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UNIVERSITI
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MARA



COMPANY ANALYSIS

IKEA

TECHNOLOGY ENTREPRENEUR (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

IKEA is a home furnishings company that was the world's largest supplier of furniture in the early twenty-first century, with over 300 locations worldwide. It provides a diverse selection of well-designed, practical home furnishings at costs so cheap that as many people as possible may afford them. IKEA touches millions of people's hearts and homes throughout the world. It all started in a tiny Swedish village in the 1940s. The company historical shows that they have been successful with expanding their business from child entrepreneur to IKEA founder. IKEA is called from the founder's initials, Elaterid, the farm where he grew up, and Agunnaryd, a neighbouring hamlet.

This case study focuses on one of the items of furniture made by the IKEA company which is a ceiling fans, to examine and identify present difficulties that might offer a better solution for customers. It can be implement to improve the existing furniture. By referring to the major issues pointed out from the previous study, the problems can be identified. IKEA Malaysia manufactures a variety of ceiling fans, however the functions are limited to controlling the speed. Besides, the new ceiling fan will be comes with dimmable light in 3 types which is warm, natural and cold light. Furthermore, one drawback of ceiling fans is that they must be turned on and off using a remote control. To enhance the features of the product, it will improved by adding a Google Assistant to control a ceiling fan using a voiced.

In this project, the target market is focused on all customer. Due to this, SWOT analysis is done to find out the weaknesses of the product and produced new product that can be improved from previous recommendation or opinion from customers. Thus, the product will came out with a few solution that can overcome the needs and demand from customers.

2.2 Organizational Structure

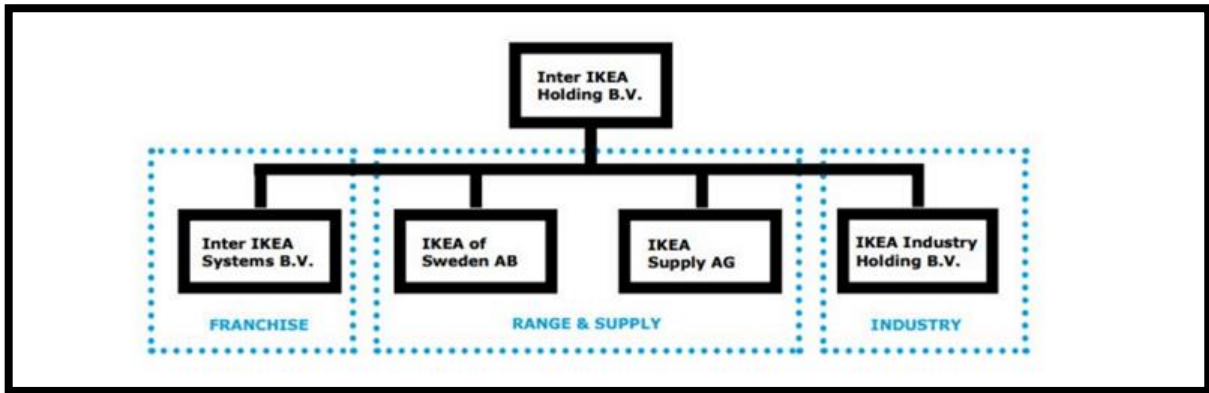



Figure 2. 3: IKEA Organizational Structure

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: Type of Products

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.