

Commercial environment of ikea

Business



Several goals and objectives are pertinent in order for this project to be completed successfully. First, the needs, preferences, and hopes of the key demographic will have to be understood and translated into a design project that will satisfy customers.

Second, the selected company's competition will have to be studied carefully in order to learn from its successes and failures. This will help create a better design, taking advantage of the strong points of the competition as well as its weaker points in order to promote the design which will be created.

Third, one of the purposes of the design project is to attract customers, and that is why an environment will have to be designed that promotes sales and makes it easy to complete a transaction. Shopping will also have to be a unique experience, and the goal will be the alignment of the experience and environment with the positioning of the brand.