Jos. A. Bank Clothiers, Inc.: The Men's Wearhouse Bid



"A better everyday life for the many people.

and 349 stores in 43 countries around the world.

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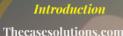
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- In 1993, set up a procurement office in China. In 1997, establish IKEA China retail office in
- In 1998, the first IKEA store opened in Shanghai.
- In 1999, Beijing opened the first IKEA store.
- In 2000, IKEA founder Ingvar Kamprad, took his first time to China.
- In 2003, IKEA first standard store opened in

IKEA Korea

- Entry into Korea on December 14th, 2014.
- Having a plan to open four more stores in Korea by 2020.

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Jos. A. Bank Clothiers, Inc.: The Men's Wearhouse Bid



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Introduction

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IKEA is a huge company based in Sweden with an annual global turnover of over \$40 billion and 349 stores in 43 countries around the world.

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Population

China is the world's most populous country, 20% of the world's copulation, 33% of the population in

The younger generation occupied he major consumer market.

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The success of IKEA-Promotion

- In 1951, IKEA released to product album.
- IKEA album becomes a decorate guide.

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The natural environment

The success of IKEA--"4

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Recipes for Success in China Thecasesolutions.com

Population

China is the world's most populous country, 20% of the world's population, 33% of the population in Asia.

The younger generation occupied the major consumer market.

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Economic

The overall economy in China is in a high-speed development period at present.

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The natural environment

- China has a rich varieties of trees but only 12.98% forest coverage.
- people pay more attention to the development of renewable resources.

The success of IKEA--"4 Ps"

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Product

- "Provide a wide variety, beautiful and practical, affordable furniture supplies."
- The independent design.
- More than 10,000 kinds of products.

The success of IKEA--"4 Ps"

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Price

"Low Price"