

SUMMARY OF PRESENTATION

IKEA, Leading in the Unknown

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The story of IKEA is one of constant change. It is about never being satisfied, always on the way and trying to do everything better with a bit of hard work, common sense and creativity. However, one thing that will never change is the IKEA vision, “to create a better everyday life for the many people”. This along with the ambitious business idea “to offer a wide range of well designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them” presents a clear purpose, shapes the IKEA business and influences every decision-making process.

Reaching the many people requires a product range that matches often thin wallets and big dreams. The Democratic Design process combines form, function, quality, low price and always with sustainability in mind. Form, the aesthetics it needs to look great, function, making the everyday life easier, quality, long lasting and ages gracefully, sustainability, creating products that have a positive impact on the environment, low price, making it truly affordable for the many people.

With a belief that equality lies at the core of human rights, IKEA takes a stand for equality with an ambition to contribute to a positive change in society. This means that the 211,000 IKEA co-workers, work in an inclusive and diverse environment where everyone has the right to be treated fairly and to be given equal opportunities, regardless of their age, gender identity, sexual orientation, physical ability, ethnicity, race, nationality, religion or any other dimension of their identity.

With 75 years of home furnishing knowledge and experience, IKEA has grown from the forests of southern Sweden to the world’s largest home furnishing company. IKEA is now organizing itself, leading and utilising an integrated value chain, with its deeply rooted core values in mind, as it adapts to the ever-evolving customer needs and continue to innovate in the increasingly demanding retail environment.