

Sustainability at Ikea – Case Study Questions

I. General Questions

1. Describe IKEA's business, markets and geographical spread of IKEA's business.
2. What are the Key Strategic Factors that are important to the business in which IKEA operates. Give reasons for selecting the factors.
3. Carry out a SWOT analysis of IKEA
4. Detail out the strategies that IKEA has adopted over the past few years with respect to Product, Price, Place and Promotion. How have these strategies helped the growth of IKEA as an organization

II. Case Related Questions

5. What were the sustainability concerns and issues that IKEA faced?
6. Describe the wood supply chain of IKEA. In order to achieve a sustainable wood supply chain, the case study provides 4 options. Describe each option, what are the advantages and disadvantages of following each option and which option would you recommend and why?
7. Detail out the People and Planet Positive Strategy adopted by IKEA. Has this strategy helped IKEA to achieve better sustainability?
8. Research the internet and provide an example of any other company that has adopted a Sustainability Strategy. You may provide video clips to demonstrate the same if you wish to.