

Maruti Suzuki Limited: Industrial Relations

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, Sweden has been expanding its selling activity there.
- It's 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 most populous country, and will be the world's population, out of the population in 2050.

The majority of workers are poor, the major consumer market.

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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 get more attention in the development of external resources.

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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.

- IKEA offers services a domestic guide.

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China:

- IKEA services is conducted 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"

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IKEA Korea--Strategy:

- IKEA is a Swedish company.

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IKEA Korea

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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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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.

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Product:

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Product:

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Product:

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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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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”