



### Primary Target Market

IKEA'S Business idea is to offer a wide range of well designed, functional home furnishing products at a low price. The target market is very broad. They are aiming to appeal to people of all ages, sexes, geographic locations, all who have one thing in common: Price preference.

### Product Strategy

Low Price – their products are not only low price but are great quality for the money. This is what differs IKEA from other discount furniture stores. The products are brand new, good quality, economically produced. They are bought in bulk to keep the costs down, and to ensure they're more affordable. The furniture is also flat packed to cut down on transportation costs as well as assembly costs. IKEA products are also based on design. Their products are visually appealing, modern, and generally easy to use and put together.

### Positioning strategy

The IKEA concept is based on the market positioning statement. "We do our part" focuses on their commitment to product design, consumer value and clever solutions. By using inexpensive materials in a novel way and minimizing production, distribution and retail costs, their customers benefit from low prices.

### Customer service strategy

"Everything under one roof" available for an immediate acquisition and take home. Offers service when needed but generally allows customers to make their decisions. IKEA shows the products as they look, and also have a return policy if and when customer should change their mind about an acquisition.

### Pricing Strategy

Costs are cut and way necessary to be able to sell the product for less and still turn a profit. They use large volumes and flat packaging to cut cost, the transports are economics from the furnisher via the stores, to the customers. Their prices are less expensive than most competitors, and their stores are outside city centers to keep prices even lower.

### Public relations

The main reason for this function is to communicate IKEA's vision, business idea, brand values. Advertising Strategy: catalogue (proven to be successful in the past), and advertisement in internet and in TV.

A problem in marketing is to sell products in Islamic countries because of their religion and traditions. For example in the 2013 IKEA catalogue distributed in Saudi Arabia, women have been deleted from the pictures. It means that the company has to adapt to the exigencies of the customers.



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