



# IKEA. Strategic competences and capabilities

By David Wagener



## **IKEA. Strategic competences and capabilities** By David Wagener

Seminar paper from the year 2008 in the subject Business economics - Business Management, Corporate Governance, grade: 1,7, University of the West of England, Bristol (Bristol Business School (University of the West of England)), course: Strategisches Management, 12 entries in the bibliography, language: English, abstract: 231 stores in 24 countries, 522 million visitors during one year and nearly

20 billion euros in sales make IKEA the most successful furniture retailer in the world (IKEA, 2007; Sloan, 2007). In addition this is achieved without taking advantage of people or the environment, as one of IKEA's policies is to have an overall positive impact on both (Barner, 2007). But why is the Sweden-based company so successful? And how did it become that way? Which strategic issues did IKEA face? What are the values, resources and competences the company bases its operations on? In order to answer these questions this work uses two strategic frameworks. For the historic development of the company the 'dynamic competence and capability framework' is used. Furthermore the competitive edge IKEA has in comparison to its concurrence is explained with the 'static competences and capabilities framework', which is based on a company's special set of resources. Within this latter framework there is an emphasis on knowledge as a fundamental resource and on knowledge integration, which is separately discussed.

The remainder of this work is therefore structured as follows. In the second section the frameworks of static and dynamic strategic competences and capabilities are explained. Afterwards, in the third part, the dynamic model is adopted to IKEA by applying it to some of the most important strategic decisions that led to the success of the company. Furthermore this paper is seeking to evaluate IKEA's current resources, competences and capabilities within the static competence and capability framework. Eventually the integration of knowledge at IKEA is examined. The analysis finishes with a conclusion revising the main points.

 [Download IKEA. Strategic competences and capabilities ...pdf](#)

 [Read Online IKEA. Strategic competences and capabilities ...pdf](#)

# **IKEA. Strategic competences and capabilities**

*By David Wagener*

## **IKEA. Strategic competences and capabilities** By David Wagener

Seminar paper from the year 2008 in the subject Business economics - Business Management, Corporate Governance, grade: 1,7, University of the West of England, Bristol (Bristol Business School (University of the West of England)), course: Strategisches Management, 12 entries in the bibliography, language: English, abstract: 231 stores in 24 countries, 522 million visitors during one year and nearly 20 billion euros in sales make IKEA the most successful furniture retailer in the world (IKEA, 2007; Sloan, 2007). In addition this is achieved without taking advantage of people or the environment, as one of IKEA's policies is to have an overall positive impact on both (Barner, 2007). But why is the Sweden-based company so successful? And how did it become that way? Which strategic issues did IKEA face? What are the values, resources and competences the company bases its operations on? In order to answer these questions this work uses two strategic frameworks. For the historic development of the company the 'dynamic competence and capability framework' is used. Furthermore the competitive edge IKEA has in comparison to its concurrence is explained with the 'static competences and capabilities framework', which is based on a company's special set of resources. Within this latter framework there is an emphasis on knowledge as a fundamental resource and on knowledge integration, which is separately discussed. The remainder of this work is therefore structured as follows. In the second section the frameworks of static and dynamic strategic competences and capabilities are explained. Afterwards, in the third part, the dynamic model is adopted to IKEA by applying it to some of the most important strategic decisions that led to the success of the company. Furthermore this paper is seeking to evaluate IKEA's current resources, competences and capabilities within the static competence and capability framework. Eventually the integration of knowledge at IKEA is examined. The analysis finishes with a conclusion revising the main points.

## **IKEA. Strategic competences and capabilities** By David Wagener Bibliography

- Sales Rank: #3270217 in eBooks
- Published on: 2008-08-21
- Released on: 2008-08-21
- Format: Kindle eBook

 [Download IKEA. Strategic competences and capabilities ...pdf](#)

 [Read Online IKEA. Strategic competences and capabilities ...pdf](#)

## **Editorial Review**

### **Users Review**

#### **From reader reviews:**

##### **Martha Wilson:**

Throughout other case, little persons like to read book IKEA. Strategic competences and capabilities. You can choose the best book if you appreciate reading a book. As long as we know about how is important the book IKEA. Strategic competences and capabilities. You can add understanding and of course you can around the world by the book. Absolutely right, because from book you can understand everything! From your country until foreign or abroad you may be known. About simple issue until wonderful thing you are able to know that. In this era, we can easily open a book or even searching by internet system. It is called e-book. You may use it when you feel fed up to go to the library. Let's learn.

##### **Whitney Martinez:**

Reading a guide tends to be new life style with this era globalization. With reading you can get a lot of information that could give you benefit in your life. Together with book everyone in this world can certainly share their idea. Ebooks can also inspire a lot of people. Plenty of author can inspire their own reader with their story as well as their experience. Not only the story that share in the guides. But also they write about the knowledge about something that you need instance. How to get the good score toefl, or how to teach your children, there are many kinds of book which exist now. The authors nowadays always try to improve their proficiency in writing, they also doing some exploration before they write to their book. One of them is this IKEA. Strategic competences and capabilities.

##### **Gilbert Westmoreland:**

Many people spending their time by playing outside with friends, fun activity along with family or just watching TV the whole day. You can have new activity to shell out your whole day by studying a book. Ugh, you think reading a book really can hard because you have to use the book everywhere? It all right you can have the e-book, having everywhere you want in your Touch screen phone. Like IKEA. Strategic competences and capabilities which is having the e-book version. So , why not try out this book? Let's view.

##### **Walter Telford:**

You can find this IKEA. Strategic competences and capabilities by go to the bookstore or Mall. Just viewing or reviewing it can to be your solve difficulty if you get difficulties for your knowledge. Kinds of this guide are various. Not only by written or printed and also can you enjoy this book by simply e-book. In the modern era such as now, you just looking of your mobile phone and searching what your problem. Right now, choose your personal ways to get more information about your e-book. It is most important to arrange you to

ultimately make your knowledge are still up-date. Let's try to choose appropriate ways for you.

**Download and Read Online IKEA. Strategic competences and capabilities By David Wagener #W15UHOLKZ9T**

## **Read IKEA. Strategic competences and capabilities By David Wagener for online ebook**

IKEA. Strategic competences and capabilities By David Wagener Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read IKEA. Strategic competences and capabilities By David Wagener books to read online.

### **Online IKEA. Strategic competences and capabilities By David Wagener ebook PDF download**

**IKEA. Strategic competences and capabilities By David Wagener Doc**

**IKEA. Strategic competences and capabilities By David Wagener Mobipocket**

**IKEA. Strategic competences and capabilities By David Wagener EPub**

**W15UHOLKZ9T: IKEA. Strategic competences and capabilities By David Wagener**