

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

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.

"A better everyday life for the many people."

Thank you

Conclusion

- Asia especially is a huge market including developed and developing areas.
- Hence, IKEA wants to focus on expanding its selling activity there.
- This is quite tough because the culture, the habits and the consumer behavior are completely different from in Europe or in the United States.
- The important key to success is to find out which is the best strategy for each country.

Thanks for Interest in China
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Introduction
• There is the world's second population country, and it's the world's population, 1/4 of the population is male.
• The average income is around \$1,000 per year.

Thanks for Interest in China
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Economic
• The overall economy in China is in a high-speed development period at present.

Thanks for Interest in China
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Cultural environment
• China has a rich culture of history but with a different concept.
• People pay more attention to the development of material resources.

IKEA China

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- In 1973, Purchasing goods from China to the European market.
- In 1993, set up a procurement office in China.
- In 1997, establish IKEA China retail office in Beijing.
- 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 Shanghai.

The success of IKEA in "Low Price"
Thecasesolutions.com

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

Thanks for Interest in Korea
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Product
• In 1993, IKEA entered the food retail market in Korea.
• It is a culture for Korea's domestic products.

The success of IKEA in "Low Price"
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Plan
• IKEA's strategy is understood by open stores, offer strategies of design and production of products to consumers.
• IKEA enter the market of a new city.

The success of IKEA in "Low Price"
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Price
• "Low Price"

IKEA Korea--Strategy
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Strategy
• IKEA's strategy is understood by open stores, offer strategies of design and production of products to consumers.
• IKEA enter the market of a new city.

Thanks for Interest in Korea
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Consumption pattern
• Similar to the consumption pattern of young and single Korean people.

References
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References
• IKEA's strategy is understood by open stores, offer strategies of design and production of products to consumers.
• IKEA enter the market of a new city.

IKEA Korea
Background & Reasons
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- Geographic factor
- Business Environment factor : Change of consumption pattern
- Young people
- Single people
- Others

IKEA Korea

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

IKEA Korea--Strategy
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Strategy
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Population
 - China is the world's most populous country, and will be the world's population, out of the population in 2050.
 - The majority of women are aged 40 and over.

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

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The cultural environment
 - China has a rich variety of stressed but with a different concept.
 - you also get more attention to the development of personal revenues.

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Product
 - "Provide people with a beautiful and practical, affordable everyday products."
 - The independent design.
 - Have there is a variety of products.

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Production
 - In 1993, IKEA entered the first production line in IKEA office in China.
 - A domestic production.

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Market
 - IKEA focuses on expanding to open stores. It is the strategy of foreign and production of products to consumers.
 - IKEA first entered the market of China.

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Price
 - "Low Price"

IKEA Korea - Strategies

- IKEA's strategy in Korea
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IKEA Korea

Background of Reasons

- Geographic factor
- Business Environment factor :
 - Change of consumption pattern
 - Young people
 - Single people
 - Others

Reasons for Success in Korea

- Low in the consumption pattern of young and single Korean people.

IKEA Korea

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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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The success of IKEA-- Promotion

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

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Recipes for Success in China

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The natural environment

The success of IKEA--“4 I

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Recipes for Success in China

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Population

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The younger generation occupied the major consumer market.

Recipes for Success in China

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Economic

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

Recipes for Success in China

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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”