

Managing the Layoff Process: France

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 wants to focus 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 most populous country, and will be the world's population, out of the population to rise. The number of workers increased the major economic market.

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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 high level of competition.

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Product:

"Provide people with a beautiful and practical, affordable everyday products." The independent design. There is a wide range 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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Price:

"Low Price"

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Price:

"Low Price"

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Price:

In 2001, IKEA entered the first product line in China. IKEA offers services a favorable price.

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Price:

IKEA services to customers to open stores. It is the strategy of foreign and domestic products to customers. IKEA also has the world's largest store.

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Price:

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

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Price:

"Low Price"

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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.

IKEA Korea--Strategy

Low Price

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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.

There are a variety of products.

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Transition:

- In 1993, IKEA entered the first product office in IKEA office becomes a favorite guide.

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China:

- IKEA services to customers to open stores. It is the manager of design and production of products to customers.

- IKEA first entered the market of the world.

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Price:

"Low Price"

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Strategy:

- IKEA's strategy is to provide a wide range of products to customers. It is the manager of design and production of products to customers.

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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

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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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”

Thecasesolutions.com

Price

“Low Price”