



COMPANY ANALYSIS

IKEA

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

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EXECUTIVE SUMMARY

IKEA is a Swedish multinational corporation that sells ready-to-assemble furniture, kitchen equipment, and home accessories. IKEA is the world's largest furnishing retailer, with over 400 locations selling low-cost household goods to millions of customers. IKEA is the biggest furniture company in the world, where they sold ready-to-assemble furniture, home accessories, kitchenware and even decoration. They have 400 store worldwide which sell affordable items to people around the world.

In this study, bookshelf strengths, weaknesses, opportunities, and threats are identified and solution for problems that listed down are recommended. The issues are the lack of security, vulnerability and balance between low price and good quality. From the issue, solutions are listed to overcome it and once the solution are combined, bookshelf with new technology could be m

2.3 Products/Services

There are 19 categories of product in IKEA. For each type of the product, there are at least 150 products. Here are the example for a few of the type of products.

Type of Product	Name of Product	Description
1. Furniture	 <p data-bbox="580 1059 884 1088">Figure 2.3.1 Billy Bookcase</p>	<ul data-bbox="1034 577 1434 1048" style="list-style-type: none"> • Adjustable shelves, adapt space between shelves according to your needs. • A simple unit can be enough storage for a limited space or the foundation for a larger storage solution if your needs change.
2. Kitchen cabinets & appliances	 <p data-bbox="517 1626 948 1655">Figure 2.3.2 Tornviken Kitchen Shelves</p>	<ul data-bbox="1034 1312 1434 1727" style="list-style-type: none"> • The wall shelf makes it easy for you to see and reach the things you use every day. • 5 hooks included; practical for hanging, e.g. kitchen utensils, mugs and pot holders.