAM HAJJAH ZANARIAH ZAINAL ABIDIN

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1. INTRODUCTION

Background of The Study

IKEA is a Swedish founded, Dutch based multifunctional group, that designs and sells ready to-assemble furniture, kitchen appliances and home accessories. It is one of Malaysia's largest furniture retailer. And now, it has ventured in the food industry. Serving mains to desserts, it now features restaurant, cafe and bistro. Customers can pop in for a quick snack or stay for a leisurely breakfast, lunch or dinner.

IKEA stores feature restaurants, bistros and one of the most popular food item is the vanilla soft ice cream. People are willing to wait in a long queue just to obtain the ice cream. However, observation and experience show that the buying and selling process of IKEA's vanilla soft ice cream is a troublesome to both the customers and staff members of IKEA. Thus, the team would like to analyse the issue, long queue of purchasing and selling vanilla soft ice cream in IKEA Damansara.

Problem Statement

A large number of people in a confined space can lead to unwanted consequences that can hurt the users and the owner of the space, in this context, the customers and the company of IKEA itself. Users can get irritated of the invasion of one's personal bubble space and long waiting period prior to satisfy their cravings. This can lead to the possibility in an unpleasant incident of breaking out such as altercation or chaos in a large crowd.

In IKEA Bistro, in order for a customer to obtain a soft ice cream, one must queue in a line just to purchase a token to be slotted in the existing autonomous, self-service soft ice cream dispenser, located from the counter which only adds up the waiting time to obtain an ice cream. There are issues that can be addressed to improve and not let such scenario from happening.

The team would like to analyse the issues that lead to the long queue of buying and selling of IKEA vanilla soft ice cream.

Purpose of The Study:

- To study the efficiency of the process of buying and selling vanilla soft ice cream at IKEA, Damansara.
- To recommend a better solution in buying and selling vanilla soft ice cream.

2. COMPANY INFORMATION:

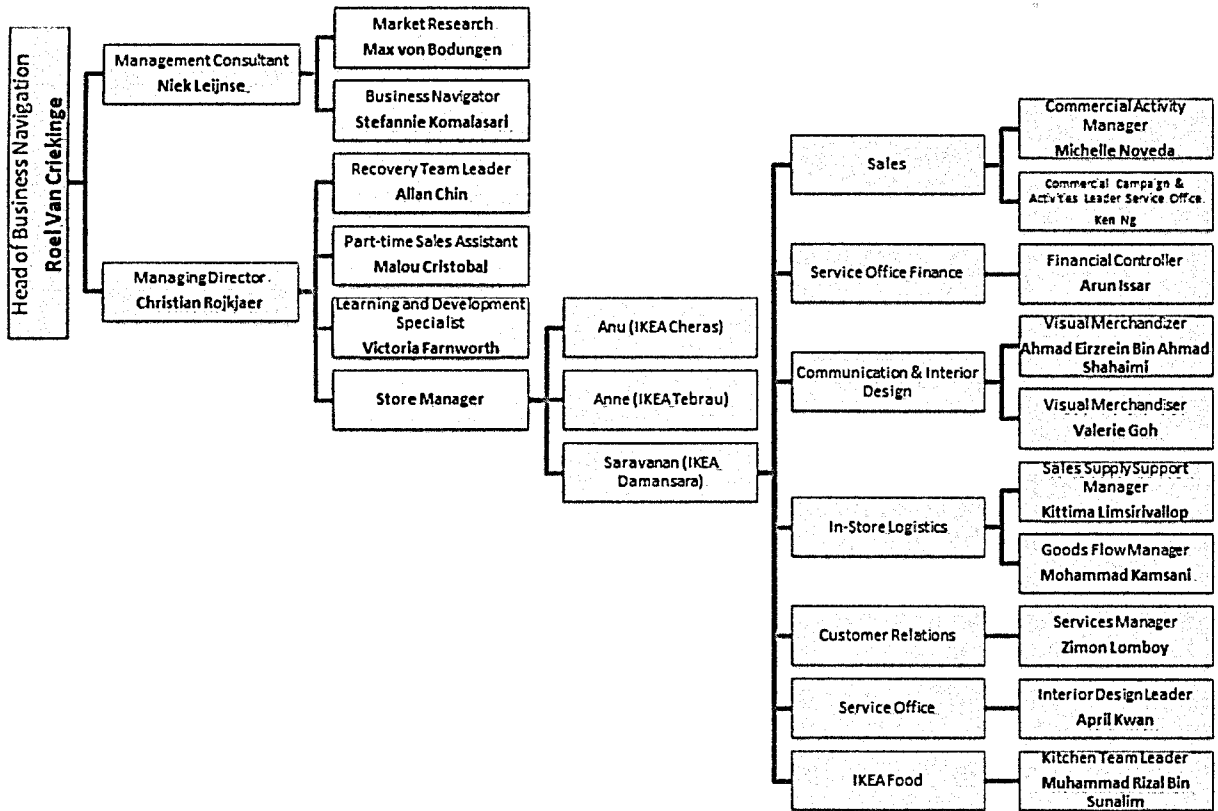
Background

IKEA began operating in Sweden in 1943. The founder of IKEA is Ingvar Kamprad who is from Sweden. The previous CEO of IKEA is Mikael Ohlsson, replaced by Peter Agnefjäll in 2013. IKEA is a private limited company that own by an organization controlled by Kamprad family.

IKEA is an international home furnishing retailer that sells good quality design in low price furniture, bathroom, kitchen and accessories around the world. IKEA has grown to be largest global furniture retailers. IKEA is cooperating with more than 1,500 suppliers around the world, which is around 50 countries in designing their own furniture. IKEA trade internationally which have 341 stores in 38 countries. (Germany, United stated, France, Italy, United Kingdom, Sweden, Spain, Canada, Russia, China and others). The mission of IKEA is "Offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them."

The objective is to produce affordable price of product for the customer who cannot afford to buy expensive product. Ensure the customer found what they are looking for in the store at a low price.

Organizational Structure



Products

1. IKEA Store
2. IKEA Restaurant
3. IKEA Cafe
4. IKEA Bistro

Services

1. Delivery service of IKEA products
2. Picking and delivery of IKEA products
3. Assembly service of IKEA products