

Manjushree Technopak Limited

Introduction

Thecasesolutions.com

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.
- It 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.

IKEA China

Thecasesolutions.com

- 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.

Reasons for Success in China

Thecasesolutions.com

Explanation:

- China is the world's most populous country, not only the world's population, but of the consumption is also.
- The market is massive and spread the major consumer market.

Reasons for Success in Korea

Thecasesolutions.com

Economic:

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

Reasons for Success in China

Thecasesolutions.com

The cultural environment:

- China has a rich variety of ethnic and cultural characteristics.
- people pay more attention to the development of economic resources.

The success of IKEA in "Y.P."

Thecasesolutions.com

Product:

- "Provide people with a beautiful and practical, affordable furniture products."
- The high-quality design.
- Have there is a wide range of products.

Reasons for Success in Korea

Thecasesolutions.com

The culture:

- In 1993, IKEA entered the first product sale in Korea.
- IKEA offers services a flexible plan.

Reasons for Success in Korea

Thecasesolutions.com

The culture:

- IKEA services to customers to open stores, it is a very strong and professional product to customers.
- IKEA store because the quality of the product.

The success of IKEA in "Y.P."

Thecasesolutions.com

Price:

- "Low Price"

IKEA Korea--Strategy

Thecasesolutions.com

Strategy:

- IKEA services to customers to open stores, it is a very strong and professional product to customers.
- IKEA store because the quality of the product.

Reasons for Success in Korea

Thecasesolutions.com

Age in the consumption pattern of young and single Korean people:

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

References

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Thecasesolutions.com

Manjushree Technopak Limited

Introduction

Thecasesolutions.com

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.
- It 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.

Thecasesolutions.com

Population:

China is the world's most populous country, not only the world's population, but of the population in Asia. The number of people in the country is around 1.3 billion.

Thecasesolutions.com

Economy:

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

Thecasesolutions.com

The cultural environment:

China has a rich variety of ethnic and cultural heritages. The cultural environment is very different from the developed countries.

Thecasesolutions.com

Product:

"Provide people with a beautiful and practical, affordable everyday life." The slogan of the company is to provide people with a better everyday life.

IKEA China

Thecasesolutions.com

- 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.

Thecasesolutions.com

Price:

"Low Price"

Thecasesolutions.com

Strategy:

In 1993, IKEA entered the first procurement office in China.

Thecasesolutions.com

Market:

IKEA entered the market in 1993, and it has been growing rapidly since then.

Thecasesolutions.com

Strategy:

As in the consumption pattern of young and single Korean people.

References

1. IKEA's success in China is a result of its strategic approach to the market. The company's focus on low prices and a wide range of products has been a key factor in its success.

IKEA Korea

Background of Reasons

- 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

The company's strategy is to provide people with a better everyday life.

IKEA Korea--Strategy

The company's strategy is to provide people with a better everyday life.

"Provide people with a beautiful and practical, affordable everyday life." The slogan of the company is to provide people with a better everyday life.

IKEA Korea--Strategy

The company's strategy is to provide people with a better everyday life.

"Provide people with a beautiful and practical, affordable everyday life." The slogan of the company is to provide people with a better everyday life.

IKEA Korea--Strategy

The company's strategy is to provide people with a better everyday life.

"Provide people with a beautiful and practical, affordable everyday life." The slogan of the company is to provide people with a better everyday life.

Thecasesolutions.com

Introduction

Thecasesolutions.com

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

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.

IKEA China

Thecasesolutions.com

- 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--

Promotion

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

The success of IKEA--

- IKEA opened the first store in Sweden.
- IKEA product line expanded to include home furnishings, electronics, and food.

Recipes for Success in China

Thecasesolutions.com

The success of IKEA--

Thecasesolutions.com

The natural environment

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.

Recipes for Success in China

Thecasesolutions.com

Economic

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

Recipes for Success in China

Thecasesolutions.com

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”

Thecasesolutions.com

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”

Thecasesolutions.com

Price

"Low Price"