

# International Business Ikea Case Study

Ikea Case Study  
IKEA's Supply Chain Management  
IKEA's Global Marketing Strategy  
IKEA Case Study Report  
IKEA managing cultural diversities  
Ikea The Improvement of Packaging Logistics.  
Cost Cutting and Value Enhancing  
Strategic Sourcing and Category Management  
The National Launch of an International Brand  
It's IKEA's World. A Growth Strategy Based on Cost Leadership  
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"Profit is a wonderful Word". IKEA's Strategy behind the Profit  
Business Operations Report  
"Profit is a Wonderful Word"  
International Marketing and Export Management  
India As a Marketplace  
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The IKEA Edge: Building Global Growth and Social Good at the World's Most Iconic Home Store  
Global Marketing  
Trade Union Responses to Globalization  
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essay from the year 2011 in the subject business economics supply production logistics grade 2 0 tongji university sem language english abstract this paper discusses the supply chain and the sourcing approach of ikea the home furniture producer that operates in 26 countries having almost 280 stores ikea 2010 in 2010 ikea had 1 074 suppliers in 55 countries the globally integrated network of the company makes it particularly interesting to examine how the supply chain and global sourcing are managed at ikea for the analysis of the ikea s supply chain the author consults the firm s reports such as the annual report 2010 and sustainability report 2010 several scientific papers and articles on the supply chain management and ikea and for the overview a movie on ikea s manufacturing approach filmed by national geographic channel

case study from the year 2022 in the subject business economics business management corporate governance language english abstract multinational corporations mncs are able to review the world's tax legislation and take advantage of the loopholes and anomalies in the tax legislation of the various nations thus avoiding the payment of billions of dollars in taxes based on the case of ikea group both tax evasion and tax avoidance are unethical when elements such as social inequality undermining of tax compliance unfairness in competition between different firms violation of social contracts between corporations and host communities and erosion of tax revenues for society are present ikea's practices are unethical from a consequentialist ethical standpoint due to the negative effects of their practices on society as well as from a deontological standpoint due to their failure to respect not only the letter and spirit of the law but also the rights of communities competitors nations individual taxpayers and other stakeholders tax evasion and avoidance significantly contribute to the undermining of the compliance culture as they undermine the tax system's integrity thus leading to weaker compliance the evaluation of the actions and measures that hmrc apply for tax compliance in light of the ethical issues of tax avoidance and evasion indicates that the approaches would lead to great successes in the reduction of tax avoidance and evasion

seminar paper from the year 2019 in the subject business economics business management corporate governance grade 1.7 university of augsburg language english abstract this essay answers the following questions what type of organizational culture is most representative of ikea what are three things that ikea had to learn in order to do business effectively in the united states since the foundation of ikea in 1943 by ingvar kamrad the company has developed and changed considerably from a small swedish furniture distributor to an internationally successful company and the only global player in the furniture distribution industry

seminar paper from the year 2015 in the subject business economics supply production logistics grade 1.3 hhl leipzig graduate school of management lehrstuhl logistik language english abstract today's business environment of tight competitiveness forces companies to cut cost whenever possible in order to maintain or increase profits most companies focus their cost cutting effort on the production process therefore the potential of cost savings from an efficient supply chain is underestimated although regarding worldwide service dispersion and increasing environmental concerns improvement of logistics would be a valuable starting point for cost and pollution relief in this paper the cost cutting and value enhancing potential of an efficient supply chain is discussed in detail with a special focus on the integral element packaging logistics pl the analysis is structured alongside given research questions which will be sequentially addressed

how is it possible to sell a kitchen at 30 per cent below market price why are hot dogs cheaper in ikea than in the supermarket how can ikea sell the lack table at half the price it was when it was launched 35 years ago and how can it be achieved with a substantial profit

strategic sourcing and category management examines how ikea and other cost leading companies use category management to create advantages with direct and indirect sourcing with 25 years experience from ikea where he had the responsibility to develop and execute the company's purchasing strategy author magnus carlsson shares his insights on important topics when category management is profitable and why how teams repeatedly create value and results what the main approaches are in different categories how a company implements category management the difference between success and failure in this new edition of strategic sourcing and category management magnus carlsson has added new themes including examples and references from companies such as maersk carlsberg p g and aldi illustrating the application of cost leadership that spans far beyond ikea even there the cost leadership lessons are not limited to home furnishings as the company is sourcing categories such as food components materials transports and indirect materials with a total purchasing spend of approximately 7 billion but maybe even more importantly the book illustrates how teams create value by thinking differently and asking the right questions allowing an understanding that goes beyond mere tools and processes

in the story of ikea we see how its founder ingvar kamprad started his business in a village in 1943 under conditions where scarcity was the norm however by putting his heart and creativity into every single step he took questioning the usual way of doing business trying to do things differently by applying innovation he began getting better market results than others had done this case presents the backstory to how ikea grew and how it became an international operation in addition we examine in context the criteria for becoming an international brand and see how global marketing can be practiced without alienating local markets some international marketing strategies of ikea are also discussed by analyzing the ikea entry strategy into the turkish market in 2005 learning the approach taken at its launch which elements of marketing were standardized and which were adapted for improving market results in this case we see whether the ikea entry strategy into the turkish market yielded the expected market results and also consider the required success conditions for attaining satisfactory results in global marketing

seminar paper from the year 2017 in the subject business economics marketing corporate communication crm market research social media grade 1 3 international school of management hamburg campus language english abstract this case study provides information about ikea's growth strategy which is based on a cost leadership with high degrees of standardization and only a few local adaptations applying growth drivers marketing mix and internationalization strategy the case gives profound insights into the company's success and how it was achieved key value of the case involves critical assessment of ikea's internationalization and recommendations to maintain growth outcome of the study was that ikea is dependent on certain growth drivers that include company values prices product range places of distribution and advertisement on the internal side of the company and governmental actions growth of the population mergers and sustainability on the external side of the company ikea's growth strategy seems to be very successful

nevertheless the company has to face several challenges regarding its internationalization process through governmental regulations too superficial market research and different tastes of customers that lead to a necessary adaptation to local circumstances ikea needs to avoid being outperformed by its competitors

seminar paper from the year 2005 in the subject business economics miscellaneous grade 10 university of the west of england bristol bristol business school university of the west of england course strategic management language english abstract in the following research essay the ikea organization as a cost leader with a mixed strategic approach will be analysed for exposing and identifying the strategy it is important to understand background and history therefore a brief overview will be given afterwards the ikea way of reducing costs will be described to underline potential strategic positions furthermore key strategic issues facing ikea as it seeks to generate and sustain competitive advantages will be identified in order to analyse ikea s strategic position theoretical frameworks and concepts will be used likewise these frameworks will be critically evaluated in adaptation to the case finally the ikea strategy will be categorized and a general strategic approach will be highlighted

rev ed of international marketing and export management gerald albaum et al 2nd ed c1994

according to a study by world bank india s organized furniture industry is expected to grow 20 per annum over the next few years and is projected to cross 32 billion by 2019 online home décor market in india is projected to grow at a cagr of 50 42 in revenue and the luxury furniture market is expected to garner 27 01 billion global corporations view india as one of the key markets from where future growth is likely to emerge the growing purchasing power and rising influence of social media have enabled indian consumers and this is evident by entry of big players like h m zara ikea decathlon etc this paper aims to capture the essence of india as a marketplace and consumer psychology analysis this has been done with a special focus on ikea a global furniture company ikea with the opening of its first store in india in hyderabad has paved way for a completely new experience in furniture market for indian consumers this paper aims to study ikea both as a global and an indian company the purpose is to reflect on how ikea fits into the indian consumer market and vice versa

albaum duerr and strandskov offer a unique focus on export management the comprehensive coverage provides a wealth of examples and cases with a good spread of academic and non academic sources the balance between theory and practice is just right i highly recommend this text geraldine cohen lecturer school of business and marketing brunel university looking to learn about marketing decisions and management processes needed to develop export operations either in a small to medium size business or in a global corporation with changing opportunities and challenges in the global environment international marketing and export management 5th edition provides the most comprehensive and up to date coverage on the topic in my opinion albaum duerr and

strandskov have written an excellent text book on the subject of international marketing and students will find it both readable and extremely informative david demick senior lecturer school of marketing entrepreneurship and strategy university of ulster geared to both undergraduate and postgraduate courses on international marketing or export marketing international trade this book can also be used as a supplementary text on international business courses and as a useful source of reference to even the most experienced of practitioners new to this edition in response to recent global developments the authors have increased emphasis on the following the impact of the internet world wide and e commerce the increasing use of specialized software to assist in managing marketing functions increasing efficiency in logistics and coordinating and controlling enterprises the impact of technological advances on international marketing the changes resulting from china s rapid export led growth and from its entry into the world trade organization the growing concerns with respect to social responsibility and the costs of failure to meet societal expectations visit booksites net albaum to access valuable teaching tools including an instructor s manual and power point slides gerald albaum is research professor at the robert o anderson schools of management university of new mexico and professor emeritus of marketing at the university of oregon usa he is also senior research fellow at the ic2 institute university of texas austin usa he has been a visiting professor and scholar at universities in canada denmark new zealand australia turkey france finland and hong kong edwin duerr is a professor emeritus of international business at san francisco state university usa he has been a visiting professor at universities in japan brazil germany denmark sweden and the netherlands and has extensive consulting business around the globe duerr is also senior editor of the journal of international business and economy jesper strandskov is a professor of international business at aarhus school of business denmark he has been visiting professor at universities in the usa and australia he also acts as an international business consultant to several business companies and public institutions

praise for the ikea edge a very good book from a talented business leader that links values culture and the achievement of business and social objectives together i have read it now three times and learned something from every passage michael spence recipient of the nobel memorial prize in economic sciences 2001 with anders dahlvig s recommendations we could solve many of the world s problems by persuading the big multinationals to change their memorandum and articles of association big business working in the interests of humanity would be a powerful tool gordon roddick cofounder of the body shop the ikea edge is a fascinating case study of an entrepreneurial company s growth to maturity anders dahlvig is incisive and surprisingly straightforward in sharing the ikea story as a fourth generation family business owner i recognize the inherent paradox of building a good value driven company and managing for profit anders dahlvig proves it can be done antonia axson johnson chairperson axel johnson ab about the book with anders dahlvig at the helm from 1999 to 2009 the furniture giant ikea averaged 11 percent yearly sales growth and annual operating profits in excess of 10 percent the company hired more than 70 000 new employees and opened new stores around the world all while maintaining its reputation as

one of the world's best corporate citizens in the ikea edge dahlvig tells the story of how ikea matured from an entrepreneurial startup to a leader in the furniture industry he recounts his 26 year career at the company and what he learned along the way in his rise from store manager to president dahlvig developed the unique vision he relied upon to lead ikea through good times and bad by combining traditional business goals like profit and growth with the progressive interests of social responsibility and environmental stewardship dahlvig proves that these objectives which are usually viewed as polar opposites can actually work wonders together the ikea edge serves as an expansive case study for doing good business while being a good business dahlvig clearly lays out the cornerstones that support ikea a vision of social responsibility market leadership with a balanced global portfolio differentiation through control of the value chain and building for the long term four principles that can be applied in any business in any industry social and business agenda and it continues to grow even during the worst global recession in history in a time when the public's trust of business has hit bottom such an approach to business is more critical than ever a combination of personal memoir call to action and strategic vision the ikea edge provides the inspiration and information you need to develop a social good good business agenda for your own company public trust brand recognition customer loyalty and a world class reputation will soon follow

several key features make this book special global marketing offers a marketing management thrust into the global market it does not simply replicate domestic marketing issues with the addition of an international dimension rather it dives headfirst into global issues it covers the entire range of international marketing including start up operations and new market entry considerations however its main emphasis rests on the key concerns of the multinational and global corporation it places key emphasis on the cultural and geographic dimensions in conjunction with their effects on marketing management it examines global marketing from a truly global perspective rather than just from the u s point of view as a result the concerns of firms around the world are addressed confronted and analyzed global marketing integrates the important societal dimensions of diversity environmental concern ethics and economic transformation

bringing together papers from national and international experts from the global union research network gurn this book provides an overview of how trade unions around the world are responding to globalisation globalisation has proved a complex and multi faceted process for workers as are the strategies they must develop to face its challenges the case studies in this volume demonstrate successful strategies undertaken by trade unions in brazil bulgaria the caribbean colombia india poland the united kingdom turkey as well as southern and eastern africa in the process the contributors highlight issues crucial to trade unions in this period of fast paced change such as the struggle for transparent governance for a fairer globalisation the implementation of labour standards employment creation social protection poverty alleviation including meeting the un's millennium development goals and gender equality and more it shows how trade unions are a key part in influencing the rules

of globalisation to achieve a fairer globalisation while also playing a role in implementing and enforcing these rules

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