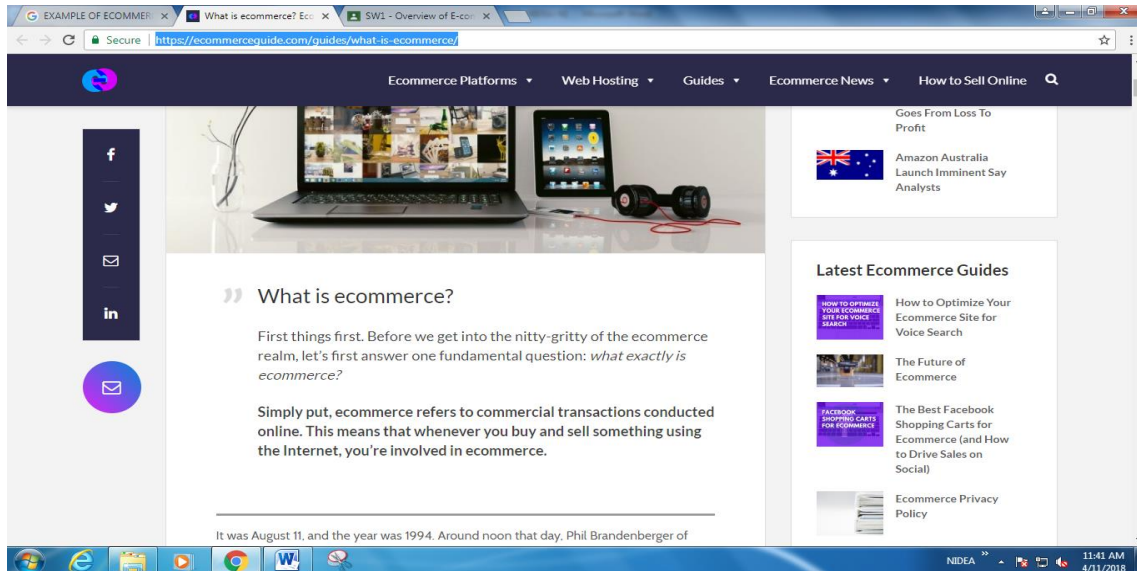


SW1 –OVERVIEW OF E-COMMERCE

1. What is E-commerce?



2. Give an example of e-commerce site. Identify if its B2B, C2C, B2C...

Online retail typically works on a B2C model. Retailers with online stores such as [Walmart](#), [Macy's](#), and [IKEA](#) are all examples of businesses that engage in B2C ecommerce.

PART 2 Look for an ecommerce company and provide the ff:

1. Name/ Logo



2. Description

KEA (/aɪˈkiːə/, Swedish: [i²keːa]) is a Swedish-founded Dutch-based multinational group, that designs and sells ready-to-assemble furniture, kitchen appliances and home accessories. It has been the world's largest furniture retailer since at least 2008.

The company is known for its modernist designs for various types of appliances and furniture, and its interior design work is often associated with an eco-friendly simplicity.^[16] In addition, the firm is known for its attention to cost control, operational details, and continuous product development, corporate attributes that

allowed IKEA to lower its prices by an average of two to three percent over the decade to 2010 during a period of global expansion.

3. SWOT analysis

IKEA is a well-known global brand with hundreds of stores across the world. In order to improve performance, it must assess its external and competitive environment. This will reveal the key opportunities it can take advantage of and the threats it must deal with. IKEA responds to both internal and external issues in a proactive and dynamic manner by using its strengths and reducing its weaknesses. Through this, IKEA is able to generate the strong growth it needs to retain a strong identity in the market.

IKEA's passion combines design, low prices, economical use of resources, and responsibility for people and the environment. The company's products, processes and systems all demonstrate its environmental stance. For example, clever use of packaging and design means more items can fit into a crate, which means fewer delivery journeys. This in turn reduces IKEA's carbon footprint.

IKEA believes that there is no compromise between doing good business and being a good business. It aims to go beyond profitability and reputation. IKEA is intent on becoming a leading example in developing a sustainable business. This will create a better everyday life for its customers. IKEA has discovered a business truth – being sustainable and responsible is not just good for customers and the planet, it is also good for business!

Questions

1. Describe what is meant by a SWOT analysis.
2. Explain the difference between internal and external factors.
3. Analyse ways in which IKEA has managed to minimise threats to its business.
4. Discuss the contribution of SWOT analysis to IKEA's business growth.

Bibliography

100, T. T. (n.d.). *SWOT analysis and sustainable*. Retrieved April 12, 2018, from The Times 100:

http://www.circleinternational.co.uk/circle/strategy_files/ikea%20mrktswot.pdf

Guide, E. (2017, June 22). *What is Ecommerce?* Retrieved April 11, 2018, from Ecommerce Guide:

<https://ecommerceguide.com/guides/what-is-ecommerce/>

Wikipedia. (2013, July). *IKEA*. Retrieved April 12, 2018, from Wikiedia:

<https://en.wikipedia.org/wiki/IKEA>