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UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

IKEA

TECHNOLOGY ENTREPRENEURSHIP (ENT600) CASE STUDY

NAME : NUR ASIAH BINTI HAMZAH

STUDENT ID : 2019482208

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LECTURE : DR. SHAFIQ SHAHRUDDIN

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EXECUTIVE SUMMARY


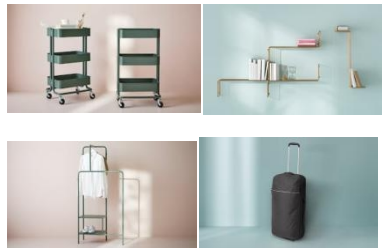
IKEA is a world wide company which focusing on the home and business furniture. In this company analysis, it focusing on one of the product which is shoe rack to be investigate, identified and analyzed along with their current problems and come out with solutions.

The first problem regarding their product is a low element technology that have been designated on this shoe rack. The design is simple and similar to the shoe rack from the other company. Even though the shape that have been designated gives the opportunities to the users for having spaces savers. As for the next problem is their shoe rack only focused on one function. The compartments that have been designated only for arranging the shoes. The limited function make the customers to think that it was just a normal shoe rack and same with the other shoe rack in the market.

Aside from that, there a few solutions to solve that problems which are primarily doing innovation, Research & Development and apply the light sensor technology concept. This is due to the low element technology on the shoe rack. So, the solutions can help to improve the shoe rack to become more better and different from others. The next solutions is do inspection and add some compartments for additional function to the related things with the shoes. This solution can help the users to save their time from find their socks. They also automatically turn the normal shoe rack into the muti-functional shoe rack. All of these solutions are considered to aid IKEA in producing very quality product to be served to their customers in order to sustain their business growth, developments and more achievements ahead.

2.3 PRODUCTS / SERVICES

Table 2.1 : Products from IKEA

TYPE OF PRODUCTS	CLASSIFICATION OF PRODUCTS	DESCRIPTION
 <p style="text-align: center;">Furniture</p>	<ul style="list-style-type: none"> ● Sofas ● Wardrobes ● Cafe furniture ● Bookcases and shelves 	<p>The furniture from IKEA is very affordable and attractive. It is possible to furnish an entire home from top to bottom for a comparatively modest amount. The lightning, rugs, bedding, textiles and accessories are also available to complement any furniture purchase. The interesting in IKEA is they offer for a small spaces. There is an “As-Is” section in most IKEA stores for bargain hunters where they can get bargain-priced furniture that has suffered varying degrees of damage from imperceptible to bashed in drawers. There are lots of choices for all the room in a home.</p>
 <p style="text-align: center;">Storage and Organization</p>	<ul style="list-style-type: none"> ● Trolley and Kitchen Islands ● Wall shelves ● Clothes stands and Shoe racks ● Travel bag 	<p>The storage and organization from IKEA is very amazing because it can hack people life. Their design of product save many space than other brands. IKEA is known as a treasure trove of brilliant organizers. Their organization makes our life become more systematically. It will be the favourite for women.</p>