



# COMPANY ANALYSIS

## IKEA MALAYSIA HOME FURNISHINGS

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

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## EXECUTIVE SUMMARY


IKEA is a home furnishings company founded in Sweden, in 1943, by Ingvar Kamprad, who began by peddling useful items to neighbours on his bicycle. IKEA believes that home is the most important place in the world and children its most important people. Since its inception, the IKEA company vision has been to create a better everyday life for the many people by offering a wide range of well-designed, functional home furnishings at prices so low that as many people as possible can afford them. The first problem regarding their product which is a mirror. The company contain many type of mirror in vary of size and also design. However, the function of the mirror is still same as other types of mirror which is reflecting and also as decoration. Besides, nowadays people mostly prefer a furniture or home facilities such as television or mirror which can be attached to the wall thus produced a modern effect and reducing the use of space at the places. Mirror and television at the same space may look the space too packed as the mirror with the big size may function as reflector. Aside from that, in order to solve the problem, company will come out with a new innovative product known as smart mirror. Then the mirror will be design to combine and insert the electronic system so that it can display an image or video when it connected to electric, but then it will turn out as a normal mirror if the electronic system are turn off.

## 2.3 Product/Services

The service products are the heart of services marketing strategy. It includes with a core products which meet primary needs and supplementary elements which value added and enhance services.

When we consider about the IKEA the core product is well designed functional home furnishing product and supplementary services can be identified as follows. These services will enhance the value of the service provide by IKEA and will assist to supply the core product successfully. For an example the element order taking the IKEA has basically physical and online order taking process. Under that any customer can search from online about IKEA website and see information and then order throe home furnishing. The important thing is it has a specific schedule for their orders, customer can order by seeing the schedule. It has created according to delivery process of geographical area.

Another example for consultant element , IKEA use basically guidance book which include how customers can assemble their home furnishing product correctly. In addition that in the store of the IKEA. There is always consulting sellers to assist customers when they chose and take purchase decision by consulting them as such as how to assemble them what are the specific advantages.

| Product   | Description   |
|---|---|
|  | <p><b><u>POANG ARMCHAIR</u></b></p> <p>With more than 30 million chairs sold since its launch in 1976, the Poang armchair has become a great classic that offers excellent quality at a fab price. Comfy and stylish, the chair comes with a huge choice of covers and colours, so it's easy to update when user want a change. Ideal for the indecisive among us! Models are until a pimped-up real-leather version.</p> |