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28, 2019 If you
haven't heard of Ikea,
you're probably living
under a rock. Ikea,
the Swedish furniture
company, is a
household name.

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Sweden in 1943 when

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he was just 17 years old, today the homefurnishing superstore has grown into a global cult brand with 230

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Introduction IKEA is
one of the world's

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most successful
global retailers. In
2007, IKEA had 300
home furnishing
superstores in 35
countries and was
visited by some 583
million shoppers.
IKEA's low priced,
elegantly designed
merchandise,
displayed in large
warehouse stores,
generated sales of

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by Ingvar Kamrad in Sweden in 1943 when he was just 17 years old, today the homefurnishing superstore has grown into a global cult brand with 230 stores in 33 countries that host 410

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IKEA, Swedish corporation, is now considered the largest furniture retailer in the world. In 2010, IKEA has 313 stores in 37 countries in Europe, North America, Asia, and Australia (IKEA).

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In other words, IKEA apparently became one of the biggest multinational companies and has been making a huge profit for many years because of their globalization strategy.

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old, today the
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superstore has grown
into a global cult
brand with 230 stores

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in 33 countries that
host 410 million
shoppers a year and
generate sales of
€14.8 billion (\pm R141
billion).

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IKEA's Global
Expansion Strategy
was originally
established in the

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1940s in Sweden by
Ingvar Kamprad.

IKEA has grown rapidly in the recent years to become one of the world's largest retailers of home furnishing. IKEA stuck with the vision, articulated by founder Kamprad that the company should sell a basic product range that is "typically

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Swedish” wherever it
ventures across the
world.
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*Retail Management
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The case discusses the global marketing strategies of Sweden based furniture retailer IKEA. It illustrates how IKEA built a global brand and its localization

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Strategies in markets including the US and China. The case also details the

relationship IKEA had with its customers and details the company's promotional strategies in global markets. It ends with the challenges faced by IKEA in foreign markets.

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study analysis. There
are few companies
which manage to

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enter a foreign market, establish themselves and take over the market from the competitors. The major challenges which face such companies are learning the market trends and developing goodwill which will make consumers use its products as opposed to

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There are also unique
challenges which face
individual markets,
such as the
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environment, which
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then here are some interesting topic that you can choose one from to write your document or seek help from our experts.

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questions related to
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About IKEA Since its
1943 founding in
Sweden, IKEA has
offered home
furnishings and
accessories of good
design and function at*

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low prices so the majority of the people can afford them.

IKEA's vision is to:

“Create a better everyday life for the many people”

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