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Portfolio: Presentation, Report, Reflection

Marketing Management

Master of Business Administration

Element 1: Sustainable Brand Extension

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Company Background and Brand Extension

The largest furniture retailer in the world, IKEA is known to be democratic in their designs as well as in their dedication to the availability of well-designed products at an affordable cost. In an effort to curb the mounting concerns in sustainable practices in the furniture industry, IKEA is launching IKEA Re:Cycle, a circular subscription-based brand extension. The service allows the customers to rent and use high-quality and homeware instead of having to purchase.



(IKEA, 2024)

The Sustainable Requirement

The traditional linear approach to furniture consumption with its significant resource extraction, limited time-span of a product, and high waste production is no longer an option. The growing regulatory pressure and the shifting consumers demands regarding the responsible and ethical behavior of companies imply that brands need to move to the

