



COMPANY ANALYSIS

IKEA

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME: FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

SEMESTER : PART 6

PROJECT TITLE : SMART SENSOR DRAWER TECHNOLOGY

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EXECUTIVE SUMMARY

This case study is to give information on the IKEA furniture company. It includes the results of an earlier research on IKEA's marketing strategy. IKEA is a Swedish furniture company which is one of the largest in the world. The company employees over 76000 people and works in numerous countries. It offers over 12000 products to the worldwide furniture market. It has a broad range of products in its stores, including furniture, accessories, and kitchen equipment. It has attracted many customers from everywhere in the world.

For this case study, additional focused drawers produced by IKEA will be applied as analyses and research, as well as the product's problems and a solution. The drawer will be enhanced and innovated because of this. SWOT analysis will enhance the drawer and can also be applied as a strategy for approaching the international markets.

2.2 ORGANIZATIONAL STRUCTURE

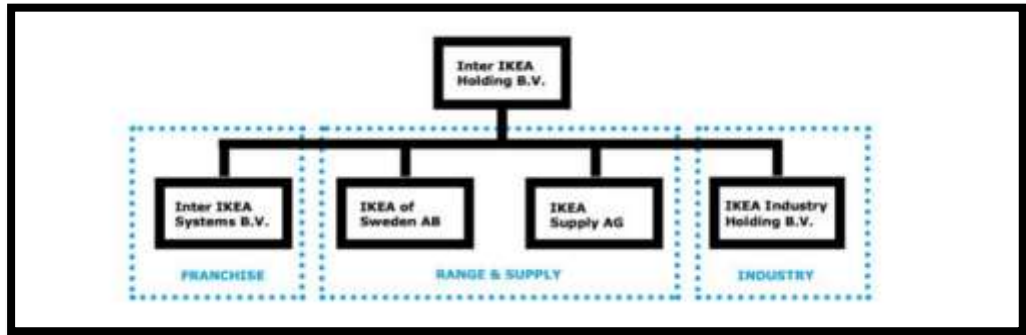


Figure 2. 3 Organization Chat of IKEA

2.3 PRODUCT/SERVICE

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 Product Of IKEA

| 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. |