

# Unit Three Assignment



## Unit 3 Assignment

### Course Outcomes practiced in this Assignment:

**GB580-1:** Analyze the business environment to identify opportunities and threats.

**GB580-2:** Formulate strategies that benefit organizational performance by applying leadership skills.

**GB580-3:** Complete a strategic business analysis for an international company.

### Instructions:

#### IKEA Case Study

Please read the IKEA case that you purchased for this class from Harvard Business School. In the case, you will review the organizational, business, and managerial levels of strategy making. For the first part of this assignment you will need to briefly summarize the case. Then you will analyze the case and formulate recommendations utilizing supporting materials from the assigned readings from the unit. Your analysis should address the following:

1. What were the sources of IKEA's successful entry in furniture retailing in Sweden?
2. How important was internationalization to IKEA? What challenges did IKEA face while expanding internationally, and how did it overcome them?
3. What were the management processes by which IKEA coordinated and controlled its Europe wide operations? How effective were they?
4. What was Ingvar Kamrad's role in IKEA development?
5. What challenges lie ahead for IKEA? Recommend a course of action Anders Moberg should follow to deal with them?

Submit your completed Assignment to the Unit 3: Individual Assignment Dropbox.

### Requirements:

For this 4-5 page research paper, please include a title page, abstract, table of contents, section headings, and a references page in addition to the actual content pages required. Do not copy the questions in your paper but convert these questions into short section headings. Be sure your paper is well written, free of grammatical errors.

Requirements	Percentage of total points
Summary	50
Analysis.	30
Writing	20
Total	100