

Client: IKEA Centres

IKEA Centres is IKEA Group's global shopping Centre company. They develop, own and manage retail destinations for the many people, anchored by IKEA stores. IKEA Centres operates already 3 Mio. square meters of retail sales space; 59 shopping centres and 4 retail parks.

People's needs, wishes and dreams are changing and so is their shopping behavior. That is why IKEA Centres are constantly improving - always aiming to increase visitation on existing floor space and not to forget the performance improvement from the visitor and customer point of view. Foodservice solutions is coaching this ongoing process within the **ICMMP**.



Project: The internal worldwide “**IKEA Centres Marketing Management Program**“ is an intensive 7 month program for the Top management of Shopping Centres.

The participants develop their own business plan for the next 3-5 years.

The exciting **ICMMP journey** leads through five different modules:

1. „Marketing in the context of the IKEA way“
“Where are we now”
2. “Where do we want to be”
3. “How do we get there?”
4. “What do we do?”

In workshops, personal meetings and online activities participants are doing an intensive analysis of the Macro, Micro and internal environment. Macro trends, strengths and weaknesses of the competitors, concluding the results and evaluations of different customer surveys for the own Centre are part of this deep analysis are analyzed.

With all this knowledge, the IKEA Top Managers are able to create a deep SWOT. Now, having detailed information about the own strengths and weaknesses as well as the opportunities and threats from the external world they are defining new goals by developing the right strategies to support the future growth

Last but not least, the whole team creates effective tactics - all of them have to be SMART: specific, measurable, agreed, realistic and with clear deadlines to reach the strategical development.

