

# IKEA'S foreign operation report in China and Indonesia = Laporan operasi luar negeri IKEA di Cina dan Indonesia

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## Abstrak

Laporan ini memberikan analisis dan evaluasi mendalam tentang strategi internasional IKEA serta perkembangan IKEA di Indonesia dan China, selain itu analisis ini memberikan rekomendasi bagi IKEA untuk melanjutkan operasi luar negerinya. Metode analisis meliputi analisis SWOT dan Porter five force serta PESTEL untuk memeriksa perbedaan lingkungan eksternal dan internal IKEA di setiap negara. Semua hasil analisis dapat ditemukan di lampiran. Hasil analisis menunjukkan bahwa mode masuk dan pengembangan IKEA di Indonesia dan Cina telah sangat berhasil / khususnya IKEA telah berhasil menggabungkan strategi internasional mereka sambil juga beradaptasi dengan perbedaan budaya negara.

Laporan ini menarik perhatian pada fakta bahwa di Cina pemasok lokal Ikea menyumbang 27% dari total pangsa pembelian global IKEA. Pertumbuhan eksponensial IKEA di Indonesia disebabkan oleh ledakan kelas menengah di Indonesia, dengan pertumbuhan konstan sebesar 26% dari 2017 hingga 2018. Temuan lebih lanjut akan disajikan dalam laporan.

Laporan tersebut menemukan bahwa prospek posisi IKEAS saat ini di kedua negara sangat positif. Namun, tantangan dan peluang IKEA dibutuhkan analisis lebih lanjut. Rekomendasi yang dibahas meliputi:

- Strategi IKEA terkait masalah DIY pasar Chinses
- Meningkatkan keterlibatan pelanggan IKEA melalui pengembangan "home-pod" di Cina
- Strategi IKEA dalam memerangi pemalsuan di Indonesia serta masalah "flat-design" di Cina
- Meningkatkan pasokan rantai IKEA untuk mengurangi biaya produksi di Cina dan Indonesia

..... This report provides in-depth analysis and evaluation of IKEA international strategy as well as IKEA development in Indonesia and China, moreover, this analysis provides recommendation for IKEA to continue their foreign operation. Method of analysis includes SWOT and Porter five force's as well as PESTEL analysis to examine the difference between IKEA's external and internal environment in each country. All of the result analysis can be found in the appendices. Result of the analysis shows that IKEA mode of entry and development in Indonesia and China have been considerably successful/, in particular, IKEA has successfully combined their international strategy while also adapting to country cultural differences.

This report draws attention to the fact that in china Ikea's local supplier is accounted for 27% of total IKEA global purchasing share. IKEA exponential growth in Indonesia is due to the middle-class boom in Indonesia, with the constant growth of 26% from 2017 to 2018. Further findings will be present in the reports.

The report finds the prospect of IKEAS current position in both countries is very positive. However,

challenges and opportunity for IKEA require further analysis. Recommendation discussed include:

- IKEA's strategy regarding the Chinese market DIY issue
- Improving IKEA customer engagement through developing "home-pod" in China
- IKEA strategy on combating counterfeit in Indonesia as well as their flat design issue in China
- Improving the IKEA chain supply to reduce the production cost in both China and Indonesia