

## Unconventional business model

### 1. Look at the photographs and discuss the questions.



- Do you enjoy doing the activity in the first picture?
- How could the two pictures be connected?

### 2. Discuss the differences between the words or phrases in each pair. Then, decide which of them you can see in the pictures in ex. 1.

- a) retailer / wholesaler
- b) warehouse store / department store
- c) flat-packed furniture / preassembled furniture
- d) unconventional product names / unoriginal product names
- e) designated road / winding road
- f) maze / path

### 3. Complete the following sentences with one word each. The first letters are provided. Use the definitions in brackets to help you.

- a) Some people don't understand the store l..... (the way something is arranged)
- b) Flat packing is a..... their largest invention. (used when the speaker thinks that their belief can be proven)
- c) The fact that there are designated paths doesn't n..... mean that the customers must follow them. (used to say that something may not be the case)
- d) The floor plan r..... a maze so that customers stay interested. (looks like)

- e) The **f**..... winding paths are supposed to inspire people to spend money. (annoyingly)
- f) Flat packing **m**..... reduces the shipping costs. (heavily)

4. Watch the first part of a [video](https://youtu.be/tkfq__rdoD0) [https://youtu.be/tkfq\_\_rdoD0] about furniture retailer IKEA (to 02:11) and decide whether the ideas in ex. 3 are true (T), false (F) or are not mentioned (NM) in the video.

5. Watch the second part of the [video](#) (from 02:11) and take notes on the following.

- a) the IKEA effect

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- b) price tags

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- c) the founder's idea

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- d) democratic design

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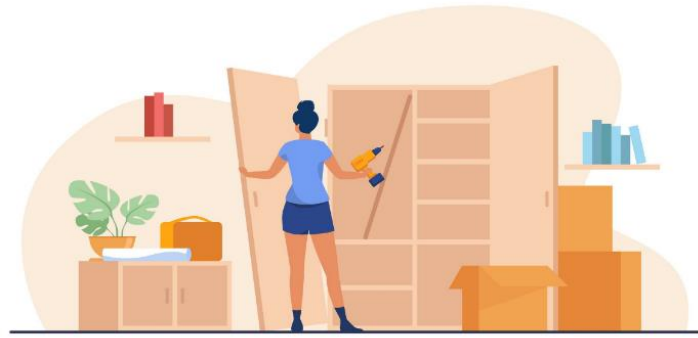
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6. Discuss the questions.

- Which of the ideas that added to IKEA's success do you find the most unconventional?
- Would you be keen on assembling your own furniture or would you prefer for furniture to be sent to your house preassembled? Think about your effort, time and money.
- Can you think of any other strategies which stores use to make customers enjoy the place and spend more money?

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- Can you think of any other companies that have used the IKEA effect to their advantage? Consider food, clothing, entertainment.
- Why do you think IKEA came up with the idea of a \$1 light bulb?
- Imagine you are developing a \$1 light bulb for IKEA. What steps would you take to make sure that the idea is worthwhile?
- Do you think that democratic design is something that can help society, or is it just another slogan created to boost sales?



**7. In pairs, discuss a possible business model for one of the shops below. Use the questions to guide you. Then, present your ideas to the class.**

confectionery shop

pet furniture shop

shoe shop

toy shop

- What products will you design and manufacture?
- How will you distribute the products?
- How can you use the IKEA effect?
- How can you use the philosophy of democratic design?
- Will you be able to come up with price tags first? How will you make sure the products are profitable?
- Is there any way you can make your shop unconventional, to stand out from the competition?