



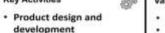


IKEA BUSINESS MODEL CANVAS

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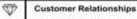
Key Partners Suppliers Franchisees Logistics providers · Technology partners · Sustainability partners · Financial institutions







- · Affordable prices
- · Functional design Wide product range
- · Shopping experience
- Sustainability



- Self-service
- Co-creation
- Customer support
- Loyalty programs
- · Community building

Customer Segments

- Young adults
- **Families** Homeowners
- Renters
- DIY enthusiasts

Key Resources

development

Retail operations

Brand reputation

Supply chain management

Marketing and advertising

Sustainability initiatives

- Intellectual property
- Human capital
- Physical assets
- Supply chain

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- Physical stores Online store

 - Mobile app

Channels

- Catalog
- Social media

Cost Structure

- · Cost of goods sold
- Logistics and distribution
- · Retail operations
- · Marketing and advertising
- · Employee salaries and benefits



Revenue Streams

- Product sales
- · Food and beverage sales
- Service sales
- Franchise fees
- Rental income



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