

Supply chain management

[Business](#), [Management](#)



The adoption of a particular distribution strategy should be in harmony with the supply chain strategy of IKEA. The current supply chain strategy of IKEA is to ensure the availability of goods at its retail stores at the right time and in the good shape and at the lowest possible price (IKEA, 2010). In consideration of the strategy of IKEA, it is recommended that IKEA should only sell its products through its own stores rather than involving external intermediaries. Therefore, the only two intermediaries that can become part of IKEA's supply chain include warehouses and retail stores of IKEA.