

Lies, Damned Lies, and Project Plans: Recurring Human Errors that can Ruin the Project Planning Process

Introduction

Thecasesolutions.com

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"A better everyday life for the many people."

Process

IKEA China

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Thank you

Conclusion

- Main especially in a home market including developed and developing areas.
- Hence, IKEA wants to focus on expanding its selling activities 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.

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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.

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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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Population

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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”

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”