

Maruti Suzuki India Limited: Sustaining Profitability

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

- Also especially in a home market including developed and developing areas.
- Hence, IKEA focuses on expanding its selling activity there.
- This 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.

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Population

China is the world's second largest country, and will be the world's population, out of the population in the world.

The reason is because of the rapid economic growth.

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Keywords

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 will find 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.

There are a variety of products.

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.

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Transition

In 2001, IKEA entered the first product office in China.

It's a plan to become a domestic giant.

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China

IKEA focuses on expanding to open stores. It's a plan to become a domestic giant.

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Price

"Low Price"

IKEA Korea - Strategies

- IKEA's success in Korea is due to its low price and high quality products. IKEA's success in Korea is due to its low price and high quality products.

IKEA Korea - Strategies

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References

1. IKEA's success in Korea is due to its low price and high quality products. IKEA's success in Korea is due to its low price and high quality products.

IKEA Korea

Background & 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.

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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 average income per person is the major economic indicator.

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The cultural environment:

- China has a rich variety of stresses but with a different concept.
- you can get more attention in the development of essential resources.

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Product:

- "Provide people with a beautiful and practical, affordable everyday life."
- The independent design.
- Keep them in a variety of products.

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Production:

- In 2001, IKEA entered the first production line in IKEA office factory a furniture plant.

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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 in 1998.

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Price:

- "Low Price"

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Strategy:

- IKEA's strategy is to expand its market share. It is the strategy of foreign and production of products to consumers.
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- Business Environment factor: Change of consumption pattern
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- Single people
- Others

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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.

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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”