

Lean Process Improvements at Cleveland Clinic

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.

Recipe for Success in China
Thecasesolutions.com

Population:
- China is the world's most populous country, and will be nearly quadrupled, out of the population to 1.5 billion.
- The majority of members are aged 18-35.
- The major consumer market.

Recipe for Success in China
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Essence:
- The overall economy in China is in a high-speed development period at present.

Recipe for Success in China
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The cultural environment:
- China has a rich variety of stressed but with a different concept.
- You have just more attention to the development of personal revenues.

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.

The success of IKEA in "1.9B"
Thecasesolutions.com

Product:
- "Provide people with a beautiful and practical, affordable everyday solution."
- The independent design.
- Have them in a variety of products.

Recipe for Success in Korea
Thecasesolutions.com

Characteristics:
- In 2001, IKEA entered the first product market.
- IKEA offers services a favorable price.

The success of IKEA in "1.9B"
Thecasesolutions.com

Market:
- 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 Korea in 2001.

The success of IKEA in "1.9B"
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Price:
- "Low Price"

IKEA Korea--Strategy
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- IKEA's strategy is to provide a high-quality, affordable, and practical everyday solution for the many people.
- The independent design.
- Have them in a variety of products.

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IKEA Korea
Background of Reasons
Thecasesolutions.com

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

IKEA Korea

- Entry into Korea on December 14th, 2001.
- Having a plan to open four more stores in Korea by 2020.

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The success of IKEA - "Low Price"
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- IKEA also focused on the quality of service.

The success of IKEA - "Low Price"
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Price:
- "Low Price"

IKEA Korea - Strategies
Thecasesolutions.com

Strategy:
- It offers a high level of service.
- Market focus: IKEA has a very early recognition about Korea's local needs.
- Its successful strategy is to offer a great value and offer the most complete service - "Low Price" before others from the business one to IKEA.

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References
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1. IKEA - The world's largest furniture retailer. IKEA's success is due to its focus on providing affordable, functional, and aesthetically pleasing products to a wide range of customers. The company's strategy is based on a combination of low prices, high quality, and a focus on customer service.

IKEA Korea
Background & Reasons
Thecasesolutions.com

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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Recipes for Success in China

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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”

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"