

The Lego group: Building strategy

Group 1

- Ashley Buxton
- Megan Huls
- James Lambert
- Brittany Ogle
- James Saltat



Introduction

- Started in 1932 by Ole Kirk Christiansen
- 1949 the first Lego brick was created
- 1958 Lego was named 'Lego' for the first time
- 1962 and 1963 compared to Lego from a global perspective
- 1964 and 1965 compared to Lego from a global perspective



- 1968 the first Lego brick was created
- 1969 the first Lego brick was created
- 1970 the first Lego brick was created
- 1971 the first Lego brick was created
- 1972 the first Lego brick was created



2000-2005

2006-2010

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Group

- Global presence by the franchise
- Total revenue 1.8 billion in 2014
- Franchise fees only for the first 5 years
- LEGO and Danisco companies to purchase patents, machine building machines



www.lego.com



LEGO

Group 7

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Lego Short Story

