



اَوْبُو سَيِّدِي تِكْنُوْلُوْجِي مَارَا
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COMPANY ANALYSIS INTER IKEA HOLDING (IKEA)

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EXECUTIVE SUMMARY

IKEA is a Swedish company with is a largest furniture retailer. IKEA sells high quality of furniture at a low and affordable price. The design of furniture was designed based on Scandinavia style and the IKEA display was in Scandinavia and the first store to be open was in Almhult, Sweden. In this case study, student have been given opportunities to do an analysis regarding the product. Even though this company have variety of product, student would like to focus on furniture with is wardrobe that produce by IKEA company. Student make analyses, investigate and identify the current problems and figure out the best solution the problem that can be implement in the IKEA company to improve their existing product. IKEA have many competitors such as Walmart, Groupe SEB, Amazon and many more. Therefore, student come out with the improvement and innovation of existing product in terms of physical features which are, student create innovation of wardrobe with the smart wardrobe. The smart wardrobe will use several technologies to improve and help consumer in their daily life. The mobile application will provide features where user can register and login into the application and user can take picture of clothes and other things application that they want to store in the smart wardrobe. Other than that, the smart wardrobe will be integrate with the IoT to help user during process of finding the clothes and other things in wardrobe. In addition, the student want to make improvement of material of the product which is change the wooden wardrobe with the metal smart wardrobe. This improvement can increase the quality of the product and help IKEA company to gain more sales and income. Last but not least, to solve theft problem for wardrobe, student suggested to change normal key with the fingerprint sensor, so only owner can open the smart wardrobe. Therefore, some analysis and implementation have been done for the blueprint. Moreover, SWOT analysis also have been done to enhance the strength of the company and the weakness of the company and find the best solution for the weakness.

2.3 Product / Service

2.3.1 Category of Product and Services that Ikea Provide:


There are 19 categories of product in IKEA. There are 19 categories of product in IKEA. For each type of the product, there are at least 150 products.

Table 2: List of Category of Product and Services

Furniture	Kitchen cabinets and appliances
Kitchenware & tableware	Storage & organisation
Working from home	Beds & mattresses
Baby & Children	Decoration
Lighting	Textiles
Rugs, mats, and flooring	Bathroom products
Outdoor products	Laundry and cleaning
Home smart	Pots and plants
Home improvement	Home electronics
Home furnishing accessories	

2.3.2 Examples For A Few Of the Type of Products

Table 3: Type of Product and Description

Type of Product	Name of Product	Description
Furniture	 <p>PAX / GRIMO Wardrobe combination</p>	<ul style="list-style-type: none"> • Adjustable feet make it possible to compensate any irregularities in the floor. • The soft opening/closing devices catch the running doors so that they open and close slowly, silently, and softly.