

Customer:

Inter IKEA Systems

IKEA is continually in the process to do better, the goal is always to achieve sales increase on same store level - and of course always to increase the results and returns. Therefore one must be self-critical and open for changes.

For the first time the foodservice managers from four different countries and one responsible for the international IKEA shopping center take part at the "IKEA Management Marketing Program". They are coached by Annette Mützel.



Project:

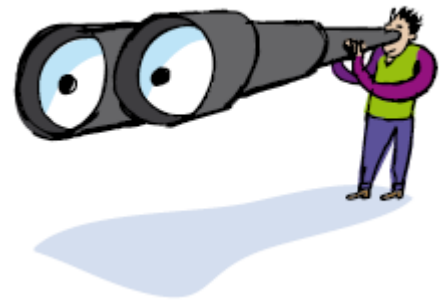
Marketing the IKEA Way

The IMMP "IKEA Management Marketing Program" is the largest and most intensive education and training program of "Inter IKEA Systems" Delft/ Netherlands, the owner and franchisor of the IKEA concept. This year, the IMMP participants are from England, Russia, Austria, Sweden and the Netherlands. A colorful, international team responsible of IKEA Food and IKEA Shopping Center and coached by foodservice solutions,



The exciting IMMP journey takes the maximum of 8 participants for about 5 months through 5 different modules:

1. „Marketing in the context of the IKEA business”
2. “Where are we now”
3. “Where do we want to be”
4. “How do we get there?”
5. “What do we do?”



Whether through workshops, personal meetings or "online learning" activities and tests, the participants deal with an intensive analysis of their macro and micro environment. Current trends, a detailed analysis of the competition, the strengths and weaknesses of their internal environment - results of their own operations and reviews from the various internal customer surveys – all that is analyzed in detail. With all this knowledge a detailed SWOT is created. If one knows weaknesses, strengths, opportunities and risks of the market in detail, one can draw the right conclusions, to set new goals and to develop the right strategies.

