

# Case study kea

Business



Their products started to change to the needs and demands of the host entries, new materials and new designs were introduced and internationally they introduced the children design, children friendly stores and even the restaurant menu gained children meals.

3. How did KEA expand Internationally? How has the firm maintained a focus on core competencies while simultaneously adapting to local needs in host countries? They started to expand in 1963 (first abroad store was in Norway), with a focus on the European market. But also further abroad in Australia and Canada stores popped up.

In Europe they maintained the same operational formulas. However, this did not work out in the USA.

The demand coming from this market preferred other products. KEA chose to redesign a fifth of its product and its routines. This all changed but they kept their low-price focus. In Poland another problem occurred, it was too costly, so they had to lower the look of the company. Such as, less toilets, no alarm in the store.

Even after these changes only the upper class was able to afford the products of the KEA. In China they could not be the cheapest, because of the minor prices of the monitors.

Also in India the strategy did not work out, they could not fit the needs of the country. They did not change their strategy to try to fit in to the needs. 4.

Can you provide an update on Kike's core competencies, using material available on the Web? The core competencies, using of material are still the

same as described in the book, you can see this in the text below that came from the KEA website.

Vision and business idea “ To create a better everyday life for the many people”, this is the KEA vision. Our

Dustless Idea is “ to offer a wide range of well-gleaned, attractively priced turnstiles products at prices so low that as many people as possible will be able to afford them”. We work hard to achieve quality at affordable prices for our customers through optimizing our entire value chain, by building long-term supplier relationships, investing in highly automated production and producing large volumes. Our vision also goes beyond home furnishing. We want to create a better everyday for all people impacted by our business.

[http://www.kea.com/ms/en\\_GAB/about-the-Kea-group/company-information/index.html](http://www.kea.com/ms/en_GAB/about-the-Kea-group/company-information/index.html)