



COMPANY ANALYSIS

IKEA COMPANY

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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NAME : NUR ARIN DAYANA BINTI YUSRI
LECTURER : DR FARAH LINA BINTI AZIZAN

TABLE OF CONTENT

	PAGE
TITLE PAGE	i
TABLE OF CONTENT	ii
ACKNOWLEDGEMENT	iv
LIST OF FIGURES	v
LIST OF TABLE	vi
EXECUTIVE SUMMARY	vii
1.0 INTRODUCTION	1
1.1 Background of Study	1
1.2 Problem Statement	2
1.3 Purpose of study	3
2.0 COMPANY INFORMATION	3
2.1 Background	3
2.2 Organizational Structure	5
2.3 Product / Services	6
2.4 Technology	8
2.5 Business, Marketing, Operational Strategy	10
2.5.1 Business Strategy	10
2.5.2 Marketing Strategy	10
2.5.3 Operational strategy	14
3.0 COMPANY ANALYSIS	17
3.1 SWOT Analysis	17
3.2 Strengths	18
3.3 Weakness	18
3.4 Opportunities	19
3.5 Threats	20
4.0 FINDING AND DISCUSSION	20
4.1 Finding	20
4.1.1 Problem 1: Limited Firmness Variety	20
4.1.2 Problem 2: Some durability concerns	21

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EXECUTIVE SUMMARY



This case study has been carried out to gather as much information regarding the company named as IKEA, which is one of the famous furniture retailer company nowadays that produces variety of simple and smart product for home design. The products that have been produce by this company are known worldwide because of the reputations and the brand name. The majority of IKEA's furniture is flat-pack, ready for the consumer to assemble. This allows for cost and packaging savings. IKEA sells over 9,500 items, including home furnishings and accessories. This extensive collection is available in all IKEA stores, and customers can order much of it online through IKEA's website.

In this case study analysis, it is more focusing on the mattress that are offered by Ikea Company that to be analyses and identifying along with their current problems and comes out with a better solution that can be implemented to improve the existing products that IKEA provided. The target of Ikea consumer is middle-class people between the ages of 20 and 34 as of 2021. This age and salary bracket are most concerned with buying stylish, contemporary, quality furniture at the best price possible, which is precisely the type of furniture IKEA sells. Therefore, some analysis and implementations have been done for the blueprint. Moreover, SWOT analysis also been drew out to enhance the strength that company has and also to find initiatives to improve company's weakness.

2.3 Product / Services

Ikea have a huge range of products with different fashion design that offers almost 10 000 home furnishing items. Here are some examples of Ikea's products:

Table 2.1 List of product of IKEA Company

No.	Product	Description
1.	<p>Drawer</p> 	<ul style="list-style-type: none"> • The high chest of drawers has lots of storage space and spacious drawers of different depths. • The small drawer holds about 10 pairs of folded trousers or 20 T-shirts. • The big drawer holds about 15 pairs of folded trousers or 30 T-shirts.
2.	<p>Coffee Table</p> 	<ul style="list-style-type: none"> • May be completed with FIXA self-adhesive floor protectors; protect the underlying surface against wear. • Max load on tabletop: 20 kg. • Can be use as separate shelf for magazines, etc. • Easy to assemble, lift and move around