

spectrum of business and societal activities.
Profit is a wonderful Word
Analysis Without Paralysis
It's IKEA's World: A Growth Strategy Based on Cost Leadership
Influence Marketing
Escaping the Competitive Herd
IKEA's Strategy behind the Profit

Seminar paper from the year 2017 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, International School of Management, Hamburg Campus, language: English, abstract: This case study provides information about Ikea ' s growth strategy which is based on a cost leadership with high degrees of standardization and only a few local adaptations. Applying growth drivers, marketing mix and internationalization strategy, the case gives profound insights into the company ' s success and how it was achieved. Key value of the case involves critical assessment of Ikea ' s internationalization and recommendations to maintain growth. Outcome of the study was that Ikea is dependent on certain growth drivers that include company values, prices, product range, places of distribution and advertisement on the internal side of the company and governmental actions, growth of the population, mergers and sustainability on the external side of the company. Ikea ' s growth strategy seems to be very successful. Nevertheless, the company has to face several challenges regarding its internationalization process. Through governmental regulations, too superficial market research and different tastes of customers that lead to a necessary adaptation to local circumstances, Ikea needs to avoid being outperformed by its competitors.

In their groundbreaking book, authors Jeremy Hope and Robin Fraser show how organizations can break free from the annual budget trap once and for all. Beyond Budgeting is not a new financial-planning process - it is an alternative, coherent management model that enables companies to manage performance through processes specifically tailored to today's volatile marketplace. Hope and Fraser spent five years studying a wide range of international companies - from a global corporation to a small charity, from a bank to a ball-bearings manufacturer - that have already abandoned traditional budgeting to varying degrees. From these pioneering experiences, the authors have distilled a set of guiding principles that will take any company beyond budgeting to a whole new level of competitiveness. Based on the decision-making needs of front-line managers, Beyond Budgeting enables readers to take advantage of two major opportunities: 1) a set of adaptive management processes that replace centrally controlled, predetermined goals with self-regulating, relative competitive benchmarks, and 2) the transfer of power and decision-making authority from the center of the organization to the front line.

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How to use psychology and behavioral science to create an experience that sings
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An Investment Perspective on Global Value Chains
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