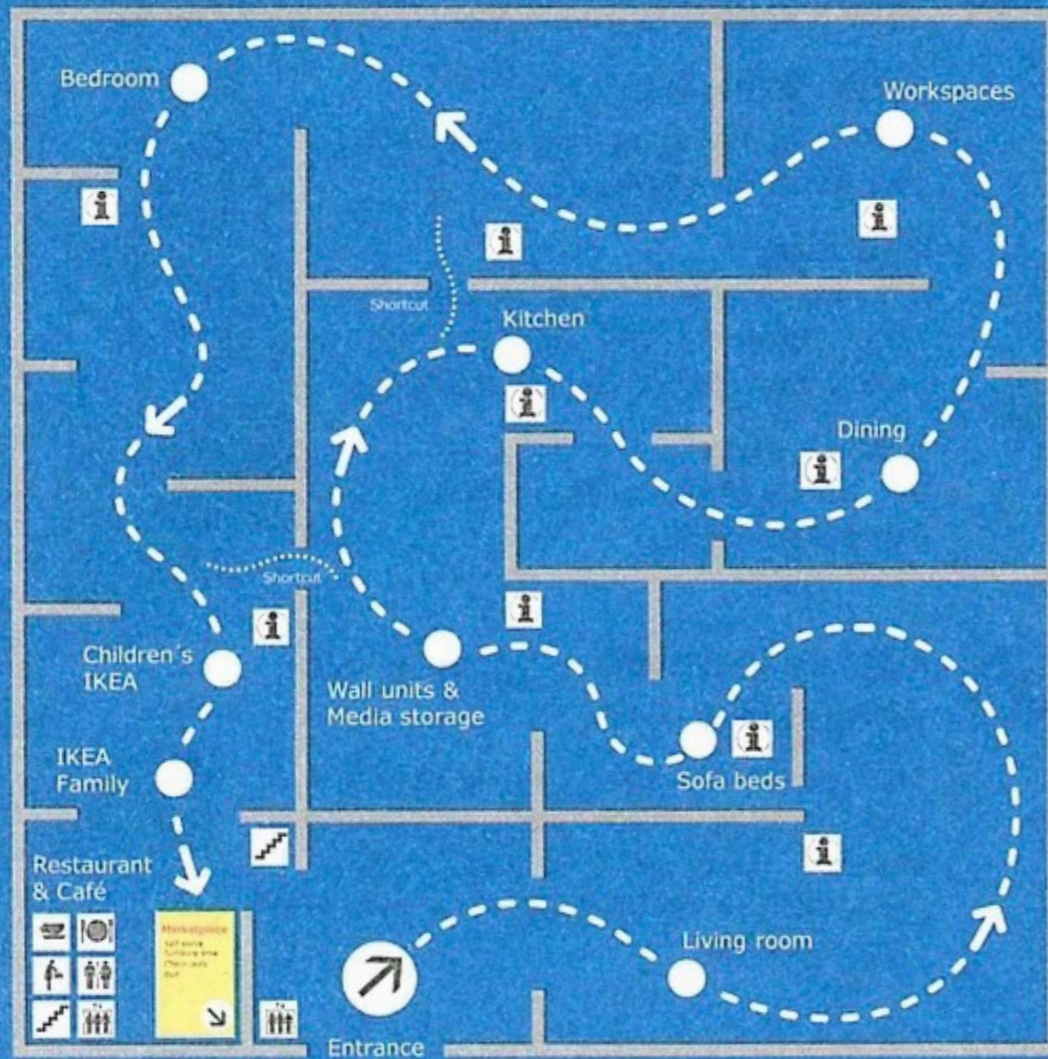


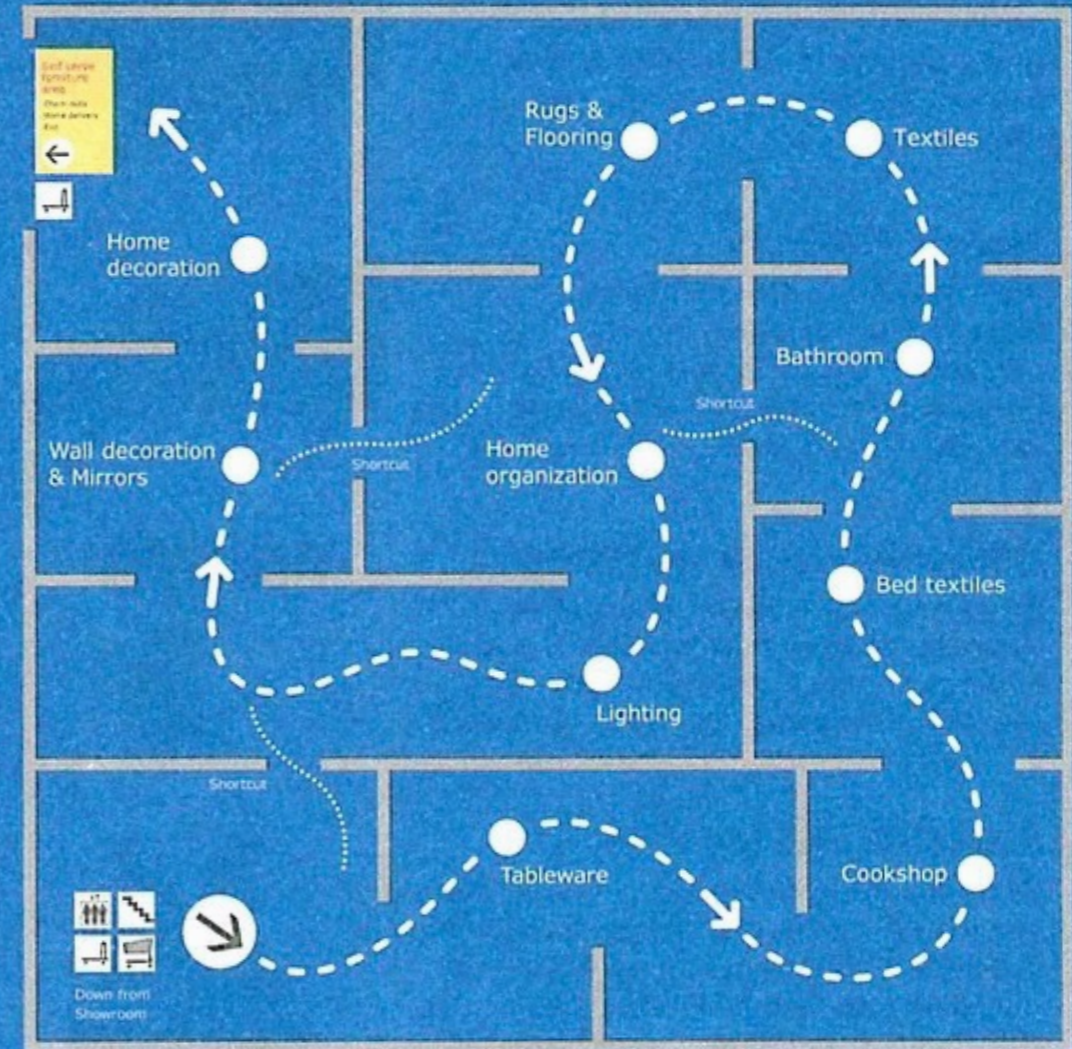


IKEA Tour 2016

Find your way in the
SHOWROOM
SECOND FLOOR



Find your way in the
MARKETPLACE
GROUND FLOOR



History of IKEA

- Founded in 1943 by 17 year-old **I**ngvar **K**amprad who lived on **E**lmtaryd farm in **A**gunnaryd, Sweden
- Started buying matches in bulk, and selling individually at a profit
- First store opened in 1958 in Älmhult, Småland, Sweden
- 328 Stores in 48 Countries

~1% of world's commercial wood consumption

Contributed €1 Billion in 2015 to fight climate change

771 Million store visits in 2015

48% of managers are female



€31.9 Billion in sales FY2015

>155,000 employees

~2,500 new products launched every year

Lighting products are 100% LED since 2012

50% of wood from more sustainable sources (100% goal by 2020)

53.4% of energy consumption from renewable sources

- “Flat packs” designed to fit in a compact vehicle
- AIY = Assemble It Yourself
- Youtube: “IKEA Hacks”
- High-quality hardware in kitchen components
- Online design tools
- Great return policy - snap a photo of your receipt
- Made for Tiny Houses
 - Lillången sink
 - 15” and 24” depth kitchen drawers
 - Trones shoe/storage cabinet

