

GROUP CASE ASSIGNMENT I

Due Date: Thursday November 17; 12:00 NOON AT CASE 171

IKEA INVADES AMERICA

You are asked to write a case report (one per group) based on the guidelines presented in the course syllabus.

Your report should not exceed **6 double spaced typewritten pages** (12 points font).

You may include up to 3 pages of exhibits if you prefer so.

Below are some questions to guide your thinking. You are required to answer these questions but be aware that answering them is not sufficient for your report. You still need to write the sections (introduction or problem definition, situation analysis, evaluation of alternatives, recommendations) for a complete report. The document “Notes on the Case Method” provides detailed information on how to analyze a case, and write a report.

- What factors have contributed to the success of IKEA?
(in Situation Analysis)

- Evaluate IKEA’s product strategy and product range. Evaluate the matrix approach presented in Figure B of the case.
(in Situation Analysis)

- How does IKEA compare to its competition?
(in Situation Analysis)

- How would you define the “target segment” for IKEA? What is IKEA’s “value proposition” and how would you describe IKEA’s positioning strategy?
What are some downsides to shopping at IKEA?
(in Situation Analysis)

- According to the case, IKEA hopes to open 50 stores in the US by 2013. Evaluate their growth plans. Suggest ways in which IKEA could improve its value proposition to become more attractive to American consumers.
(in Recommendations)