

Case Questions Ikea

1. Compared with its major competitors in the industry, what measures can IKEA take to become more profitable?
2. What further strategic adjustments did IKEA make in the Chinese market after becoming profitable?
3. What are the main concerns IKEA should consider for future expansion in China?
4. Can IKEA's current strategic momentum facilitate its long-term growth?
5. How can IKEA respond to the new market trends in China, such as online retail