



Wellington High School

Stage 6 Year 11

**Timber Products and Furniture
Technologies**

Assessment Task 1

Industry Study – IKEA

Date Received: 05/03/2018

Due Date: 06/04/2018

Weighting: 20%

Marks: 40

Teacher: Mr Sheedy

Task: In this task students are to complete a word-processed case study on the company - IKEA and relate the content to the Industry Study considerations listed in the assessment criteria. The report should be at least 3-4 pages (approx. 900-1200 words, size 12 Calibri font) using images and pictures where needed.

Presentation:

You are to present your report word-processed (Word, Pages, Docs etc.) including a title and contents page stapled together in a plastic sleeve (not a folder) by 3:10pm on the **due date**. If later than due date you need to follow the correct school assessment policy procedures.

Outcomes: P1.1, P1.2, P5.1, P6.2, P7.1, P7.2

Assessment Task Receipt

Student Name:..... Year: 12 Task No: 2

Due Date: 09/03/2018 Date Submitted: / / 2018

Student Signature:..... Teacher

Signature:.....

Industry Case Study

Megafactories - IKEA

Watch the case study documentary and answer the following questions.

Part 1 – Structural Factors

Question 1

Outline an **overview** of the IKEA furniture business (Who?, How?, Where?, How was the name made up?, what do they do?, etc).

Question 2

How is the business structured? (Insert a flowchart showing the chain of command)

Question 3

Describe the methods used by IKEA for marketing and sales.

Question 4

Describe the processes that need to take place for IKEA to produce their products.

Question 5

Give an example of quality control used by IKEA and explain why quality control is important.

Question 6

Describe the workplace environment and give an example of why the employees like to work there.

Part 2 – Technical Factors

Question 7

What is carried out in the 'Pattern Shop'?

Question 8

Describe the '**rapid prototyping**' process.

Question 9

Identify and discuss some of the automated equipment used by IKEA. Include descriptions of how the machines work and how they are of benefit to IKEA's production.

Question 10

Describe the **automated** processes used to produce the 'Billy' bookcase.

Question 11

List the advantages of '**flat packing**' furniture.

Question 12

Describe the **technology** used in the **distribution** of IKEA's products around the world.

Question 13

What is the purpose of IKEA's **test lab**?

Question 14

Describe the '**board on frame**' structure of the Lack table

Question 15

Why is this table **constructed** this way?

Question 16

Outline the advantages for IKEA of '**self-assembly**'.

Question 17

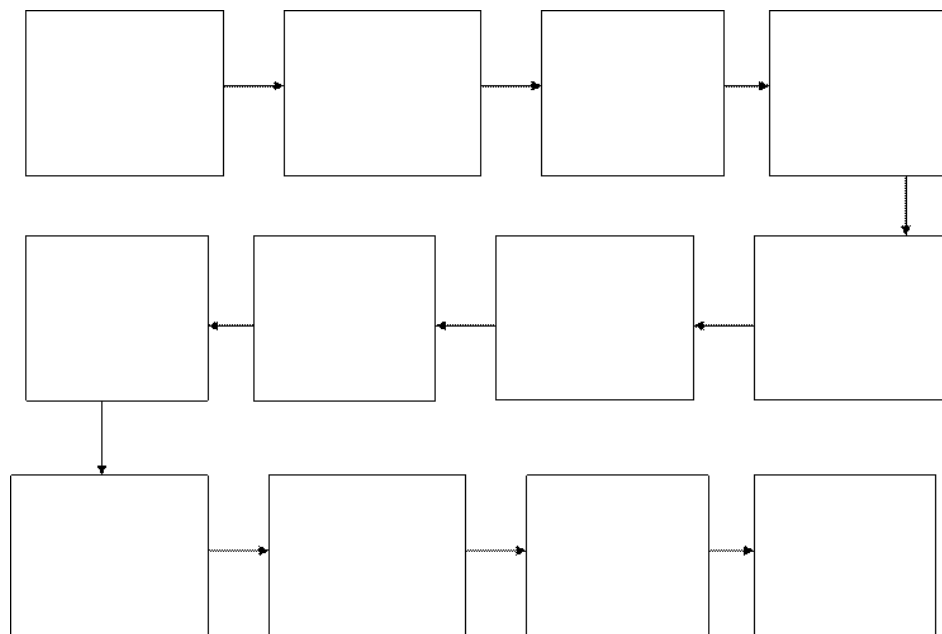
Part of IKEA's marketing strategy is the '**in store experience**' it provides for its customers. Outline some of the **examples** of these 'experiences'.

Question 18

Outline the advantages for IKEA of '**self-assembly**'

Question 19

IKEA have a fully automated particleboard factory. Use a **labeled flowchart** to show the production steps.



Part 3 – Sociological and Environmental Factors

Question 20

Discuss some of the issues IKEA faces in regard to their location? Include positive and negative effects.

Question 21

Describe some workplace cultures that develop within businesses.

Question 22

Outline where IKEA gets their materials from? Discuss the sustainability of these materials and some possible alternatives.

Question 23

Describe how IKEA manages their waste.

Question 24

What they do about air and noise pollution.

Question 25

How does IKEA's business impact the furniture industry?

Marking Guidelines

Marking Criteria (Stage 6)	Outcomes	Band	Mark
Extensive and detailed		6	90-100
Thorough		5	80-89
Sound		4	70-79
Limited		3	60-69
Basic		2	50-59
None		1	0-49

Marking Criteria (Stage 5)	Outcomes	Band	Mark
A = Excellent, expert, outstanding, detailed, extensive, exceptionally		A	85-100
B = High, thorough, clear, good		B	71-85
C = Sound, satisfactory, competent		C	60-70
D = Basic		D	50-59
E = Limited, none		E	0-49

Marking Criteria – Part 1 Structural Factors

Mark	Marking Criteria
13-15	<p>Expert analysis of the company structure exhibited through a flow chart indicating every position identified in the program.</p> <p>Expert explanation of the strategies and ideas used by IKEA for marketing and sales.</p> <p>Expert discussion of how IKEA structure the production of their products.</p> <p>Expert explanation of the workplace environment.</p>
10-12	<p>Highly level of ability in analysis of the company structure exhibited through a flow chart indicating almost all position identified in the program.</p> <p>Highly level of ability in explanation of the strategies and ideas used by IKEA for marketing and sales.</p> <p>Highly level of ability in discussion of how IKEA structure the production of their products.</p> <p>Highly level of ability in explaining the workplace environment.</p>
7-9	<p>Competent analysis of the company structure exhibited through a flow chart indicating a majority position identified in the program.</p> <p>Competent explanation of the strategies and ideas used by IKEA for marketing and sales.</p> <p>Competent discussion of how IKEA structure the production of their products.</p> <p>Competent explanation of the workplace environment.</p>
4-6	<p>Basic analysis of the company structure exhibited through a flow chart indicating some of the positions identified in the program.</p> <p>Basic explanation of the strategies and ideas used by IKEA for marketing and sales.</p> <p>Basic discussion of how IKEA structure the production of their products.</p> <p>Basic explanation of the workplace environment.</p>
0-3	<p>Limited analysis of the company structure exhibited through a flow chart indicating minimal position identified in the program.</p> <p>Limited explanation of the strategies and ideas used by IKEA for marketing and sales.</p> <p>Limited discussion of how IKEA structure the production of their products.</p> <p>Limited explanation of the workplace environment.</p>

Marking Criteria – Part 2 technical Factors

Mark	Marking Criteria
13-15	Expert analysis and discussion of Technical processes, machinery, tools and equipment. Extensive detail highlighting all processes, tools and equipment that are associated to the Technical Factor section seen during the program.
10-12	Highly level of ability in analysis and discussion of Technical processes, machinery, tools and equipment. High level of ability in detailing all processes, tools and equipment that are associated to the Technical Factor section seen during the program.
7-9	Competent analysis and discussion of Technical processes, machinery, tools and equipment. Competent detail of processes, tools and equipment that are associated to the Technical Factor section seen during the program.
4-6	Basic analysis and discussion of Technical processes, machinery, tools and equipment. Basic detail of processes, tools and equipment that are associated to the Technical Factor section seen during the program.
0-3	Limited analysis and discussion of Technical processes, machinery, tools and equipment. Limited detail of processes, tools and equipment that are associated to the Technical Factor section seen during the program.

Marking Criteria – Part 3 Sociological and Environmental Factors

Mark	Marking Criteria
9-10	Expert Identification and explanation of their sociological impact discussing what is done at this level to improve manufacturing standards and safety while also dealing with job security. Expert analysis and discussion of environmental concerns and the response from IKEA
7-8	Highly level of ability in identification and explanation of their sociological impact discussing what is done at this level to improve manufacturing standards and safety while also dealing with job security. High level of ability in analysing and discussing the environmental concerns and the response from IKEA
5-6	Competent identification and explanation of the sociological impact discussing what is done at this level to improve manufacturing standards and safety while also dealing with job security. Competent analysis and discussion of environmental concerns and the response from IKEA
3-4	Basic identification and explanation of their sociological impact discussing what is done at this level to improve manufacturing standards and safety while also dealing with job security. Basic analysis and discussion of environmental concerns and the response from IKEA
0-2	Limited identification of their sociological impact discussing what is done at this level to improve manufacturing standards and safety while also dealing with job security. Limited discussion of environmental concerns and the response from IKEA