



IKEA: The Swedish Furniture Retailer

IKEA is a Swedish retailer that sells furniture and home accessories around the world. The company is famous for its flat-pack furniture, which is sold in parts and assembled by the customer at home. This type of furniture is easy to transport, store and assemble, and it makes it possible for customers to buy furniture at a lower price than they would pay for pre-assembled furniture.

In addition to being affordable, Ikea is also known for its commitment to sustainability. The company uses renewable materials such as bamboo, and it has a goal of being energy independent by 2020. Ikea also has a program for recycling old furniture, which helps to reduce waste and protect the environment.

Ikea's design style is influenced by Scandinavian design, which emphasizes simplicity and functionality. The company's furniture and accessories are often minimalist in design, with clean lines and neutral colors. Ikea's products are also designed to be versatile and adaptable, making it easy for customers to create a unique look in their homes.

Ikea's catalogue is famous for its large size and the wide range of products it features. The catalogue is updated every year and is available in many different languages. Finally, no discussion of Ikea would be complete without mentioning its famous meatballs. These meatballs, served with mashed potatoes and lingonberry sauce, are a popular dish in Ikea's restaurants around the world.

Vocabulary:

1. Retailer - a business that sells goods to customers
2. Furniture - items that are used to make a room ready for living or working, such as chairs, tables, and beds
3. Flat-pack - furniture that is sold in parts and needs to be assembled by the customer
4. Sustainability - the ability to maintain or keep something in good condition over time
5. Scandinavian - a style of design that originates from the Nordic countries
6. Minimalist - a design style that emphasizes simplicity and functionality
7. Catalogue - a book containing a list of products for sale
8. Meatball - a dish made of meat, usually served with a side of mashed potatoes and lingonberry sauce



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Comprehension questions:

1. What is Ikea's flat-pack furniture?
2. What is Ikea's commitment to sustainability?
3. What is Scandinavian design?
4. What is Ikea's catalogue?
5. What is Ikea's famous dish?

Discussion questions:

1. Have you ever been to an Ikea store? What did you think of it?
2. What do you think of flat-pack furniture? Have you ever assembled any?
3. What do you think of Scandinavian design? Do you like it?
4. Do you think it's important for companies to be sustainable? Why or why not?
5. Have you ever tried Ikea's famous meatballs? What did you think of them?



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Lesson Plan: Ikea - The Swedish Furniture Retailer

Level: Lower intermediate

Objectives:

- To learn vocabulary related to furniture and retail
- To practice reading comprehension
- To discuss sustainability and design
- To practice speaking and listening skills

Materials:

- Handout with the article on Ikea
- Comprehension questions
- Discussion questions

Warm-up:

Ask students if they have ever been to an Ikea store or if they are familiar with the brand. Introduce the topic by asking students if they know what Ikea sells and if they have ever bought furniture from Ikea.

Vocabulary:

Go over the vocabulary listed in the handout with the students. Have them repeat each word after you and use it in a sentence.

Reading comprehension: Ask students to read the article on Ikea and answer the comprehension questions. Monitor their progress and help them with any difficult vocabulary.

Discussion:

Divide students into pairs or small groups and have them discuss the following questions based on the article:

1. Have you ever been to an Ikea store? What did you think of it?
2. What do you think of flat-pack furniture? Have you ever assembled any?
3. What do you think of Scandinavian design? Do you like it?
4. Do you think it's important for companies to be sustainable? Why or why not?
5. Have you ever tried Ikea's famous meatballs? What did you think of them?



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After the discussion, ask each group to share their answers with the class.

Speaking: As a final activity, ask students to talk about their own home and the furniture they have in it. Encourage them to use the vocabulary they learned earlier and to describe the style of their furniture. Monitor their speaking and provide feedback.

Homework:

As homework, ask students to write a short paragraph about their favorite piece of furniture and why they like it. They can also include a picture if they want to.