



COMPANY ANALYSIS

Inter IKEA Systems B.V.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

This case study provides an overview and analysis of one of the products from IKEA. A shoe wardrobe has mostly been used in every place. Its main idea and function are to make a place look tidy and neat. Currently, this shoe wardrobe value in the market going low due to product demand, competition with other company and more. An analysis had been conducting using SWOT analysis with the purposed to identify product strengths, weaknesses, opportunities, and threats. This analysis led to some findings and discussion about any possible solution to overcome the problem statement.

The case study come out with some recommendation and improvement toward current market value of the product also its functionality. The major areas need that require improvement is it functionality. Recommendation and improvement discussed include :

- i. Adding automatic timer freshener spray
- ii. Installing electric solar based heater system

From this recommendation, this case study has come out with an idea to propose a new product that can fit all the improvement and eliminate the problems from previous product. The proposed product is call as **Multifunctional Electronic Shoes Wardrobe**.

2.2 Organizational Structure

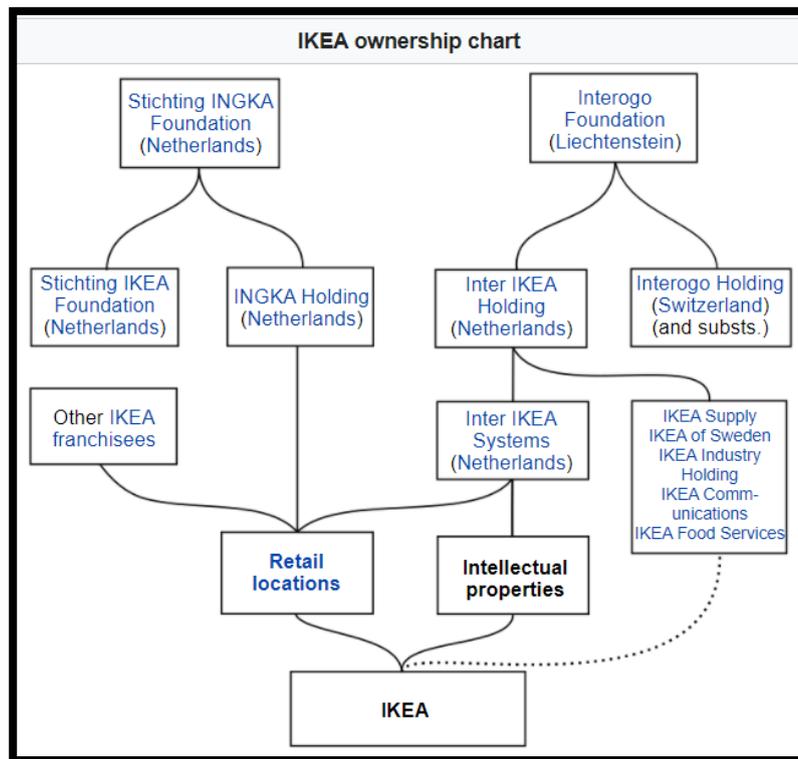


Figure 1: IKEA organizational structure

2.3 Products

1. Furniture and homeware

Rather than being sold pre-assembled, much of IKEA's furniture is designed to be assembled by the customer.



Figure 2: Sofa