IKEA

Digital Skills & Research Methods (BMSW4003_LON)



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20th April 2022



Ikea Introduction

Ikea is a worldwide established furniture retail.

Ikea is named after the initial of the founder.

To create a better life for as many as possible.

(2022)

IKEA BACKGROUND



Ingvar Kamprad, started since he was young to sell matches.



The aim of the company is to work as a unit.



The scope is to provide functional home furnishing products at low prices.



To create a better everyday life for many people.



At the current status Ikea is offering services online and in-store.

(2022)



CHALLENGES BEFORE INTRODUCING MODERN TECHNOLOGY



Engender awareness worldwide

❖ Catalogue

Ikea started to look for collaborations abroad in1950's.

At that stage Ikea's catalogue made its first appearance.



Create new customers

❖ Showroom opens

Where customers could see and experience the quality of the product before ordering them.

❖ Ikea Restaurant

Where customers could relax and eat with no need to leave the store.

Match customers needs by providing no company losses

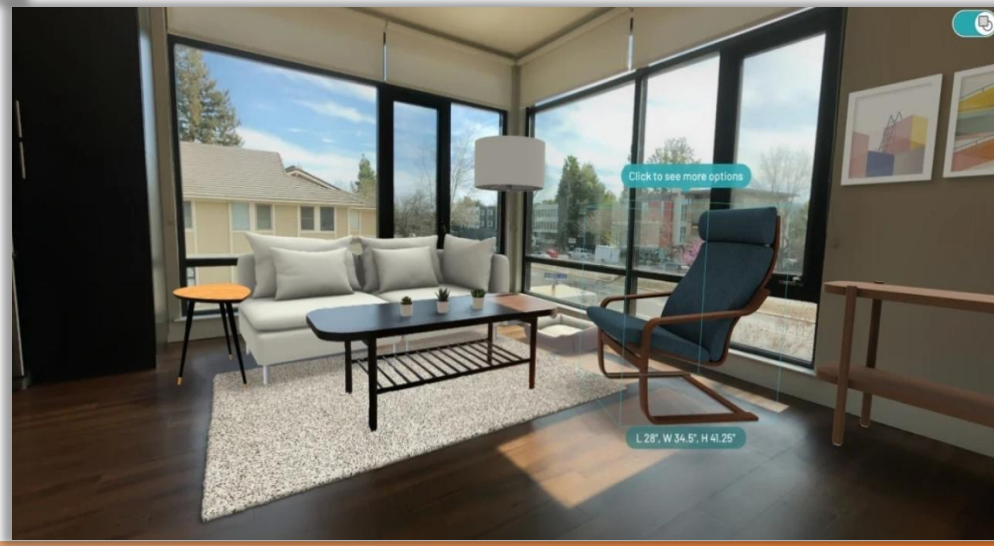
❖ Flat Pack

High costs and damage rates were an issue when transporting furniture via shipment companies. Flat-pack, self-assembly products became the solution to the transportation struggle.

(2022)



INSIGHTS OF THE MODERN TECHNOLOGY INTRODUCED



IKEA PLACE APP



Definitions:

- Ikea Place app Is an augmented reality(AR);
- Opportunity for the customer to design and project every room of the house/office and any indoor and outdoor place like garden etc.

Characteristics:

- With this service it's possible to imagine and project a space;
- (AR) gives a concrete idea of how the space would look inside your place.

Models:

- Virtual space rooms;
- 3D models support.

(2020)

IKEA PLACE APP



Disadvantages:

- Error App;
- Slow on downloads;
- Slow on Updates.

Advantages:

- Easy to use;
- Accurate scanning;
- Easy shopping experiences;
- Reaches new costumer;
- Increase Engagement with the customers.

Importance:

- Give to the consumer 98% of accuracy on their product;
- Owning 2000 products from the catalogues to look for a new space.

(2020)

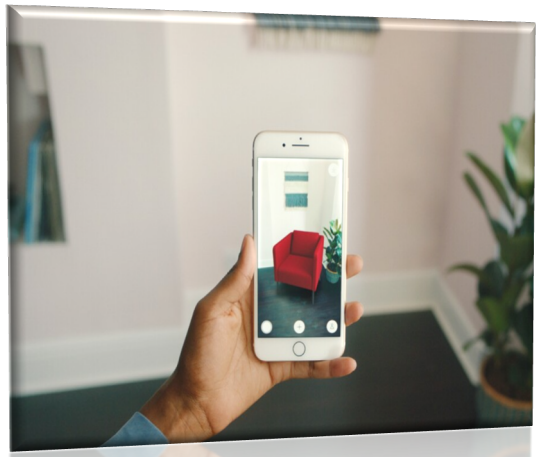


IMPACTS OF MODERN TECHNOLOGY



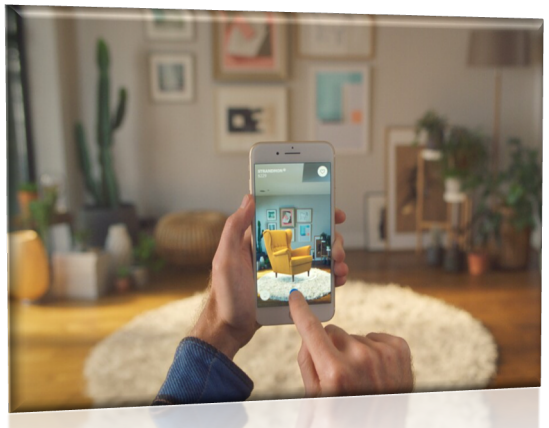
BUSINESS POSITIVE IMPACTS

- Reach more people thanks to the app;
- Increase in sales;
- Increase customer satisfaction;
- The app helped to keep the business alive during the lockdown;
- The app creates an immersive and dynamic user experience enhancing also the in-store buy. (2017)



CUSTOMER POSITIVE IMPACTS

- Engage to try different combinations of prices, styles and dimensions from the comfort of their home;
- If you like a product you can buy it quickly from the app or website;
- People can design the home of their dreams;
- The chance of purchasing the most appropriate items for their home. (2020)



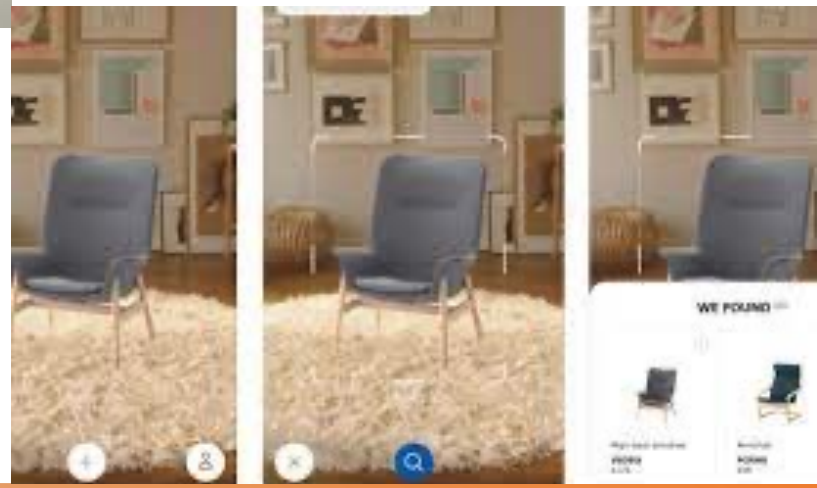


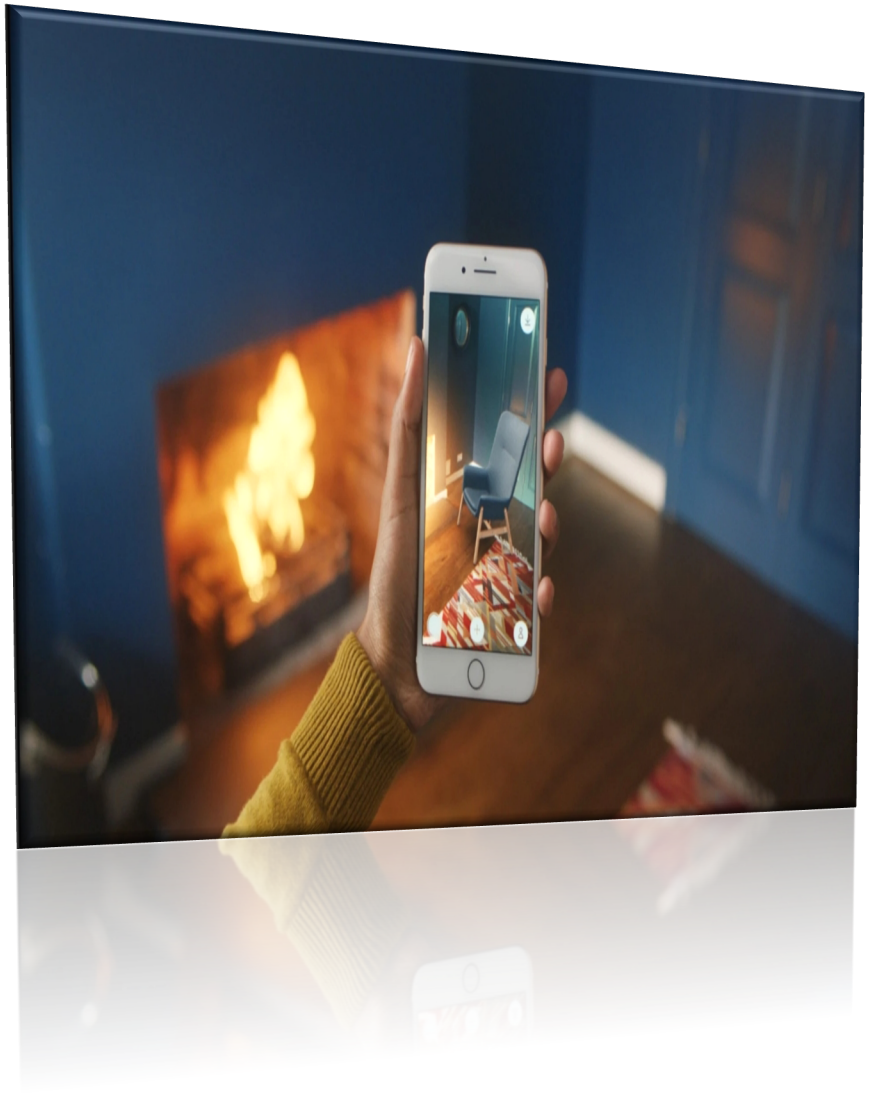
NEGATIVE IMPACTS

- Low quality augmentations;
- Low level of interactivity;
- Not every product is accessible through the app;
- Customer complaints about the functionality of the app.



LESSON DRAWN FROM THE TECHNOLOGY





Develop of the product offer

Perform and report financial activities

Why modern technology is important?

Plan & balance sales and supplies

Expand ikea market’s

(2022)



FUTURE PROSPECTS

- ❖ Giving Ikea furniture a second life;
- ❖ Creating a global clean energy community;
- ❖ Introducing more good food that’s good for the planet;
- ❖ Working with social entrepreneurs;
- ❖ Promoting gender balance and equal pay.

(2022)

CONCLUSION



Ikea saw and seized the opportunity to implement a campaign that not only reflected the current popular culture but augmented their own mission of offering “fiscally responsible home furnishings” to consumers.

(2022)

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