

Project Presentation

About



retailers in the UK



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Project Justification

Aim:

To improve the profits of IKEA retailers in the UK

Objectives:

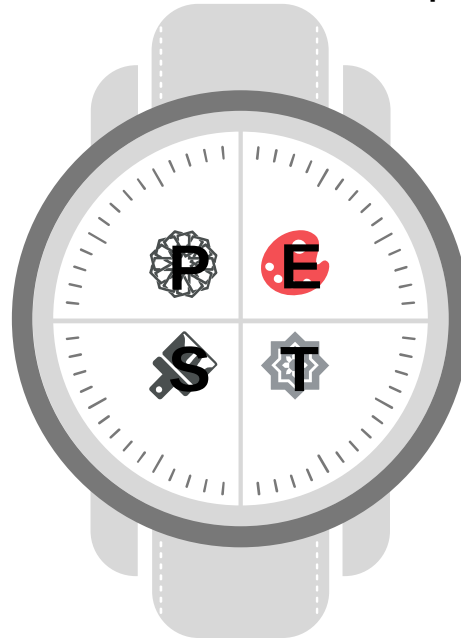
- To explore the present conditions of IKEA retailers in the UK;
- To analyse the current trend of retailing globally and in the UK using PEST model;
- To provide recommendations to improve the performance of IKEA retailers in the UK.

Political

- Brexit
- VAT import controls

Social

- Changing customer behaviour



Economic

- The increasing unemployment rate in the UK

Technical

- AI
- VR

Research Methodology



Primary Research



- Design a questionnaire;
- Target about 50 customers of IKEA retailers in the UK;
- Ask about their ideas.



Secondary Research

- A wide range of literature;
- Sources include BBC News, IKEA official websites, retail industry websites and some reports from database like MarketLine.

Key Literature

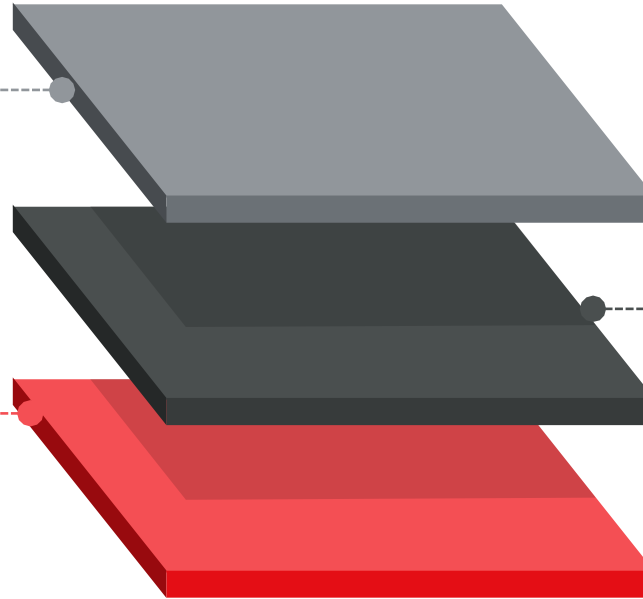


MarketLine (2020)

a report about Furniture
& Floor Coverings in the
United Kingdom

Centre for Retail Research (2020)

A useful industry
website which shows
reliable data about
retailing and some
perspectives about
future retailers.



Huré, Picot-Coupey, and Ackermann (2017)

An essay about the
shopping value in
physical stores and an
advanced way of
managing stores : omni-
channel

Conclusion



The predicted outcome of my project:

- point out a right direction for IKEA retailers;
- provide some specific suggestions;
- help IKEA retailers to gain more profits in the UK.

References

BBC News (2020) *Ikea announces first big UK store closure*. Available at: <https://www.bbc.co.uk/news/business-51369413> (Accessed: 5 February 2020).

Centre for Retail Research (2020) *The Crisis in Retailing: Closures and Job Losses*. Available at: <https://www.retailresearch.org/retail-crisis.html> (Accessed: 16 February 2020).

GOV.UK (2020) *Alternative Claimant Count statistics, Great Britain: January 2013 to February 2019*. Available at: <https://www.gov.uk/government/publications/alternative-claimant-count-statistics-great-britain-january-2013-to-february-2019/alternative-claimant-count-statistics-great-britain-january-2013-to-february-2019> (Accessed: 20 February 2020).

Huré, E., Picot-Coupey, K. and Ackermann, C. (2017) 'Understanding omni-channel shopping value: A mixed-method study', *Journal of Retailing and Consumer Services*, 39(2017), pp. 314-330.

MarketLine (2020) *Furniture & Floor Coverings in the United Kingdom*. Available at: <https://advantage-marketline-com.ezproxy.uwtsd.ac.uk/Analysis/ViewasPDF/united-kingdom-furniture-floor-coverings-92811> (Accessed: 26 February 2020).