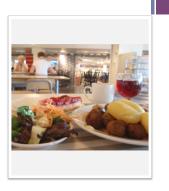




- Ingvar Kamprad b. 1926
- Childhood business
- 1943: IKEA founded
- Early dedication to low prices
- 1945: Mail-order began
- 2010: Ingvar Kamprad and his family rank as #11 in the Forbes list of the world's richest people, with 23 billion USD. (Another Swede, Stefan Persson, ranks as #13. He owns Hennes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



- 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



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+ 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?

