

THE CASE OF THE BARGAIN CORNER

Nobody puts in the Corner

10A - AMANDA, ELSA, KORNELIJA



AS-IS

TAL COMO SON



AS-IS

Where you'll find clearance of:

Display models, floor samples, returned items,
damaged & overstocked items.

As-is items are sold as-is, without warranty.

Items are for sale, not for return.

Returning items is the buyer's
responsibility, we'll help you out.

Please don't remove the price tag.

If you find a better price, we'll
match it for you.

Need to take it apart? We'll help you out.

Check out our price match policy on our website.

For more information, visit [ikea.com/as-is](#).

All items final. There are no returns or exchanges
on any AS-IS items. We stock items carefully.

TAL COMO SON

Este espacio está reservado para artículos de liquidación, como muestras de piso, artículos devueltos, artículos dañados y artículos de exceso de stock.

Los artículos de este espacio se venden como están, sin garantía.

Los artículos no se devuelven, pero podemos ayudarte a desarmarlos.

Si encuentras un precio mejor, lo igualaremos para ti.

¿Necesitas desarmarlo? ¡Nosotros te ayudamos!

Visita [ikea.com/as-is](#) para obtener más información.

Este espacio es final. No hay devoluciones ni intercambios
en ningún artículo de este espacio. Seleccionamos los artículos cuidadosamente.

¡40

¡49

¡21

PERSONS
ONER



**How can IKEA develop the Bargain
Corner concept in line with their
sustainability ambitions?**

You!



Agenda

1. IKEA as an organisation
2. IKEA's transition to a circular business
3. Design thinking
4. IKEA's Sustainability Reputation
5. The Bargain Corner
6. Q&A



**Nothing we do is simply for the
environment. We do it for the
customer, for the environment
and for IKEA**

- IKEA Circular Business Designer

Facts about IKEA

Vision

Create a better everyday life
for the many people

Business idea

Wide range of well-designed, functional
home furnishing products at prices so
low that as many people as possible will
be able to afford them

Values

Togetherness, caring for
people and planet , cost-
consciousness, simplicity, lead
by example

5.8%

Increase in retail sales

26%

Online sales

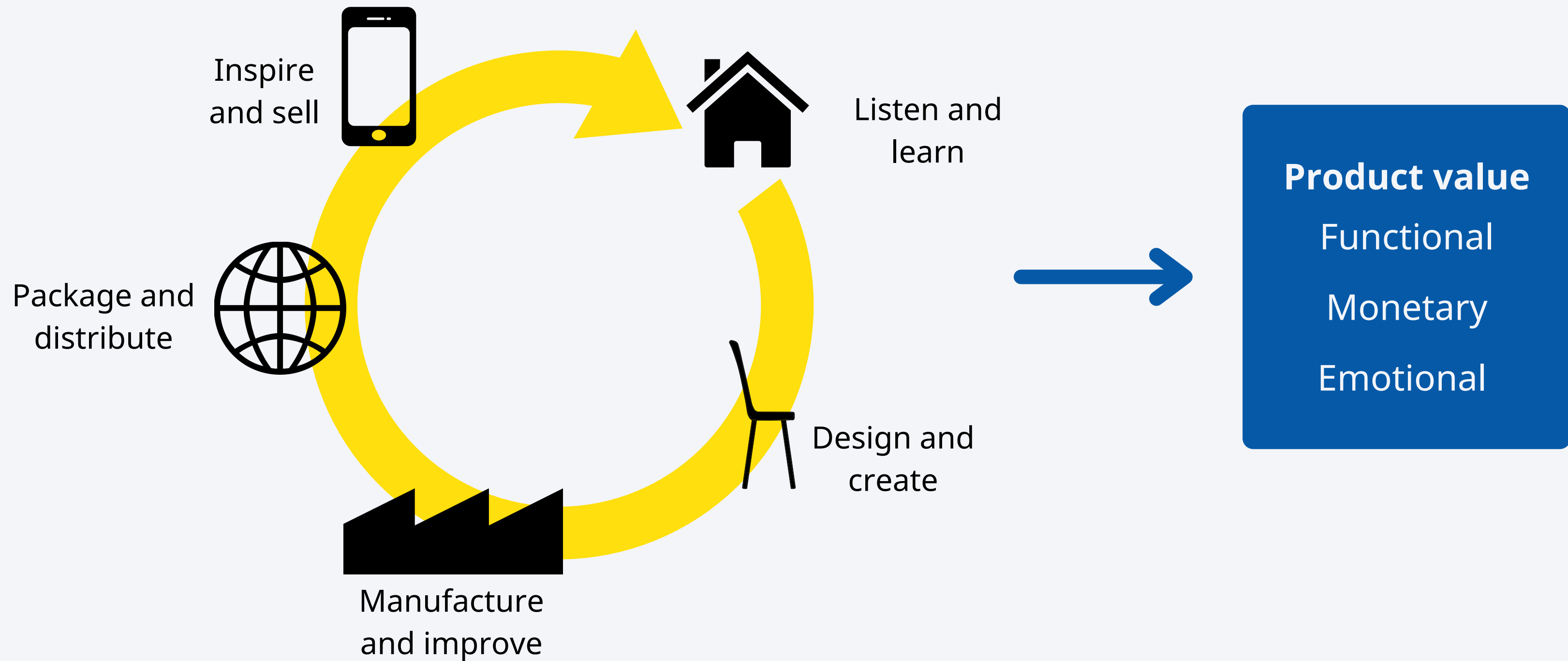
63

Markets

IKEA Franchise Model



IKEA's Value Chain



Transitioning to a Circular Business

3 sustainability ambitions for 2030:



Inspire and enable more than 1 billion people to live a better everyday life within the boundaries of the planet


Become circular and climate positive, and regenerate resources while growing the IKEA business

Create a positive social impact for everyone across the IKEA value chain

“Reused, refurbished, remanufactured and recycled”

Design thinking methodology





**We are fighting our profile of
'wear and tear'. That is not at all
what we want to be viewed as
since that is not how we design
our products**

- IKEA Circular Business Designer

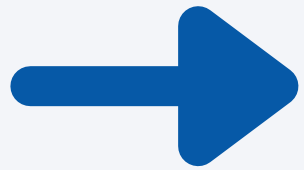


IKEA's Sustainability

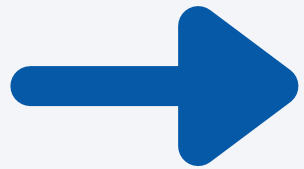
Reputation



Strong brand and reputation



Largest purchaser of wood in the retail industry



Committed to planting at least as many trees as they used

The Bargain Corner

47 million
products sold



The Bargain Corner Branding

Bargain Corner

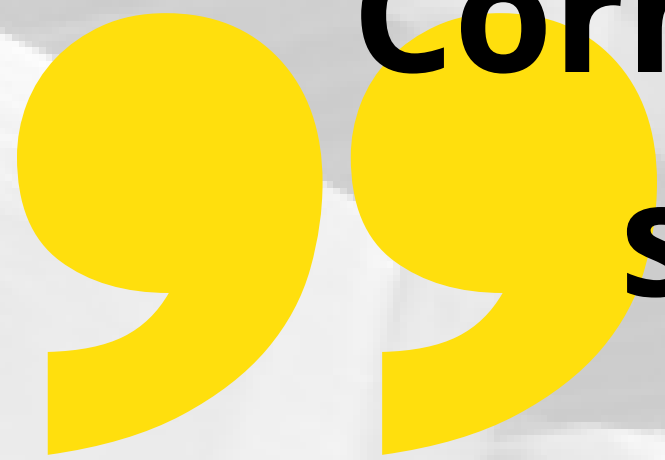


Rest of IKEA

IKEA Hackers



**How can IKEA develop the Bargain
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sustainability ambitions?**





THANK YOU!

Questions?