



IKEA - how labour leads to love

Lead-in

1. Is IKEA popular in your country? Do you often shop there? What do you usually shop for?
2. How would you describe IKEA products?
 - high quality
 - functional
 - durable
 - value for money
 - cool
 - eco-friendly
 - timeless



Video

Watch a video about IKEA and answer the questions.

https://www.youtube.com/watch?v=tkfq_rdoD0

1. What is IKEA's floor layout like?
2. Why is the floor plan designed the way it is?
3. What's the philosophy behind the flat-packed furniture, also known as the IKEA effect?
4. What is designing backwards?
5. How many stores does IKEA have? How many countries does it operate in?
6. IKEA products are commonly found in dorm rooms, but not in wealthy people's homes. True or false?
7. What did IKEA start off as?
8. What was Ingvar Kamprad's, IKEA founder, reason for first releasing flat-packed furniture?
9. What is democratic design?

Over to you

1. How do you find IKEA's maze-like layout? Do you feel inspired after a visit to IKEA or do you feel tired and frustrated?
2. Have you ever assembled a piece of furniture by yourself? What furniture was it? Did you find it easy to put it together? Do you think it's true that we feel more attached to things we made ourselves?
3. What do you think of the concept of designing backwards?
4. IKEA prides itself on being a responsible company. How important is sustainability for you? Do you think about how products are sourced and made?



Three Wise Kangaroos

5. Another one of IKEA's staple features is its restaurant and notably it's Swedish meatballs. Have you ever had any food at IKEA? Why do you think a furniture warehouse has a big restaurant on-site?
6. Parents with little kids who visit IKEA can leave their children at IKEA's play area where they will be looked after free of charge. This solution allows parents to enjoy their shopping experience in peace. What other retail strategies can stores introduce to enhance the shopping experience for the customers?
7. With more and more people shopping online and online retailers such as Amazon going from strength to strength, will IKEA warehouses stand the test of time?

Vocabulary

Match the halves to make useful collocations.

a furniture	furniture
flat-packed	business
runaway	giant
a mail order	road
a price	tag
a designated	room
a dorm	success

Watch the video again, listen out for these collocations and check your answers.

Over to you

1. Who are the biggest furniture giants in your country? Are their retail strategies similar to IKEA's?
2. Do you prefer flat-packed furniture or furniture that is pre-assembled?
3. Can you think of a company that started as a small business in your country and has become a runaway global success?
4. Are mail order companies (companies that send out catalogues and send goods by mail order) doing good business in your country?
5. Do you shop with the price tag in mind? Is price an important factor for you when buying furniture and other homeware?
6. Do you usually follow IKEA's designated road or do you look for shortcuts?
7. Are dorm rooms (UK houses of residence) furnished with IKEA products? Who are IKEA's main customers in your country?



How many of these items, commonly found at IKEA stores, can you name in just one minute?

If you're curious to know all the names of the products, go to <https://www.ikea.com/gb/en/> and look them up.

