

Ikea global strategy case study

Business



Technology factors Economical factors Environmental factors Political factors
Legal factors Step-2 Development of new venture: On the basis of your
PESTLE analysis Identify and define the business venture which you aspire to
start.

The types of Business ventures possible In AAU are as follows for your help.

New product or service: This is the type of new venture strategy that most
people think of first, but it also involves the most innovation, creativity and
time. Parallel Competition: Do what others are doing; only, do it better.

License:

Thoroughly research the licensing, purchase price, and obligations including
royalties. Geographic Transfer: Look for successful businesses in other cities
or countries and bring the product or service to your own region before
someone expands.

Develop a network for supplier: figure out the strategies for how to do with
profit. Buy a Business: This strategy requires systematic searching for the
right opportunity: confirm that there is adequate cash flow and that the price
reflects the cost of asset calculation and a reasonable premium for
profitability and goodwill.

Step 3: Name your Business Venture and define the following: The Vision of
your Organization The Mission of your Organization The Objectives of your
Organization. Regardless of the method used to uncover an exciting new
venture opportunity, the real work has just begun. You now have the task of
evaluating your idea and yourself to make sure that the prerequisites for

success are there. With a good idea and good leadership, your entrepreneurial dream can come true.

Start the process now, and begin observing the many ways you can serve the market directly.

The Index: A. Introduction: About I-JAW and its economy. PESTLE analysts of AAU B. C.

The Intended Business Venture a. Name of your Organization b. The description of product/service you are offering c. Reasons for selecting ten Business venture (also announcing what skills are required to run the business and how your background fits in there) d. Logo of your e. Vision of your Organization f.

Mission of your Organization g. Objectives of your Organization. H. The target market Sources: Internet, Year book, Magazines, Research reports, Government portal,

Country guide etc. Note -Not meeting the deadline shall be subject to negative markings as follows: Work received one day later will attract 05% penalty Work received two days later will receive 10% penalty Work received three days later will receive 20 % penalty Any work received after third day will not be graded.

There should not be similarity in the venture among the students. However, group work can be acceptable as long as it has been approved by the lecturer and each student submits her/his own piece of work. Report format (6-7 pages or 2000 words)

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