

Landsbanki Islands

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:

I Korea is the world's second population country, and the world's population, 12% of the population is in Asia. The majority of members are aged 20-30 years old.

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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 festivals and customs, and a rich cultural heritage.

- You should pay attention to the development of e-commerce.

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Product:

"Provide people with a beautiful and practical, affordable everyday life."

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 line in Asia.

- IKEA offers services a domestic market.

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Market:

- IKEA services is introduced to open market. It is the main strategy for the market.

- IKEA offers services a domestic market.

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Price:

"Low Price"

IKEA Korea--Strategy

IKEA Korea--Strategy

Product:

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References

1. IKEA's success in Korea. Thecasesolutions.com. Retrieved from www.thecasesolutions.com

IKEA Korea

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

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Product:

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There are a variety of products.

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Population

China is the world's most populous country, and will be the world's population, out of the population to rise. The reason is because of the rapid economic growth.

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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 stresses but with a different concept.

- you will get more attention in the development of essential resources.

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Product

"Provide people with a beautiful and practical, affordable everyday products." The independent design, focus there is on creating products.

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Transition

- In 2001, IKEA entered the first product life in IKEA office becomes a favorite place.

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Plan

- IKEA services is understood to open stores. It is the strategy of foreign and production of products to consumers. IKEA's first store in the world of the world.

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Price

"Low Price"

IKEA Korea - Strategies

- IKEA's strategy in Korea - Market-based strategy: IKEA has a very early recognizable brand name for the world. Its successful strategy is to sell affordable products and offer the same concept as IKEA. IKEA's first store in the world of the world.

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References

1. IKEA's success in Korea - The success of IKEA in Korea is due to its market-based strategy. IKEA has a very early recognizable brand name for the world. Its successful strategy is to sell affordable products and offer the same concept as IKEA. IKEA's first store in the world of the world.

IKEA Korea

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

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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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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”