

# Ikea impacts on social and impacts essay

[Business](#), [Industries](#)



Their product was come with a common impression: unique design and affordable price. What they have done is to make the style more accessible (Harrison, 2005) ; Compared to the traditional furniture product, they totally changed the old perception: furniture is expensive and if want with better design furniture that is more expensive. The design of Kea product was break out perception of peoples, where easy assembly and can carry by themselves back home.

Furthermore, Kea Company was provided a new shopping style which is one-Stop shopping experience: people can buy and take their furniture home in the same day. All of their product 1 production and design by themselves: even for the raw material they have their own manufacturer factory. Other than that, all of the Kea product are environmentally friendly: they using recycle and reuse raw material to make their own product that without using chemicals to make furniture.

Those strategies and plan were contributed by its originator, Angina Kampala. The furniture company- Kea was having great impact on society and peoples. Kea Company was Initiated CEO-friendly furniture. This sustainability movement has attracted many peoples that intended to make their effort in saving the plant and earth. In common, furniture is made from wood and is heavily contributed to the ca emission. In order to address this situation, Kea was tried their best to counter this problem.

‘ A good example of this is the like board-on-frame that puts a core of stiff card between thin sheets of wood’ Jasmine, 2010). Kea was work out to use COIF\_ and LED light in their chain store to lower down the energy

consumption: reduce CO<sub>2</sub> emission. Some more, their product was using reuse and recycle unwanted material such as plastic, wood, paper and processed into a new Ikea product. Their raw materials were procured worldwide furniture industry into a new age: where begin a new age with sustainable furniture. Ikea hopes to offer consumer grade solar panels, smart meters and other technology at affordable prices in their stores. (Jasmine, 2010). The Ikea Way of purchasing home furnishing products was focused on let peoples with low wage afford buy their product.

In the same time, it also responsible for the environmental protection. The Ikea modify price is lower but full of creative and humankind: it attracts young customer groups. 'IKEA is good example of a company with a big idea.

Its brand is based around the notion that good design is for everyone, not just design snobs'. (power of... ').

Ikea aim to provide best value furniture retailer in the furniture industry and using it large scale of production to lower the price: most of the retailer could not compare with its model that the Ikea applied. It provides the lower price in the meantime won't affect the quality and the design. All of the product design was based on humankind design here fits the desire of the customer. Young customer was able to buy the furniture without worrying furniture will be expensive compared to traditional furniture: typical furniture is expensive and their design is quite bad compared to Ikea creative product design. Ikea was changed the impression of peoples into a new era: where everyone can buy. Due to its Ikea company strategy, most of the young customer love to buy their product.

In year 1959, Gillis Laundryman one of the employee was implanted the simple and flexible storage to all the product of Kea including kitchen ware and furniture. After this theory applied, Kea was able to lead over other companies and control mostly all the business in the industry: where all others company was copied their idea and applied with their own product (Alexander). Their theory of design furniture was heavily impacted the furniture industry and changed the social impression. In traditional, furniture was given the impression that it was large and peoples hard to transport and customer hard to assemble by themselves. However, KEA was totally changed the impression of people: where their furniture was easy to assemble and carry back home. Their runtime was processed into the kit and an easy menu for customer allow them to make out the furniture by their own hand.

This is a new and low cost method implied by the Kea Company. This type of method was impacted the typical furniture company unable to compete with them. Some more, the new technique of Kea product was help customer learned on how the designer design the Kea product: customer was able to assemble the furniture by themselves in the same time understand the ideas of unique design. It leave a quite impacting influence for those who are interested on its.

Somehow, Kea product decorate style was aimed to create a family atmosphere, and clearly showing up for the purpose of products. Sustainable environment, flexible and humankind design with an affordable price was attracted most of the customer attention. Moreover, KEA adopts experiential

marketing; people can make decisions after enjoying these things. Client can try their product and if they decided not to buy it they can return it to the store and refund back. In overall, Kea was triggered greatly impact toward the society, furniture industry, environment and public. They are using sustainable environment friendly raw material to save the plant and earth. Furthermore, their product was breaks the tradition of furniture. The poor people in such age and time were also afford to buy furniture.

In fact, all of the successful strategy was provided by the Kea originator, Angina Kampala. Angina Kampala was successful to draw the attention of the public toward their product. Angina Kampala, the originator of Kea Company was leading the furniture industry for so many years until today. Although in nowadays he was not the men who control the company, but his impact toward the design style leaving quiet impacting to the world.