



IKEA

Final assignment – 10%

# 绽放绚丽多彩的夏日生活



## 产品召回

宜家召回 FÖRSTÅ 弗斯多 咖啡壶/茶壶  
 宜家召回 RUND 伦德 手工制玻璃杯

## 宜家日本 3月29日消息

宜家位于关东地区的港北商店已经于3月28日恢复运营。

欲了解本地宜家商场地址、优惠、促销或活动等信息，请选择商场

[> 点击这里到选择商场页面](#)

或从下拉菜单直接选择商场

北京商场



## 商场开业讯息



上海北蔡商场今夏开业！  
[了解更多](#)

## 《储物收纳手册》上册



为您的衣服鞋子发掘储物空间  
[开始浏览](#)

## 想知道你的收纳性格吗？



舍不得扔，随手乱放，还是眼不见为净？解析你的收纳性格，4月8日前还有机会赢取收纳法宝。（抽奖活动限宜家所在城市）

[参加收纳性格测试](#)

## 夏日房间夏日风情



为房间添一抹夏日的绚丽  
[夏日房间灵感](#)

## 乐游宜家



## 谢谢！



## IKEA® FAMILY

家居爱好者的俱乐部，让您享受更多  
 对家居装饰感兴趣？想要最大限度地享受作为宜家顾客的



[所有产品](#)[新产品](#)[客厅](#)[卧室](#)[厨房](#)[宜家儿童部](#)[门厅](#)[所有房间](#)

## 客户服务

[在线版目录册](#)[库存查询](#)[商场地址](#)[问与答](#)[联系我们](#)

### 宜家服务

[宜家购物攻略](#) +

## 宜家服务

### 看看宜家为了您购物方便提供了哪些服务

#### 送货服务

在宜家，运费从未被加进您购买家具的售价中。只要您需要，我们会提供服务。与宜家合作的第三方服务商为您送货上门，只收取合理费用。送货时间和费用，请咨询当地宜家商场送货处。



#### 组装服务

宜家的产品都采用平板包装，需要您自己回家组装。包装内含指示说明和宜家特殊工具，您可享受自行组装的乐趣。如果您需要帮忙，我们指定的专业服务人员也乐意提供上门组装服务，同时还能提供灯具安装；画框、挂件、镜子的上墙固定；搁板切割；上墙固定等服务。价格绝对合理。详见店内信息。



#### 厨房测量服务

测量是厨房设计过程中的一个重要步骤。如果您不想亲自动手，请您前往附近的宜家商场，与厨房专家联系预约服务。我们的专业人员将上门测量，记录所有细节，让您开始设计。



## 问与答



在这里您可以看到大家经常询问的问题和答案。

[> 问与答](#)

## 联系我们



联系我们，我们非常高兴能听到您的声音。

[> 联系我们](#)

## 宜家新产品

户外

厨房

餐厅

客厅

工作室

宜家儿童部

青少年的房间

门厅

第二储物空间

浴室

灯具

小型储物

纺织品

烹饪

餐饮

宜家俱乐部产品

最新 ▾

展示比较

幻灯片播放

1 2 3 4 5 ... 26



**新**  
IKEA 365+ 格温迪  
磁力锅垫  
¥ 29.90



**新**  
IKEA 365+ 格温迪  
隔热手套  
¥ 34.90



**新**  
IKEA 斯德哥尔摩  
台灯  
¥ 999.00



**新**  
乌尔班  
儿童椅  
¥ 349.00



**新**  
克利帕  
双人沙发  
¥ 1,299.00



**新**  
克利帕  
双人沙发套  
¥ 449.00



**新**  
克利帕  
画框  
¥ 99.00



**新**  
兰斯卡  
浴室防滑垫  
¥ 99.00



**新**  
兰斯卡  
花瓶  
¥ 24.90



**新**  
兰斯卡  
花瓶  
¥ 34.90



**新**  
兰斯卡  
蜡烛台  
¥ 9.90



**新**  
兰斯卡  
蜡烛和玻璃蜡烛杯  
¥ 9.90



**新**  
兰斯卡  
蜡烛灯  
¥ 79.00



**新**  
兰斯卡  
蜡烛灯  
¥ 79.00



**新**  
兰斯卡  
装饰用花盆  
¥ 19.90



Jerome Deloix  
Store Manager

Store Info

SALE!

**IKEA FAMILY**

Restaurant

Store Service



**Store information**

**Address:**  
No.126 CaoXi road, Shanghai

**Customer services:**  
Tel: 4008002345

Hotline working hour: 9:00am-21:00pm

Email: CS.CNIKEA@IKEA.COM

**Store opening hours:**  
Business Hour: 10:00 - 22:00  
We offer breakfast every morning 9:00

## Have a rest at IKEA restaurant

Have a rest at IKEA restaurant! Replenish your energy, enjoy the Swedish food at a very low price!



**Swedish Meatballs**  
10 pcs with mashed potato and lingonberry sauce  
RMB 15.5



**Almond cake**  
sweet cake with almond  
RMB10.5



**marinated salmon**  
smokey salmon with mustard sauce  
RMB18.5

**stuffed salmon fillet with chive and dill sauce**  
smokey salmon fillet with chive and dill sauce  
RMB26.5



**cold water shrimp**  
fresh shrimp  
RMB13.5



**Coffee whole beans dark roast**  
(IKEA FOOD)  
27.5RMB



**IKEA Godis skruvblandning, 100g**  
(IKEA FOOD)  
8.5RMB



**Salted potato crisps, 150g**  
(IKEA FOOD)  
15.5RMB



**Sourcream and onion crisps, 150g**  
(IKEA FOOD)  
16.5RMB

**IKEA food services**

## Take home a taste of Sweden

Like the meatballs in the restaurant? Now you can eat them at home!

We've launched our own food products to make sure you can enjoy IKEA quality and low price whenever you want. Check out the whole range of Swedish traditional specialties in our food shop situated after the checkouts



## IKEA Help Center



Welcome to IKEA. I'm Anna, IKEA USA's Automated Online Assistant. You can ask me about IKEA and our products and our services. How can I help you today?

Go

[Close](#)

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## 与安娜对话



您好! 作为中国宜家的虚拟在线助理, 安娜欢迎您的访问。通过简短的单句或字词, 您可以问我有关宜家的产品和服务。今天我能为您提供什么服务呢?

发送

[关闭](#)

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## Kitchen

[Room ideas](#)

[Style selector](#)

[Series](#)

[New Kitchen](#)

### Products

[Built-in kitchens](#)

[Free-standing kitchens](#)

[Kitchen islands & trolleys](#)

[Work tops](#)

[Kitchen integrated lighting](#)

[Sinks & mixer taps](#)

[Wall panels](#)

[Kitchen organisers](#) +

[Knobs & handles](#)

[Related products](#) +



Need help? Ask Anna.

[> Learn more about IKEA products and services](#)



### IKEA Home planner



Become your own interior designer with the help of the IKEA Planner Tools.

[IKEA Home planner](#)

### Chop, slice and dice



The right knives are key. We'll show you how to choose and take care of yours.

[How to choose your](#)

### Good kitchen habits



The heart of the home is also home to good ideas about saving energy and water, and preventing waste.

### Ideas for your dream kitchen



From lighting to tips for saving energy - explore our kitchens and get ideas for yours

[Kitchen ideas](#)



You said: I would like to ask about the BILLY bookcase

You will find more information about BILLY bookcase, with the Article number 70104099, on this page. If the article number of the product you want is not correct, please, give me the right one.

Go

Close

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Search

Welcome!



My account  
My shopping cart  
My shopping list

Visit our Mobile Site!  
Join our email list  
Información en español

- All products
- New**
- Special Offers!
- Living room
- Bedroom
- Kitchen
- Children's IKEA
- Textiles
- All departments

Home / Living room / Bookcases / BILLY system Frames



### BILLY

Bookcase

# \$59.99

*The price reflects selected options*  
701.040.99

Adjustable shelves can be arranged according to your needs. A simple unit can be enough storage for a limited space or the foundation for a larger storage solution if your needs change. [Read more](#)

Color

black

1

Buy at your local store

Choose

*Store selection may vary and prices may differ from those online.*

Color



App Store > Lifestyle > Inter IKEA Systems B.V.



Free App

Category: Lifestyle  
Updated: 09 November 2010  
Current Version: 1.2  
1.2  
Size: 4.7 MB  
Languages: English, Bokmål, Norwegian, Chinese, Czech, Danish, Dutch, Finnish, French, German, Greek, Hungarian, Italian, ...  
Developer: Inter IKEA Systems B.V. ...More  
© Inter IKEA Systems B.V. 2010

Rated 4+

Requirements: Compatible with iPhone, iPod touch and iPad. Requires iOS 3.1.3 or later.

## IKEA Catalogue

### Description

The IKEA Catalogue 2011 - on the iPhone! (FREE)  
The IKEA Catalogue was first introduced in 1951, which means that this year we're celebrating the 60th edition! The first iPhone version was launched 2009 and this year we hav...

...More

[Inter IKEA Systems B.V. Web Site >](#) [IKEA Catalogue Support >](#)

### What's New In Version 1.2

- \* Additional social networks sharing options
- \* Additional language support
- \* Minor bug fixes

### iPhone Screenshots





# Demographic Shifts: p7



- ❑ Changes in the birth rate (how many babies are born per year)
- ❑ growing importance of Generation Y consumers
- ❑ generation Xer's starting to reach middle age,
- ❑ baby boomers retiring are all demographic shifts in the West that are shaping retailing

# Population Trends

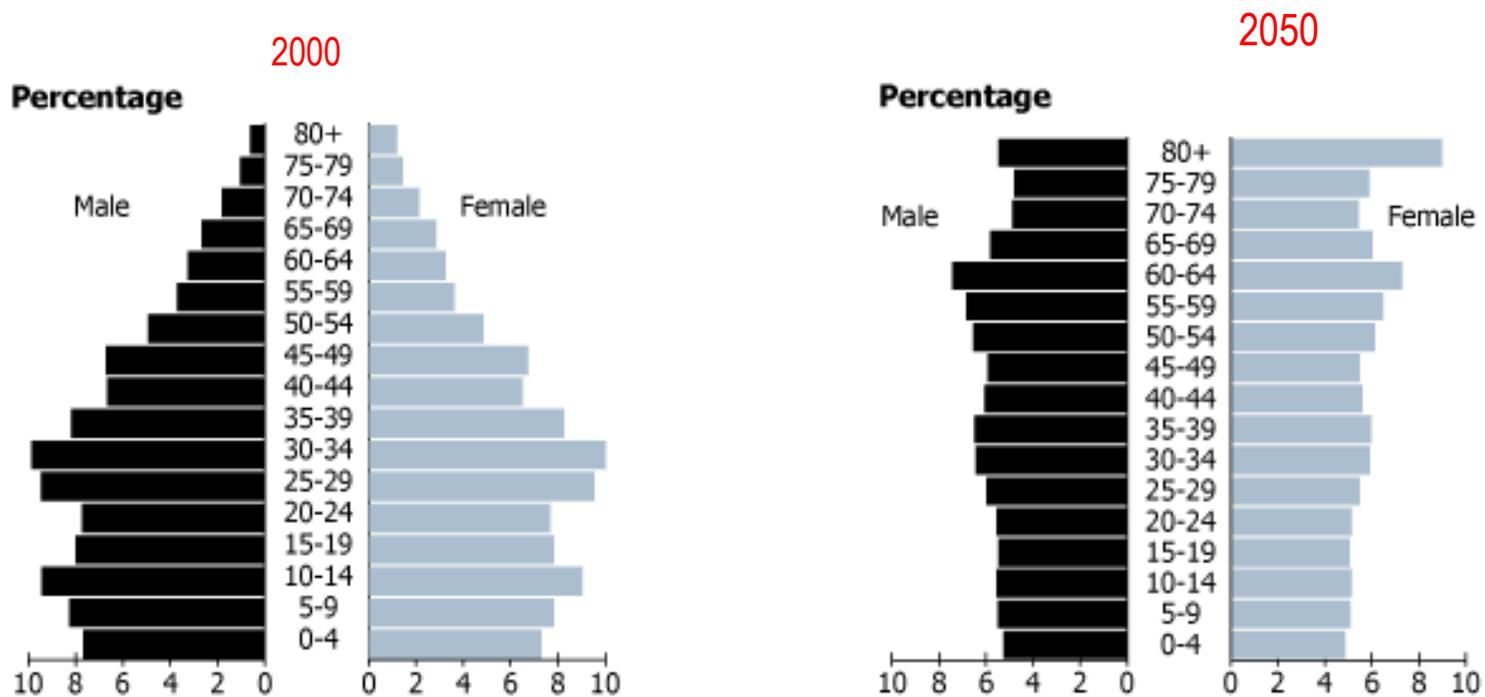
12

- Population Growth
- Age Distribution
- Geographic Trends

# Population Trends

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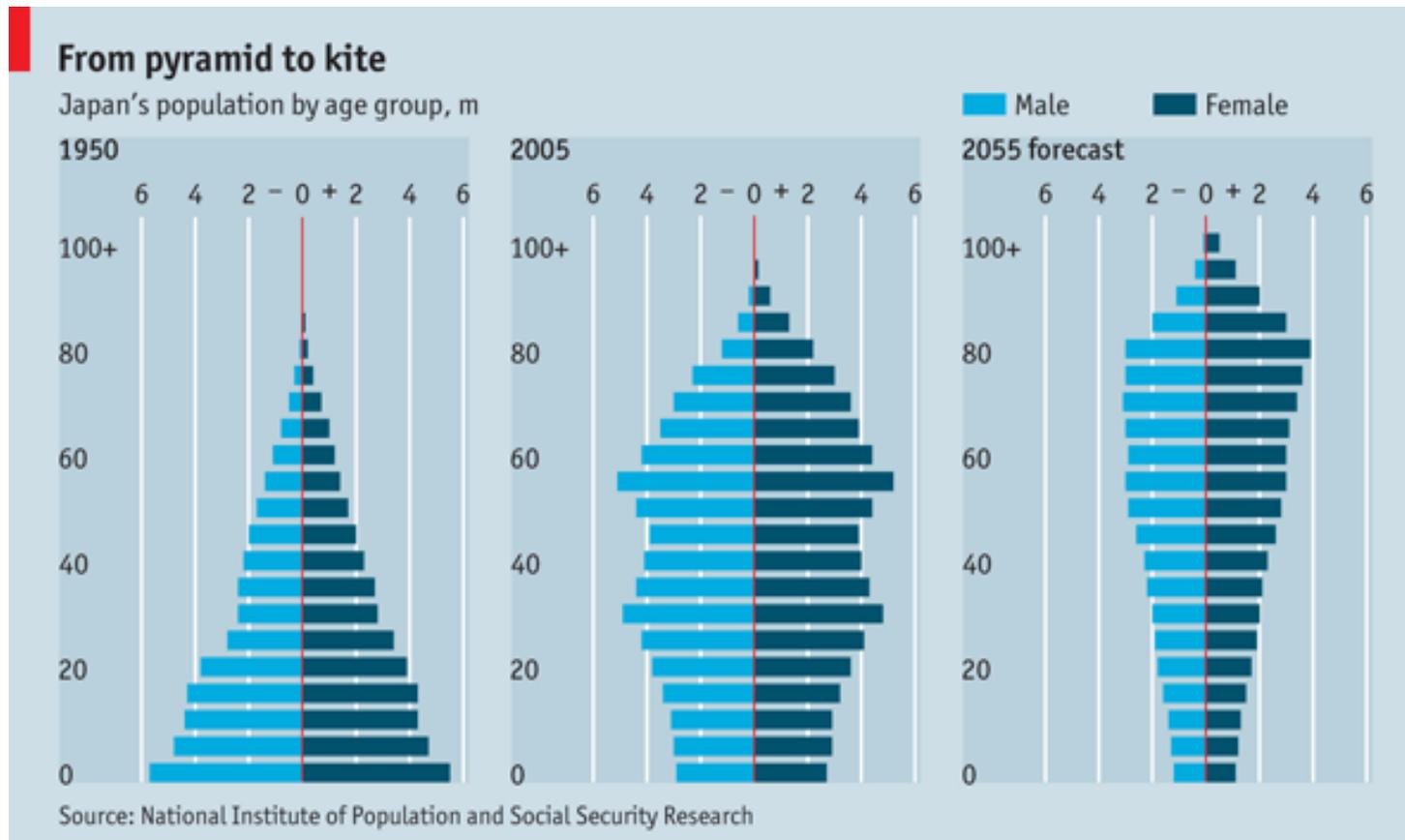
- Population Variables
  - Include population growth trends, age distributions, and geographic trends



Source: World Population Prospects: The 2004 Revision (2005).

# Japan's forecast:

14



# Geographic Trends

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- Micromarketing merchandising
  - Is the tailoring of merchandise in each store to the preferences of its neighborhood
  - For example, does the Wuxi customer demand the same products as Guangzhou or Shenzhen?
  - How may they be different?

# Social Trends:

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- Education
- State of Marriage and Divorce
- Makeup of the household
- Changing nature of Work

# Economic Trends:

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- Income Growth
  - rising incomes, minimum wages
  
- Personal Savings
  - interest rates for savings, certainty and stability
  
- Women in the Labor Force
  - more women in the labour force has an effect
  - dual-income households
  - less time for traditional household duties such as cleaning, shopping
  
- Widespread Use of Credit
  - credit facilities: availability of bank loans, credit cards, store cards
  - people's willingness to use it crucial

# Economic Trends:

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- Disposable Income
  - Is personal income less personal taxes
  - People moving into different income levels and class

# Economic Trends

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- Discretionary Income
  - Is disposable income minus the money needed for necessities to sustain life
  - Many factors affect this

# Statement of Goals and Objectives

20

- Societal Objectives: Reflects the retailer's desire to help society fulfill some of its needs
  - Employment objectives: could be to employ minorities, students etc
  - Payment of taxes
  - Consumer choice
  - Equity: treating the customer fairly
  - Benefactor: charity work, community help

# Store image:

21

- Creating the image
  - the merchandise the is sold in the store
  - the promotional activities
  - customer service
  - cleanliness
  - sales force

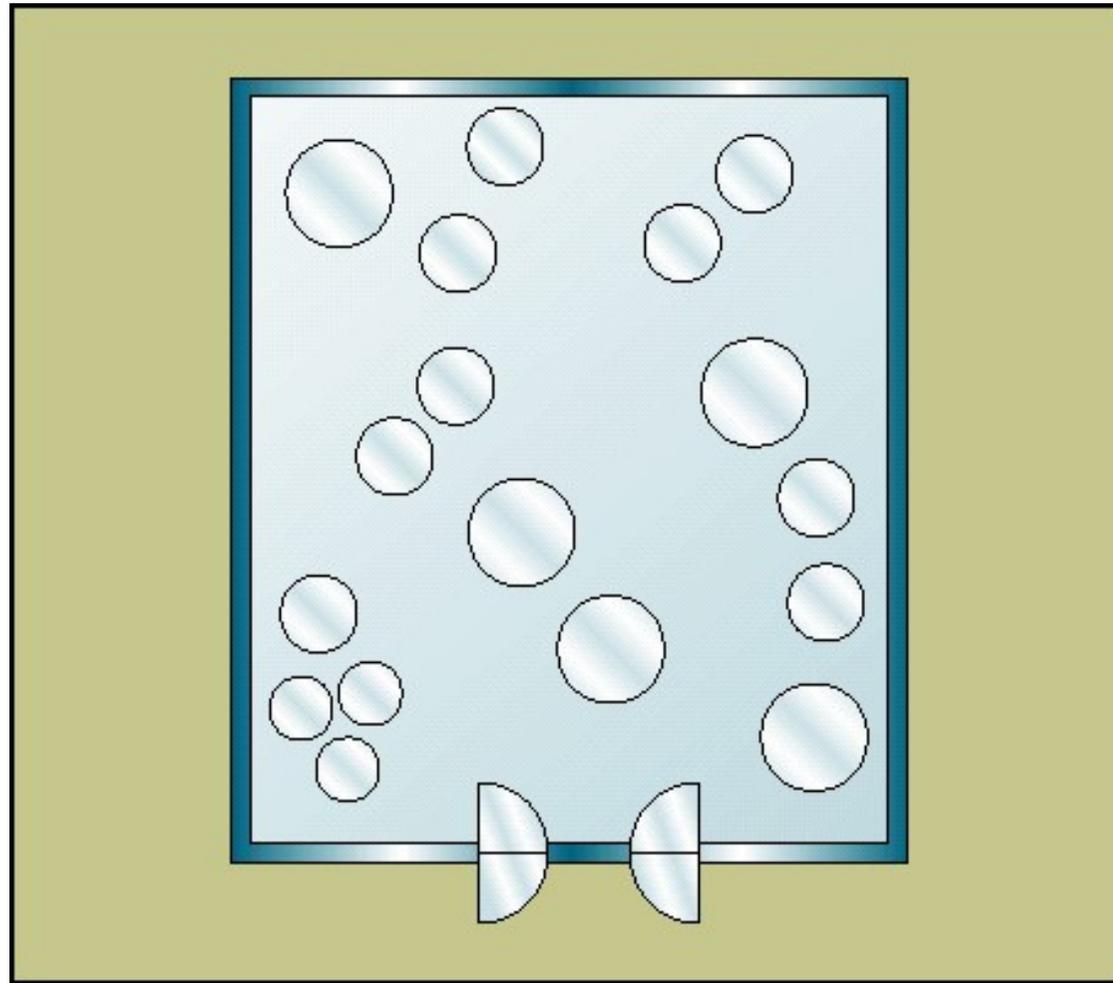
# Increasing Space productivity

22

- The store's image attracts customers
  
- When customers visit, the retailer must convince them to buy
  - therefore the store must expose the customers to the merchandise. Attract them to different places
  - in-store marketing
  - visual displays, promotions, presentations

# Circulation: Free Flow

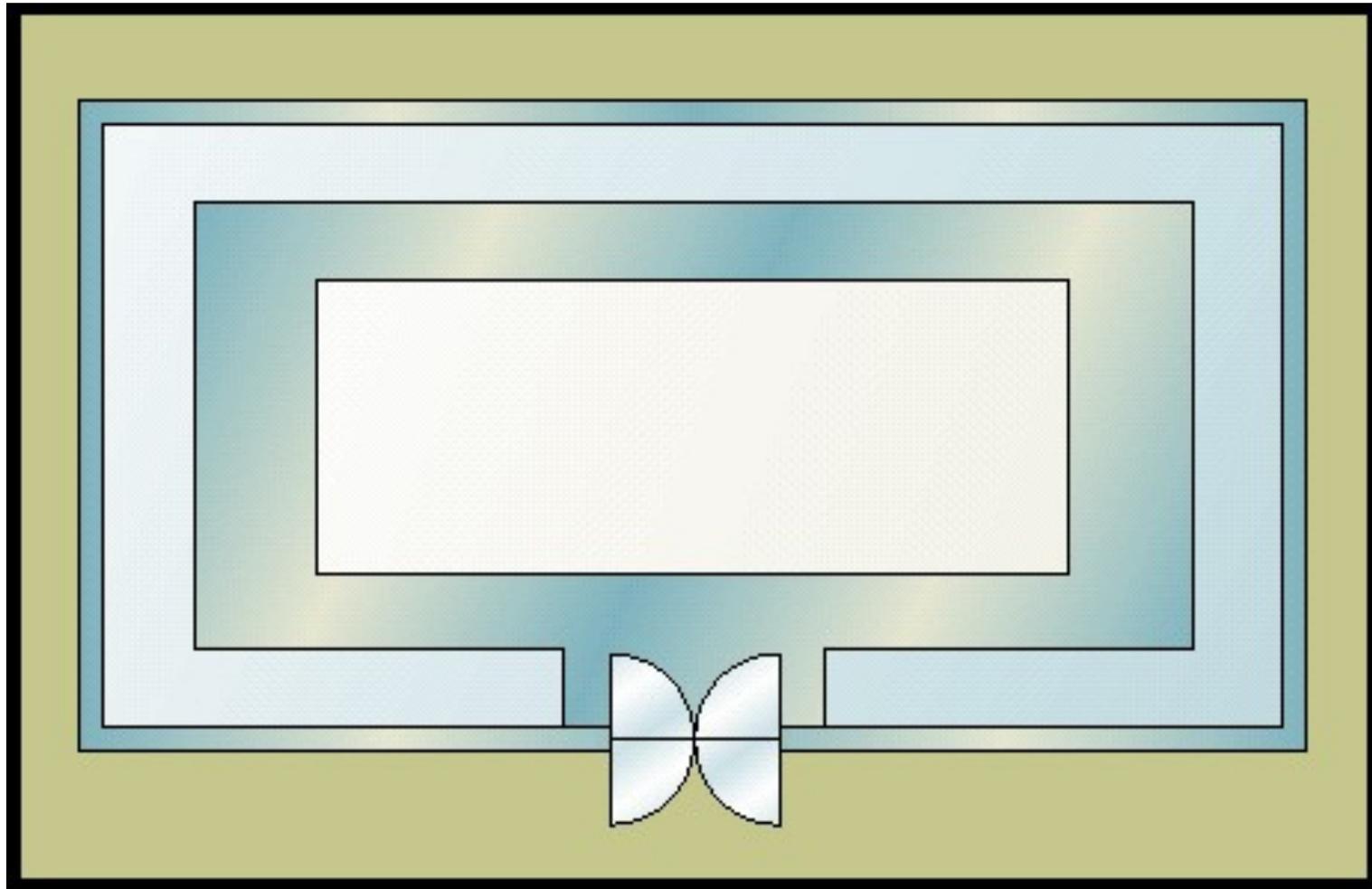
23





# Circulation: Loop Layout

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# Circulation: Spine Layout

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