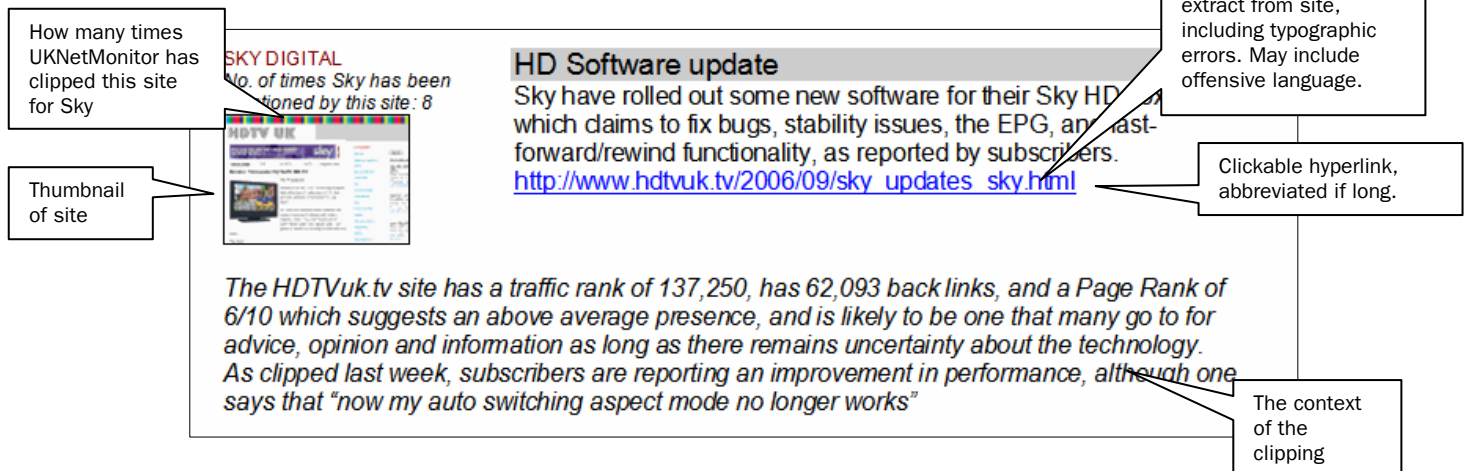




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Format of this report:



Glossary

Blog	Short for Web Log. An online diary/journal
Wiki	A web page of site that can be freely edited by anyone.
URL	Uniform Resource Location, effectively the address of a website
Back link	Also known as an inbound link. The number of other websites linking to the one you are looking at - a measure of authority
Inbound links	Also known as a back link. The number of other websites linking to the one you are looking at - a measure of authority
Domain	The main part of a web address, ie the site itself.
News feed	Not necessarily about current affairs, but software that automatically takes information and puts it on your web site/in-box
RSS or RSS feeds	Short for "Really Simple Syndication", what goes into a news feed and comes out on your website.

Traffic rank is based on three months of aggregated historical traffic data from millions of Alexa Toolbar users and is a combined measure of page views and users (reach). Alexa is a popular search engine which collects data on use.

Reach measures the number of users. Reach is typically expressed as the percentage of all Internet users who visit a given site. So, for example, if a site like yahoo.com has a reach of 28%, this means that if you took random samples of one million Internet users, you would on average find that 280,000 of them visit yahoo.com. Alexa expresses reach as number of users per million.

Page views measure the number of pages viewed by Alexa Toolbar users. The page views per user numbers are the average numbers of unique pages viewed per user per day. Page views per million indicates what fraction of all the page views by toolbar users go to a particular site. For example, if yahoo.com has 70,000 page views per million, this means that 7% of all page views go to yahoo.com.

PageRank is a numeric value that represents how important a page is on the web. Google figures that when one page links to another page, it is effectively casting a vote for the other page. The more votes that are cast for a page, the more important the page must be. Page Rank is score out of 10, 10 being the best.

Clip ref:
PEOPLE ISSUES
No of IKEA mentions
by this site: 1



IKEA Staff Graduate From Training Course

Usdaw members at Ikea Bristol are celebrating after graduating from a pioneering in-store Lifelong Learning scheme jointly sponsored by Britain's biggest retail union and the home furnishing giant. The Bristol superstore is the first Ikea store in the UK to sign up to Usdaw's Lifelong Learning scheme which has already seen more than 20,000 members graduate from a wide range of vocational courses.

The Ikea graduates passed a nationally recognised qualification aimed at improving their numeracy skills and Usdaw's in-store Union Learning Rep Charlton Charles has seen how the chance to learn has boosted the confidence of his co-workers.

http://www.usdaw.org.uk/lifelong_learning/news/1161856649_10241.html

Context: official website of the union of shop, distributive and allied workers

Clip ref:
CORPORATE ISSUES
No of IKEA mentions
by this site: 1



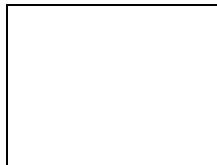
Brand

Look at Diesel. They throw away their website every half year and design a completely new one. If you're a fan of a brand, Nike for example, but don't have the money to go to New York flagship store, the website should be their flagship store for everyone in the world. And like all good shops it should change all the time. The big problem that Gap has is that every store it has looks the same. If you look at IKEA now compared with 10 years ago you'll see they're still IKEA, but now do a lot of new things.

<http://www.jointhemediacircus.co.uk/mediaticircus/2007/11/how-to-beat-bra.html>

Context: An advertising focussed blog. Current Rankings: PageRank: Not Ranked Alexa Rank: 456,187

Clip ref:
PRODUCTS ISSUES
No of IKEA mentions
by this site: 1



COMPLAINT

you'd think it would be simple. need a coffee table, go to ikea, buy one, go home, bust out the screwdriver, 10 minutes later finished. instead a tiny but specially-designed screw was missing from the package so it will be about another week before i can put my feet up on this thing (if it doesn't fall apart when i actually do that).

to get the replacement part: call the store, get hung up on after 10 minutes on hold, call back, wait again, talk with a person who sounds more bored and tired with life than i ever have, give copious amounts of tedious information, be told someone will call me back within 72 hours to determine what to do next, and that they only *may* be able to mail me the part, which i will find out then. when they call me back it will still be another 2-3 days, plus the weekend, to get this part for the table.

i'm reminded again how cheap + crappy most ikea furniture really is, anyways. hopefully i'll actually remember this next time i think of buying something there.

<http://tlvx.net/post/17709448>

Context: the tumblelog of luke crawford. i design user interfaces + program in ruby on rails + javascript + am the development lead for joyent + connector product director.

Clip ref:
ENVIRONMENTAL AND
COMMUNITY ISSUES
No of IKEA mentions
by this site: 1



CORPORATE RESPONSIBILITY

IKEA sets a benchmark in corporate responsibility

Scandinavian furniture giant IKEA has set a new benchmark as a cycle-friendly employer by giving out thousands of folding bikes to employees this Christmas. The bikes, which aim to encourage employees to cycle to work, were given as gifts to around 9,000 members of staff at their annual Christmas breakfast event on 18th December. It is also offering employees a 15% travel subsidy to encourage them to use public transport rather than drive to work. IKEA UK manager, Peter Hogsted, said: "We want to create a better everyday life for the many, and do what we can to make greener living possible. This is both for our co-workers, as well as our millions of customers. "The bike is a fun present but there is a serious message. We all have a responsibility to do what we can to protect the environment." [quoted from bikebiz.co.uk]

Get your workplace as cycle-friendly as IKEA! Have a look at our pages on Working with Businesses to see how LCC can work with your employer.

<http://www.lcc.org.uk/index.asp?PageID=767>

Context: London cycling campaign website

Clip ref:
TRADING ISSUES
No of IKEA mentions
by this site: 1



Credit card transaction charges

The bosses of 14 major retail companies have signed a letter to the European Commission (EC) calling for a crackdown on card transaction charges. The retailers, who together have 250 million customers a week and include Asda/Walmart, IKEA, Kingfisher, M&S and Tesco say the Commission must order cuts in the fees card companies charge retailers for each transaction when it makes its, long awaited, ruling on the legality of the so called interchange fees.

<http://www.internetretailing.net/news/retail-bosses-call-on-eu-to-crack-down-on-card-fee-fixing>

Context: InternetRetail.net (IR) provides news and analysis for today's net retailers. IR combines online information, a print magazine and an annual conference. Ranked 286,033

Clip ref:
PRODUCTS ISSUES
No of IKEA mentions
by this site: 1



CUSTOMER LOYALTY?

Ikea is abusing our loyalty

What is it about Ikea? Why do so many of us accept a standard of service from the furniture retailer that would be unacceptable from any other company or retailer? We all complain about IKEA, but we keep going back

For almost two weeks I have been waiting for Ikea to deliver two worktops. Essential components to complete the renovations of Fletcher mansions. The lack of the worktops means that work on the kitchen has, until today, stalled.... Now how do they do that? How do they treat customers with such disdain and still keep their loyalty? And does any other retailer (Marks & Spencer or Sainsbury maybe?) have such loyalty that they could get away with such shoddy service?

<http://blogs.telegraph.co.uk/business/talesofthehighstreet/aug07/ikea-standards.htm>

Context:

Clip ref:
ENVIRONMENTAL AND
COMMUNITY ISSUES
No of IKEA mentions
by this site: 1



Datamonitor report

A new report* published this week by retail analysts Verdict Research, part of the Datamonitor Group, finds that an explosion of new retail space is transforming the retail landscape in the Republic of Ireland. Over the last decade retailers have capitalised on the growing affluence of Irish consumers and expanded into the Irish Republic's Euro 24.4bn retail market, which has grown by 34% over the last five years. As major new shopping centres lift customer spend and a relaxation of store size limits enables development, major international retailers from IKEA to Lidl are being attracted to Ireland's shores.

<http://www.datamonitor.com/home/press/article/?pid=DB6A219F-4E80-4AE2-80AD-D519629399E9&type=PressRelease>

Context: Current Rankings: PageRank: 7/10 Alexa Rank: 147,163

Clip ref:
PRODUCTS ISSUES
No of IKEA mentions
by this site: 1



Delivery delays

the same thing happened to us! It seems to be the norm for Ikea as I know a few others who have the same thing happen. It wasn't too bad for us as the builder was a friend of ours who was able to put back the fitting date, but it was still unacceptable on IKEAs behalf to be honest!

<http://www.digitalspy.co.uk/forums/showthread.php?t=687383>

Context: Digital Spy is the UK's leading media and entertainment website, having grown over seven years to 46 million monthly impressions and a monthly audience reach of over 1.5 million unique users (DART).

Clip ref:
CORPORATE ISSUES
No of IKEA mentions
by this site: 1



Data Capture Software

The IKEA business concept is to offer a wide range of home furnishings with good design and function at prices so low that a majority of the public will be able to afford them—with money left over! Manufacturing beautiful, durable furniture at low cost is not easy. It requires a different approach, simple solutions, and scrimping and saving in every area—except ideas. Today Ikea is the world's leading home furnishing retailer. IKEA Distribution transports over 10,000 articles from over 2000 suppliers in 53 countries to about 160 outlets in 30 countries each year. ... A constantly growing number of IKEA suppliers means increasing numbers of incoming invoices. IKEA wanted centralized invoice control at only four locations in the world. ReadSoft's software was implemented primarily to handle invoices. However, it was very important that the software could grow with the organization and its needs. The vision was to use it for any incoming invoice, and ReadSoft's technology is appropriate. In this sense we add customer value without any change to the core product. The production environment needn't change unless a need for new functionality arises.

Clip ref:
ENVIRONMENTAL AND
COMMUNITY ISSUES
No of IKEA mentions
by this site: 1



Ethical credit card

I've just taken a look at the new supposedly ethical credit card launched by the Co-Op bank... What a load of nonsense; it's about as ethical as my bottom. Of course the Co-Op is an ethical bank with regards to its investment policy; yet to hype this card in this way is shocking... he ethical partners... how ethical are they? I'll leave you to make your own mind up on this one... their ethical partners are...

Ikea, The trainline ...

<http://blog.moneysavingexpert.com/2007/11/09/ethical-schmethical%E2%80%A6-the-co-ops-new-think-ethical-credit-card/>

Context: The blog of Martin Lewis (Money Saving Expert)

Clip ref:
TRADING ISSUES
No of IKEA mentions
by this site: 1



Ethical Credit card

Most credit cards offer a typical rate of 14%. However when you spend using the card in selected stores, you can benefit from 7% interest for a full six months following your purchase. The stores that are currently participating in the scheme include IKEA, thetrainline.com and Lush to name just a few. ... Overall this new Think credit card is definitely set to go down well with consumers. There really is no reason why we can't all make a difference and this new credit card gives us an easy way to help out the environment.

http://www.creditcards-gb.co.uk/credit_card_news/112007/co-operative-bank-makes-difference-with-new-ethical-credit-card.html

Clip ref:
PRODUCTS ISSUES
No of IKEA mentions
by this site: 1



How Not To Assemble Flatpacks

IKEA Deadly

Well, so says The Guardian anyway. And why is this so, because so much of it is poorly assembled and in danger of falling apart. And that is because... "Bravado shoulders aside logic, especially among men," says the survey, which finds that 67% of male flatpack buyers fail to read the instructions. Well gee, who would have thought it.

<http://www.cheryl-morgan.com/?p=342>

Context: personal blog

Clip ref:
ENVIRONMENTAL AND
COMMUNITY ISSUES
No of IKEA mentions
by this site: 1



Hybrid Cars

Ikea, the Swedish furniture and homeware brand that has brought Scandinavian design to the masses, has announced that all management team in Spain, or at least those (lucky ones) who have company cars, will have hybrids. The model is a Toyota Prius, and some would say "of course".... Now, what if they could team up to make a foldable and recyclable car? Maybe I've seen too many reruns of Dragon Ball...

<http://www.autobloggreen.com/2007/08/10/ikea-switches-to-hybrid-company-cars/>

Context: eco-car site

Clip ref:
PRODUCTS ISSUES
No of IKEA mentions
by this site: 1



I Hate IKEA

I hate Ikea. There. I've said it. I do. I really do hate Ikea. I know it's supposed to be this huge, wonderful land of affordable furniture, gadgets, and even textiles. There are some very neat things there. But overall, my distaste for shopping combined with the pure, unadulterated consumerism of Ikea leaves me feeling groggy and weird and vaguely empty.

http://www.nerdygirl.com/archives/archive_page.php?id=242

Context: personal blog

Clip ref:
CORPORATE ISSUES
No of IKEA mentions
by this site: 1



IKEA And God

You can't pull the wool over a Swede's eyes. A recent survey has revealed that more people trust the cheap and cheerful flat pack giant IKEA than the church itself. Gasp. But, to add insult to liturgical injury, it doesn't stop there. Top German paper Der Spiegel explains that IKEA isn't the only company Swedes trust more than the church. The list also includes Volvo, Ericsson, Saab and pharmaceutical giant Astra Zeneca.

WebTwitcher can sympathise with Sweden's disenchantment with the church, however, trusting the furniture world's equivalent of Macdonalds is quite an extreme statement. Volvo, of course is another matter. The brand is synonymous with trust and even though Volvo drivers are some of the worst on the roads, that shouldn't reflect badly on the car's reliability. Seeing as it's Friday, WebTwitcher feels that a quick poll of our own is in order. Who do you trust more: The Church, Tony Blair, Habitat or Tesco?

http://webtwitcher.excite.co.uk/news/262/Swedish_poll_demotes_God_behind_IKEA_and_Volvo

Context: The unranked blog of Amanda Lorenzani

Clip ref:
PRODUCTS ISSUES
No of IKEA mentions
by this site: 1



IKEA Energy Saving Lightbulbs

NEW IKEA have now introduced these in various shapes including tube/strip lights, candle bulbs and even spotlight style reflector lightbulbs. They now claim that they reduce electricity usage by 80% per bulb!

...

Well as a Scientist I know that traditional bulbs waste a lot of their energy by turning it into heat. Energy saving light bulbs use up to four times less electricity to generate the same amount of light. Where you'd normally use a 60W bulb, you'll only need a 11-20W energy saving bulb.

Plus they last, on average up to 12 times longer than ordinary light bulbs. On the face of it, traditional light bulbs cost less than their more efficient cousins, but they don't really save you money!

http://www.ciao.co.uk/Ikea_energy_saving_lightbulb_SPARSAM_Review_5580533

Context: A website that offers price comparison and reviews across a large number of categories. Ranked 2,930 in the world.

Clip ref:
ENVIRONMENTAL AND
COMMUNITY ISSUES
No of IKEA mentions
by this site: 1



Light bulbs

General Electric and IKEA top eco bulb tables: What we've long known to be true is now official—not all energy-saving bulbs are equal. In a test of 16 different eco lights, Which? gave first place to General Electric's Elegance T3, followed closely by IKEA and Osram.

<http://www.smartplanet.com/news/finance/10000119/general-electric-and-ikea-top-eco-bulb-tables.htm>

Context: Part of the Cnet group of websites. Current Rankings: PageRank: Not Ranked Alexa Rank: 1,254,277

Clip ref:
CORPORATE ISSUES
No of IKEA mentions
by this site: 1



IKEA in Manchester - Traffic Concerns

IKEA comes to town
IKEA opens its first Greater Manchester store in Ashton-under-Lyne on Thurs 19 October. But there are serious concerns about the impact it will have on traffic in the area. Do you live in Tameside? Tell us what its like..

After years of trekking down the M62 to Warrington, IKEA shoppers now have their very own superstore in Greater Manchester offering its usual smorgasbord of 'must have' household accessories.

The new Ashton IKEA store opens on Thursday 19 October on the corner of Wellington Rd and Oldham Rd creating 500 new jobs. It comes after two failed attempts to get permission to build a store in Stockport.
Traffic fears

IKEA's success lies in its ability to keep prices low by packing and shipping its items in flat packs. But anyone who has travelled to the Gemini Retail Park in Warrington knows that IKEA's huge popularity casts a huge shadow on the region's transport network.

And now there are fears for the transport network around Ashton-under-Lyne, with police warning that if queues start causing traffic jams, they may have to close the Ashton junction of the M60.

http://www.bbc.co.uk/manchester/content/articles/2006/01/12/110106_ikea_ashton_fecture.shtml

Context: The BBC's Food message board.

Clip ref:
PRODUCTS ISSUES
No of IKEA mentions
by this site: 1



IKEA LAUNCHES FLAT-PACK HOMES

Ikea is selling prefabricated homes from its Gateshead store, designed to use minimal resources in their construction and to be highly energy efficient. If the interest is there, 117 of the open-plan properties will be erected on a site near the town's international stadium. Each home will cost £70,000 and will only be available to households with an income of £15,000 to £30,000. Plans are afoot to duplicate the scheme in Edinburgh, Brighton and the New Forest.

http://www.edie.net/news/news_story.asp?id=12741

Context: Edie (Environmental Data Interactive Exchange) is an online resource for environmental professionals, researchers and all those with an interest in green issues, bringing together practical information and in-depth yet accessible news.

Clip ref:
PRODUCTS ISSUES
No of IKEA mentions
by this site: 1



IKEA Stores

What really sets IKEA apart from other manufacturers is that their understanding of life comes through in everything they do. All four wheels on their shopping carts rotate so you can move the cart in any direction and avoid the 20-point turnaround if you get in a tight spot. Their furniture is modular, so they don't have to define how large a bookshelf you get to buy - you can just add 30 inch sections to your heart's content. Everything they sell just begs to be used in real life, and not just in photo-shoots and movie-sets. And they sell all this furniture (which I would be tempted to pay premium prices for) at prices that compete with Walmart.

For people like me who like to design custom solutions it's nice that I have more options than just taking my pick of what I see in the showroom. Some people might not like it, but I love the fact that I get to assemble the furniture myself after I get home.

In short, I don't think I'll even look at furniture at other stores in the future.

<http://www.davidmiller.org/ikea/>

Context: pursuit of liberty -personal blog

Clip ref:
ENVIRONMENTAL AND
COMMUNITY ISSUES
No of IKEA mentions
by this site: 1



Unicef And Save The Children

This festive season, IKEA, UNICEF and Save the Children are teaming up to ask customers in the UK to join them in helping to improve education for thousands of children worldwide.

Between the 3 November and 24 December 2007, for every IKEA soft toy purchased in its 237 stores worldwide and 15 stores in the UK, IKEA will donate the equivalent of one Euro (£1 here in the UK). This money will be split between UNICEF and Save the Children.

Money raised by the Soft Toy Campaign will support UNICEF and Save the Children's vital education work for children.

http://www.unicef.org.uk/press/news_detail.asp?news_id=1050

Context: the ukwebsite for unicef

Clip ref:
CORPORATE ISSUES
No of IKEA mentions
by this site: 1



Save the children

Between November 3 and December 24, 2007, IKEA donates 1 Euro for every sold soft toy. The donations go to UNICEF and Save the Children education projects in 9 countries. Since 2003 the soft toys activities has raised 6.9 million Euros. The goal for 2007 is to raise another 4 million Euro.

<http://www.savethechildren.net/alliance/media/newsdesk/2007-11-07.html>

Context: Website of the children's charity. Current Rankings: PageRank: Not Ranked Alexa Rank: 582,872

Clip ref:
CORPORATE ISSUES
No of IKEA mentions
by this site: 1

Save the children

Save the Children and Unicef have teamed up with Ikea to raise money for children's education.



The furniture giant will donate money to the charities for all soft toys sold in the store. The offer will be promoted as ethical Christmas shopping.

<http://www.prweek.com/uk/news/article/765433/>

Context: The online home for PRWeek, the public relations industry magazine providing news, features, and analysis. The site has an above average presence on the web.

Clip ref:
PRODUCTS ISSUES
No of IKEA mentions
by this site: 1

IKEA: REAL FURNITURE KIDS CAN BUILD

But there's more. My almost eight year-old son is always looking for nails to hammer, screws to turn, and things to assemble. Usually this means he's pounding nails into scrap wood in the garage, but now, he can build REAL furniture that we can actually use.



IKEA's graphic instructions are easy for kids to follow (think LEGO construction manuals), tool requirements are minimal, and the design is generally smart and efficient. I think there's no better place for children's furniture, so your kid can build stuff for her room. And if there's a mess-up, it's not too expensive to fix.

We had a great time last weekend building a new kitchen table, and his pride in his workmanship is obvious each time he sits down to eat.

www.parenthacks.com/2007/09/ikea-real-furni.html

Context: daily parenting tips from the real experts: actual parents

Clip ref:
PRODUCTS ISSUES
No of IKEA mentions
by this site: 1

Mexus Brown Black

According to my source (an official source inside IKEA Corporate who is in the position to know), Nexus Brown Black WILL RETURN in Week 45 - the first week in November. It is not discontinued, just delayed at this point. I'll endeavor to keep you informed as more information develops.



Please keep in mind that though your local IKEAn may be interested in helping, the information at the store level has proven unreliable at best, downright inaccurate and misleading in the worst situations. It's difficult I know, but try not to buy into the rumors! Sit tight and we'll let you know if things change.

<http://www.ikeafans.com/forums/news-announcements/8672-official-word-nexus-brown-black.html>

Context: Not affiliated with IKEA in any way; this site evolved out of a desire to provide consolidated and archived information for investigating, planning, assembling and installing IKEA products. Current Rankings: PageRank: 4/10 Alexa Rank: 346,686

Clip ref:
No of IKEA mentions
by this site: 1

Planning – Southampton

Hey guys, just thought I'd make a comment about the fact that they've announced today that a new ikea will be built in southampton, apparently its gonna be built down between liesure and West Quay.



I think this is fantastic news, it's annoying that the nearest ikea is all the way in bristol or london.

http://forum.susu.org/index.php?sub=list_posts&tid=67677

Context: The website of the Southampton University Students Union.

Clip ref:
ENVIRONMENTAL AND
COMMUNITY ISSUES
No of IKEA mentions
by this site: 1



Planning - Southampton

IKEA will open its second town centre store in the UK after plans were approved yesterday. Southampton councillors granted permission for the new store on the former Pirellis site in the city. It will comprise of a 31,20m sq store, a 4,143m sq warehouse, a multi-storey...

<http://www.planningresource.co.uk/news/ByDiscipline/Development-Control/login/765319/>

Context: PlanningResource is the website that brings you the most up-to-date news and analysis of town and country planning plus physical regeneration. Current Rankings:

PageRank: Not Ranked Alexa Rank: 811,131

Clip ref:
ENVIRONMENTAL AND
COMMUNITY ISSUES
No of IKEA mentions
by this site: 2



Planning - Southampton

LONG-awaited plans for a giant Ikea furniture superstore in Southampton were last night given an unanimous backing by councillors.

http://www.dailyecho.co.uk/mostpopular.var.1813984.mostcommented.ikea_store_gets_green_light.php

Context: on-line local newspaper responses include:

- *Nice to see some good news for the city.*
 - *THE PEOPLE OF SOUTHAMPTON DO NOT WANT THIS IN OUR CITY THERE IS TOO MUCH CONGESTION IN SOUTHAMPTON AS IT IS WITHOUT THE MASSES FLOCKING IN IN THEIR 4 X 4S THIS CITY NEEDS THE WOW FACTOR LIKE AN ice rink.*
 - *I for one certainly do. I only wish Gordon Brown would have allowed the building to have been out of town, but that's what happens when logic goes out the window.*
 - *I cant wait, love ikea twice a year or more I go to lakeside and fill my car with ikea goodies now only a 10 min trip up the road. Just hope they sort out West Quay road with even more shoppers coming to town should have been out of city center.*
 - *This is FANTASTIC news for Southampton. As a resident of the city centre I have to say I'm extremely happy that Ikea tried numerous times to open a store here and have succeeded. Its no secret that many people from the south journey to Croyden or Lakeside for their furniture. Ikea is a modern, forward looking company and the kind of iconic brand we need here, the capital of the South.*
 - *My personal carbon footprint will be much reduced now I don't have to travel the country to go to an IKEA. In fact, I bet IKEA will do a cheap flatpack carbon footprint in a lovely mauve colour, just for those of us that no longer have to drive the nations motorways:)*
-

Clip ref:
ENVIRONMENTAL AND
COMMUNITY ISSUES
No of IKEA mentions
by this site: 1



Planning - Southampton

Scandinavian retailer Ikea has won approval for its 17th UK store, at the former Pirelli site in Southampton's West Quay Road. It will be the second IKEA store to be developed at a city centre location.

<http://www.planningportal.gov.uk/england/professionals/en/1115315347774.html>

Context: The Planning Portal is the UK Government's online planning and building regulations resource for England and Wales. Use this site to learn about planning and building regulations, apply for planning permission.

Current Rankings: PageRank: 6/10 Alexa Rank: 135,457

Clip ref:
ENVIRONMENTAL AND
COMMUNITY ISSUES
No of IKEA mentions
by this site: 1



PLANNING RESTRICTIONS

Shed a tear for IKEA, the Swedish furniture manufacturer. They produce good stuff at very keen prices, but people have been known to age prematurely during the experience of visiting their stores. You don't enter their checkout line without a packed lunch. Indeed, I don't enter it at all; life is too short.

It turns out that IKEA itself is not the main culprit, though; it is the UK's planning laws, reports Sarah Butler. Their UK managing director vents his frustration.

What he finds so maddening is the intricacies of the British planning system which, he says, has played a major part in limiting the furniture store's expansion here to four new outlets in six years. The Swedish company has set aside £1 billion for expansion, here but Mr Högsted is having difficulty spending it.

He says the Byzantine laws classify as an 'out of town' development anything beyond 300m from the main shopping area. He points out what the rules fail to recognize, that it takes more space to sell a sofa than to sell a tomato. Bluntly, the queues are there because they are too popular for the space they have, and they find it too difficult and time-consuming to get more space.

Their recourse to the use of mezzanine space within existing stores has been blocked by a new government act instigated by an unholy alliance of NGOs and the small shops association. They can't even open extra hours on Sunday, their most popular day. They're doing their best, says Mr Högsted. They couldn't build on their Stockport site 350m from the shopping area because it was 50m 'out of town.' So they went 10 miles down the road to an edge of town location within 300 metres of the town centre of Ashton-Under-Lyne. So their Stockport customers travel further and burn more fuel, but the planners are happy.

It's worth saying once again that this planning system is strangling Britain, in both its housing and commercial sectors. One day someone might do something about it.

http://www.adamsmith.org/blog/index.php/blog/individual/a_tear_for_ikea/

Context: A right-wing think-tank.

Clip ref:
PRODUCTS ISSUES
No of IKEA mentions
by this site: 1



Product Reviews

The problem was not so much a faulty mattress but a complete lack of customer service. Although I have a receipt and Ikea offer a 25 year guarantee, unless I take the mattress myself personally 50 miles to my nearest branch they will not deal with me. I have not even had an apology for the sale of faulty goods. I would strongly recommend against buying any large item from Ikea as they are not customer orientated and offer no service at all.

<http://www.reviewcentre.com/reviews100241.html>

Context: Review centre is similar to DooYou providing unfiltered consumer reviews and ratings of cars, electrical products and online shops in the UK. It is highly ranked by Alexa at 2,789 and in its field clearly well regarded by consumers.

Clip ref:
PEOPLE ISSUES
No of IKEA mentions
by this site: 1



Sarah Ginn & Mandy Smith

They've just bagged their first job in advertising, at Wieden + Kennedy's London office, but Sarah Ginn and Mandy Smith only met for the first time just over a year ago....he duo also have work in this year's D&AD Annual (work created for IKEA whilst still students) and they were invited to join the D&AD talent pool.

<http://www.mad.co.uk/Main/News/Disciplines/Design/Articles/1018aaae0d164acd925f42f0f1f54842/One-to-watch-Sarah-Ginn-Mandy-Smith.html>

Context: PageRank: 7/10 Alexa Rank: 34,555

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