



- Nordic superbrand
IKEA®


+ Matches to mail-order



- Ingvar Kamprad b. 1926
- Childhood business
- 1943: IKEA founded
- Early dedication to low prices
- 1945: Mail-order began
- 2010: Ingvar Kamprad and his family rank as #11 in the Forbes list of the world's richest people, with 23 billion USD. (Another Swede, Stefan Persson, ranks as #13. He owns Hennes & Mauritz.)

+ Furniture to food

- 1948: Furniture
- 1951: First catalog
- 1953: Showroom
- Flat packs introduced
- 1958: First store at Älmhult
- 1960: First IKEA restaurant



+ Expansion



- MTP Bookcase
- Worldwide expansion
- BILLY bookcase
 - BILLY INDEX (2009)
- Kamprad retires

+ Company with a conscience

- Environmental policies
- 1992: Swedwood
- Forestry manager hired
- IKEA.com
- UNICEF & Save The Children
- Sustainability
- WWF
- Today: 128,000 employees, 28 countries



+ Is IKEA clean?

- Kamprad's Nazi past revealed
- Formaldehyde off-gassing
- Discovery of child labor
- Corruption in Russia

Questions for Discussion

- What is your personal experience with IKEA?
- Why do you think IKEA has become so successful? What is appealing about the company? Why?
- What is IKEA's influence on the world's image of Sweden and Scandinavia?
- What do you think the effects of IKEA problems have been on IKEA's strategy? Their effects on the consumers?

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