

Case analysis of ikea business essay

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Student Name Institution Professor Case Analysis of IKEA Introduction Business is not a smooth sailing venture for the sea is rough, wide and vast. It is important to adequately prepare for surprises and disappointments which can be reflected by profits or losses, growth or stagnation, which is why it calls for dedication, discipline (financial or otherwise), critical analysis of strategy, decision making processes and their quantifiable effect, healthy business records, adequate training on all category levels, a quality reporting culture and an exclusive way to capture information conversant with the growth and dynamics of the business world. To be able to achieve this each individual is required to be team player and a representation of a part of the whole. Key is leaders and managers with effective and efficient skills necessary to wards strong discernment qualities, proper ways and methodologies of operations and established delegation channels to provide for flexibility and adaptability characteristics to a dynamic corporate environment. Organizational culture represents the sum total behavior and attitudes of employees in a work environment that depict how they carry out their day to day operations. These mannerisms impress on over time consciously or subconsciously and are incorporated in the company gradually to a point where employees of a particular corporate establishment are depicted by these traits in or outside the work environment. It also is the effect of the work on the employees and how they react towards it establishing a set pattern over a period of time identifiable in and out of the organization. According to Henry Schein aspects that define organizational culture are artifacts, adopted values and basic assumptions. Artifacts include corporate identity colors and those visible and substantial objects that a company is identifiable with. In the case of IKEA they chose to use the bold <https://assignbuster.com/case-analysis-of-ikea-business-essay/>

blue, and solid yellow colors of the Swedish flag as their corporate colors something every individual could easily identify with. An aspect of Schein's theory on brainwash where IKEA's corporate colors make the consumers presume understanding and knowledge of the company before even having interacted with the company personnel. IKEA also has utilized adopted values clearly demonstrated by its mission statement " Affordable services for quality living." Mission and value statements capture purposes and objectives in the working manner of a company. It gives the organization's employees collective target and restricts their manner of working within these constraints which instills discipline and makes them adhere to a particular code of conduct. The proprietor insists that employees all across the board refer to each other as co-workers as opposed to employees. This in effect transforms how the workers relate to each other by helping them treat each other as equals giving even the subordinates a sense of belonging to the corporate and inspires them to work harder and efficiently in their disciplines. Other values impressed upon his co-workers by Kampard Ingvar the proprietor include being innovative, simplicity and cost effectiveness. The furniture industry requires not only skill but creativity in order to stay abreast with competition in the industry and deliver quality products to the consumers. Encouraging innovations improves creativity and helps employees understand the workings of their job. It also goes a long way towards boosting morale encouraged by incentives and appraisals. Simplicity in design is appealing and gives the consumer rationale in selecting the product best suited to his her needs. Cost consciousness is effective in reducing the overall costs incurred by the company which otherwise could be implemented in the areas of research and creativity. The IKEA company

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model depicts SCHEIN's congruence model where units in various functions are aligned and directed towards obtaining of the company objectives. This model is synonymous with occurred and projected expansion. It gives room for further growth and more than oft find better suited departments giving a helping hand to incapacitated ones. Also in the corporate structure is the hiring of extra co-workers to assist hand in hand with the existing co-workers for a specified duration. In business referred to outsourcing which cuts the overall costs of workers' salaries and pension's benefits and boosts creativity, which is ever in short supply when it comes to consistently applied methods. It also boosts morale creating competitiveness and improving the final product. We have come to find that Schein's organizational structure model is purely based on the psychological traits on the workplace and its cumulative outcome over a period of time experienced growth realized. These deductions have formed the backbone of many big corporations in today's business era. It is fundamental for an establishment to have clearly defined mission and value statements that sum up their intended objectives, establish a code of conduct among co workers and establish a culture easily recognized and relatively easy to assimilate. Case Analysis of Intercontinental Hotels A case in point are the Intercontinental Hotels Chain that are present in 100 countries and have over 4'500 outlets their blue and white logo quite popular and easily recognizable. Synonymous with these hotels are the architecture and décor. Corporate branding of their dishware and stationery is a symbol of recognition and makes the chain stand out and easily recognizable. By having numerous outlets it gives convenience of access to tourists where their holiday destination is not far from their area of origin. This also eases the costs of transportation and cut out expenses

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incurred in booking. The chain has worked hard towards providing top notch services all across their establishment and their persistent maintenance of standards make one holiday experience in one similar to the other in another. This is achieved by rigorous training of employees and constant rotation schedules within the chain to enrich experience in preparing dishes and Hospitality by having them meet and serve people from varied backgrounds. Here we find the Schein's standards applicable in the manner of artifacts and adoptions in workers manner of working that are recognizable spot on. The décor also in these hotels are similar which breeds comfort and familiarity thus consumers feel safe attaining and using their products and services. It also depicts congruence where training employed across their departments occurs frequently and not adhered to a particular line of work. This experience gives the employee individual growth and enables him/her necessary skills important in serving their clientele. It also benefits them by helping them understand the constraints and benefits of working in other departments establishing a multi skilled functional task force operating as a unit under one umbrella vital in overall corporate growth. It is therefore crucial for corporate to create a culture in their organizations derived from their manner of working together and their interpersonal skills. A culture that is visible and is entrenched in the ways of working overall outcome of it being consistency in product or service and improved quality of products and services. Innovations although encouraged should be simple enough to be adopted and assimilated in the working culture, cost effective and working within the scopes of the corporate objectives. Important to note is that culture is nonexistent without people and its establishment should be guided and derived from observation of the <https://assignbuster.com/case-analysis-of-ikea-business-essay/>

work environment thus suitably adapted periodically. No one organizational culture is exactly as another. Bibliography Hughes, R. L., Ginnett, R. C., & Curphy, G. C. (2012). Leadership: enhancing the Lessons of Experience (7th ed.), McGraw-Hill, New York pgs (513, 514)www. Businessdictionary.comwww. wikipedia. com