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About IKEA
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1943: FOUNDED BY INGVAR KAMPRAD
1951: FIRST CATALOGUE PUBLISHED
1953: FIRST STORE OPENING IN SWEDEN
1953: OWNED BY INGVAR KAMPRAD COMPANY
1985: FIRST US STORE OPENED IN PHILADELPHIA

- 131,000 EMPLOYEES
- 325 STORES
- 28 COUNTRIES
- 297 LOCATIONS OWNED BY IKEA GROUP
- 38 LOCATIONS WITH FRANCHISES (DENMARK)
- 38 U.S. LOCATIONS
- 11 CHAIRSHIP LOCATIONS

Fun Facts
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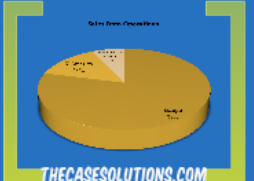
- INGVAR KAMPRAD / ELMARTARYD / ADUNMARYD
- PRODUCTS ARE NAMED AFTER MISCELLANEOUS ITEMS IN THE SWEDISH LANGUAGE
- BOOKCASE -> JOBS
- CHILDREN'S FURNITURE -> MAMMALS AND BIRDS
- 3RD LARGEST CONSUMER OF WOOD ON THE PLANET
- BIGGEST LOCATION IS IN STOCKHOLM, SWEDEN (600,000 SQ FT)
- ANNUAL CATALOG TAKES UP APPROXIMATELY 70% OF THE MARKETING BUDGET
- VISITED ANNUALLY BY 522 MILLION PEOPLE



IKER CONCEPT
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"FUNCTIONAL, FURNITURE, WELL-BEHAVED, AFFORDABLE AT FIRST GLANCE THAT ALL WANT TO BUY, AS PREFERRED, BUT BE ABLE TO AFFORD THEM. CREATING A BETTER EVERYDAY LIFE FOR THE HOME FRONT"

IKER: "THE COMPANY CREATED STYLISH, FUNCTIONAL, LOW-COST HOME FURNISHING THAT CUSTOMERS MUST ASSEMBLE THEMSELVES"



Activity

Takeaway

- SMARTER INVESTMENTS
- MORE BUDGETS
- BETTER LOCATIONS
- ADDITIONAL FAMILY-FRIENDLY COMMERCIALS
- MORE ONLINE PRESENTS
- MORE PRODUCTS TO BE OFFERED FOR ONLINE SHIPPING
- ADDITIONAL ASSEMBLY AND DELIVERY SERVICES

Services Offered
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- PREPARE ADDITIONAL SERVICES FOR CUSTOMERS
- IN-STORE CHILD CARE
- PLAY AREAS
- RESTAURANTS
- LONG-TERM PARKING
- HOME FURNISHING ADVICE
- LOCAL STORE EVENTS
- PREPARE ADDITIONAL ITEMS TO ENHANCE SHOPPING EXPERIENCE
- POUNDS
- PAVILIONS
- TAPE HEADERS
- STAIR OWNERS
- STROLLER
- SHOPPING BAGS



Production

- PLACES LOCATIONS RIGHT OUTSIDE OF TARGET CITIES
- USE NATURAL FABRIC AND WOOD
- CREATE PRODUCTION COSTS
- INCREASE SOCIAL RESPONSIBILITY
- FLAT PACKAGING
- COST EFFICIENT
- LOWERS ENVIRONMENTAL IMPACT
- PARTNERING WITH SUPPLIERS INCLUDES INNOVATION AND SUSTAINABILITY STEWARDSHIP COUNCIL





**TENNANT COMPANY: CAN
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About IKEA

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1943: FOUNDED BY INGVAR KAMPRAV
1951: FIRST CATALOG PUBLISHED
1958: FIRST STORE OPENED IN SWEDEN
1982: OWNED BY INGKA HOLDING COMPANY
1985: FIRST US STORE OPENED IN PHILADELPHIA

- 131,000 EMPLOYEES
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- 28 COUNTRIES
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- 38 LOCATIONS WITH FRANCHISE OWNERS
- 38 U.S. LOCATIONS
- 11 CANADIAN LOCATIONS



IKEA

Fun Facts

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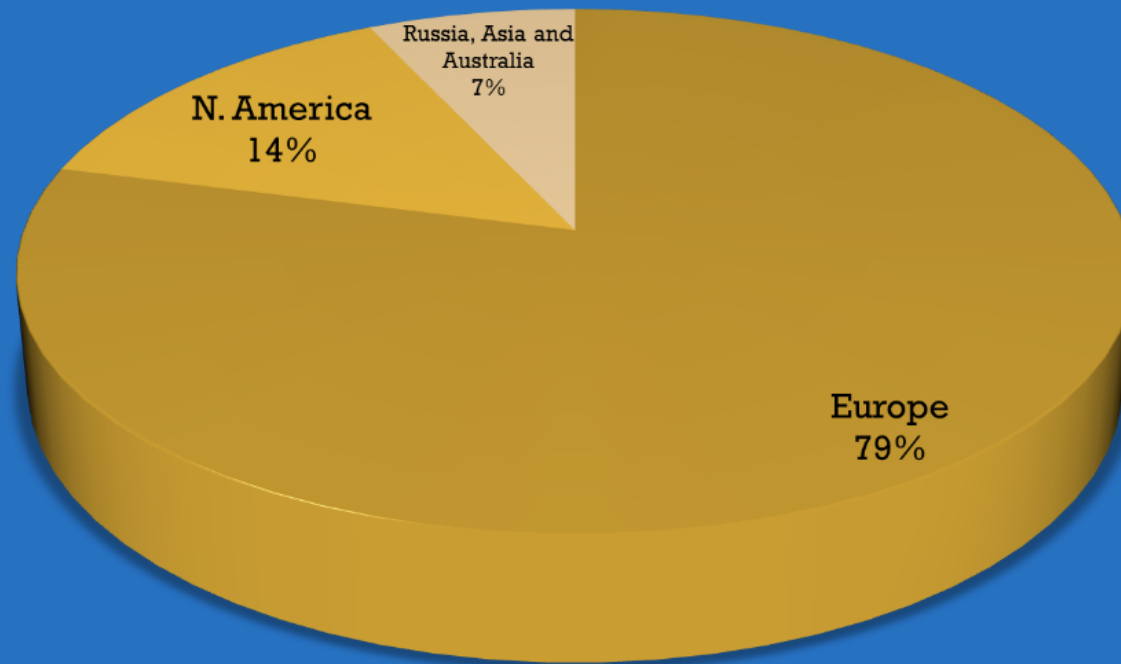


IKEA GROUP



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Sales from Operations



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IKEA CONCEPT

"PROVIDE FUNCTIONAL, WELL DESIGNED FURNITURE AT PRICES SO LOW THAT AS MANY PEOPLE AS POSSIBLE WILL BE ABLE TO AFFORD THEM. CREATING A BETTER EVERYDAY LIFE FOR THE MANY PEOPLE"

HOW: "..THE COMPANY CREATES STYLISH, FUNCTIONAL, LOW COST HOME FURNISHINGS THAT CUSTOMERS MUST ASSEMBLE THEMSELVES"



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Services Offered

PROVIDES ADDITIONAL SERVICES FOR CONSUMERS

- IN STORE CHILD CARE
- PLAY AREAS
- RESTAURANTS
- LONG STORE HOURS
- HOME FURNISHING ADVICE
- LOCAL STORE EVENTS

PROVIDES ADDITIONAL ITEMS TO ENHANCE SHOPPING EXPERIENCE

- PENCILS
- PAPER
- TAPE MEASURE
- STORE GUIDES
- STROLLERS
- SHOPPING BAGS

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